

To bike or not to bike?

The effect of weather on the Capital Bikeshare ridership in 2012



2,048,316

Bike rentals



1,746

Number of bikes



200

Bike stations



17 min

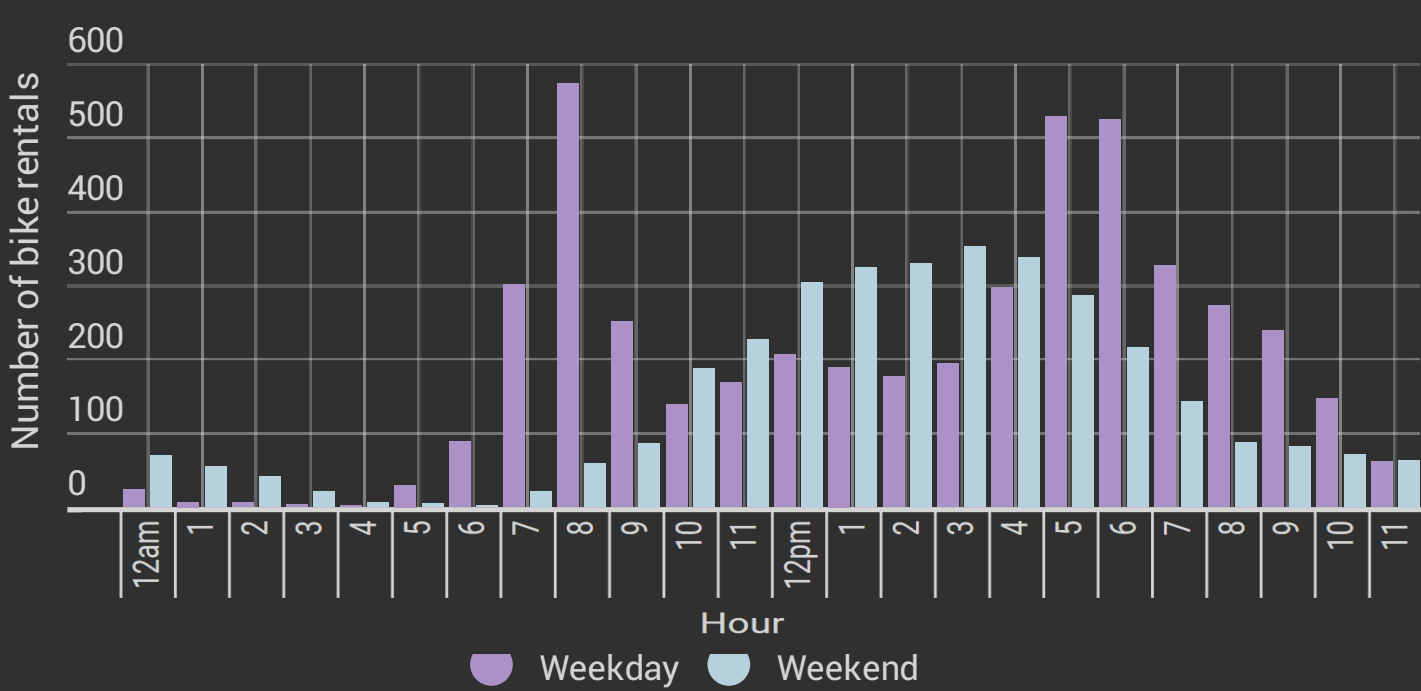
