S.M.A.R.T questions

**Data category 1 - Bike preferences**

**SMART Question one:** “What was the percentual distribution of bike preferences among casual and member riders in the last 12 months?”

**Data category 2 - Trips start day and time**

**SMART Question two:** “On which days of the week have our members used more often the services in the last 12 months?”

**SMART Question three:** “At which times of the day have our members used more often the services in the last 12 months?”

**Data category 3 - Trips end day and time**

**SMART Question four:** “What was the average trip duration of our members in the last 12 months?

**SMART Question five:** “What was the average trip duration of our casual riders in the last 12 months?”

**Data category 4 – Start stations**

**SMART Question six:** “On which stations did the member riders start their rides more often in the last 12 months?

**Data category 5 – End stations**

**SMART Question seven:** “On which stations did the member riders finish their rides more often in the last 12 months?

**Data category 6 – Start latitude and longitude**

**SMART Question eight:** “What was the distribution of rides starting point per longitude for both casual and member riders in the last 12 months?”

**SMART Question nine:** “What was the distribution of rides starting point per latitude for both casual and member riders in the last 12 months?”

**Data category 7 – End latitude and longitude**

**SMART Question ten:** “What was the distribution of rides ending point per longitude for both casual and member riders in the last 12 months?”

**SMART Question eleven: “**What was the distribution of rides ending point per latitude for both casual and member riders in the last 12 months?”