Average rental time



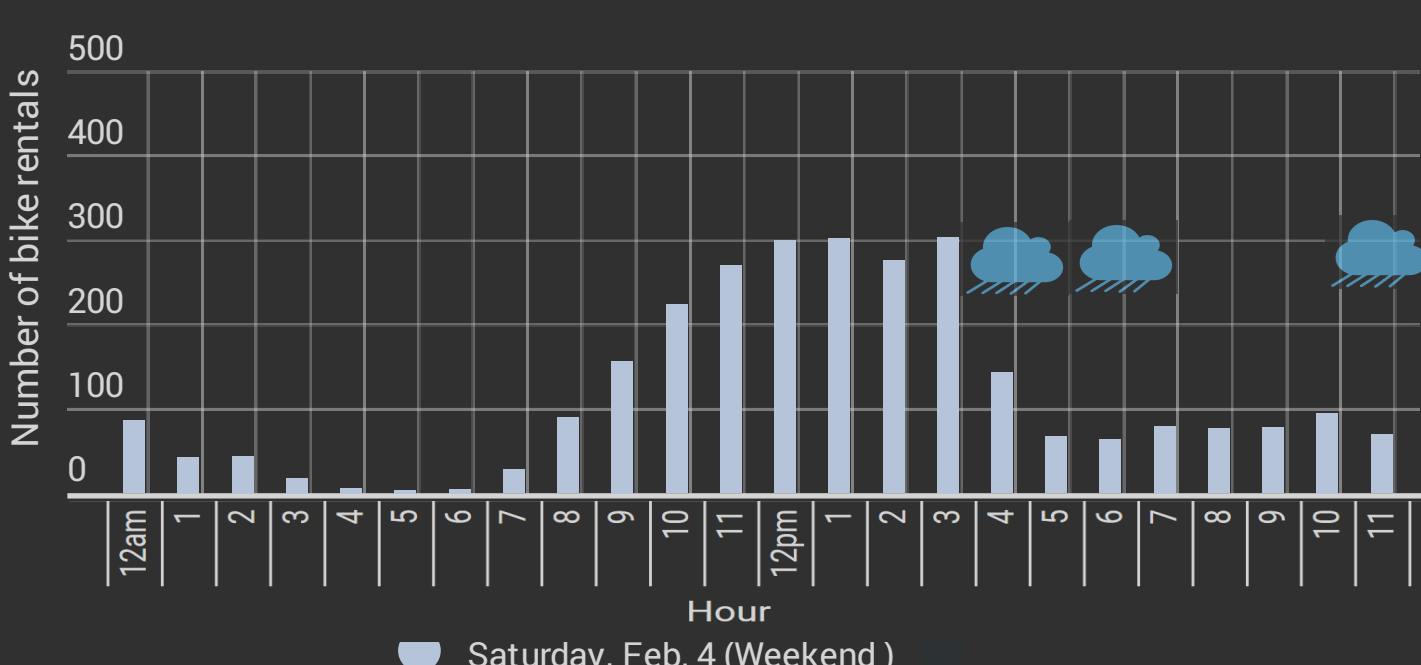
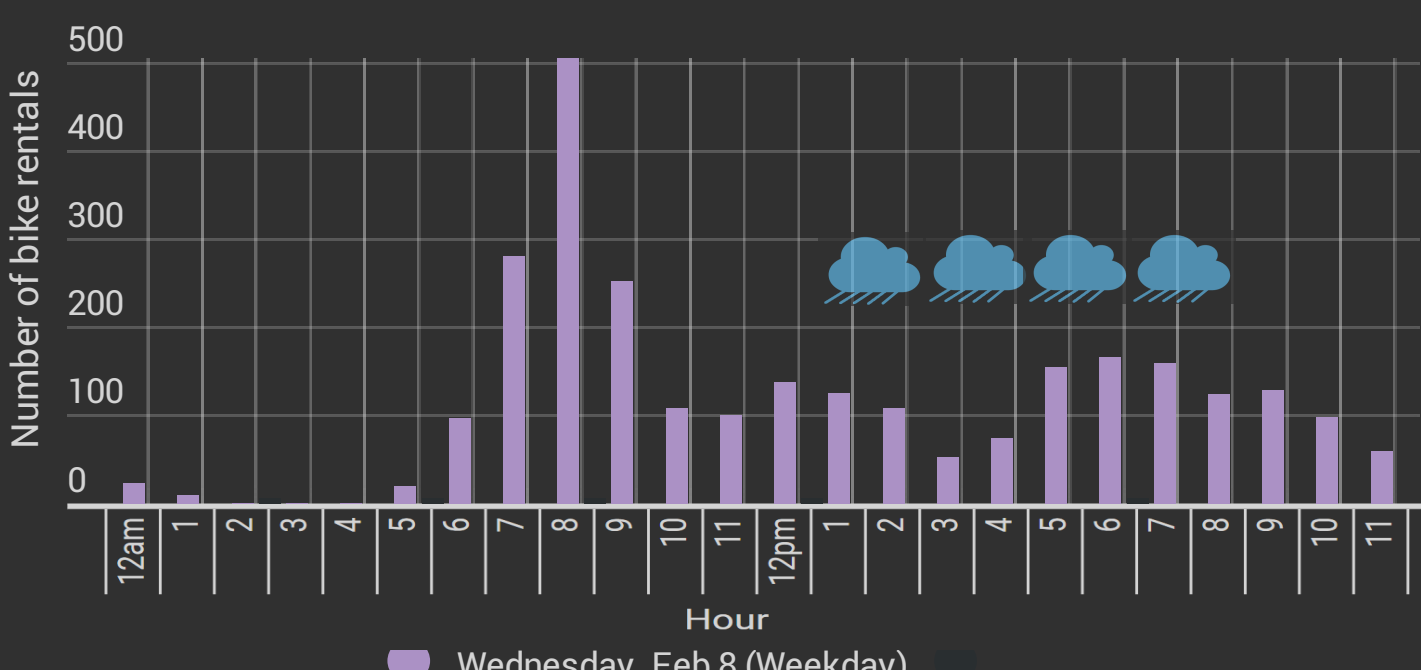
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Rain & snow days (at least 2 hrs. of consecutive precipitation)

A typical weekday and weekend in February when there is no weather



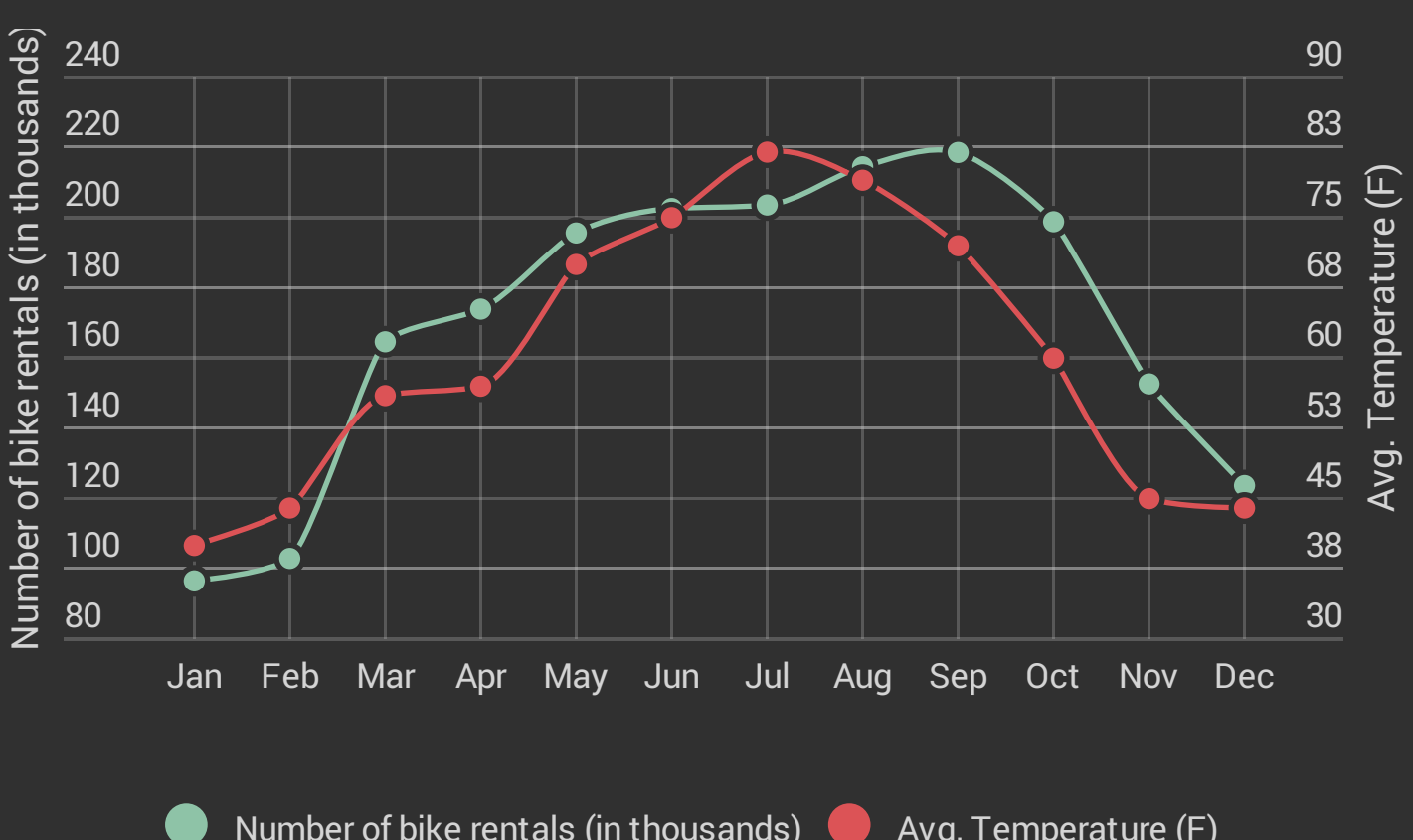
When it rains in the DC area, the number of bike rentals for a day decreases



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Air temperature, and not rain or snow, is the most significant predictor of ridership.

AJ Rivera



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Cumulative ridership is highest near 75F. Any investor considering establishing a similar business in another state or country must take the temperature into consideration.

AJ Rivera