# HW20_Bikes_Hilliker

File created on: 7/9/19 12:19:32 AM EDT

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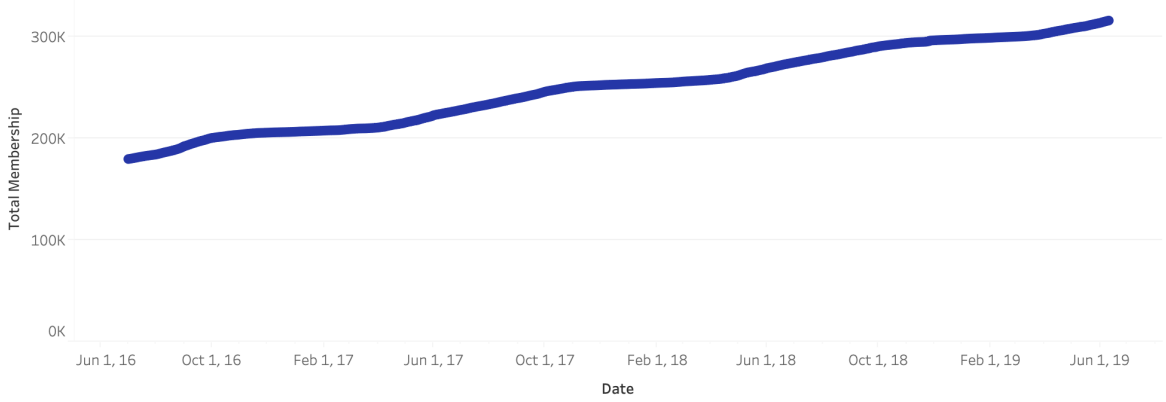
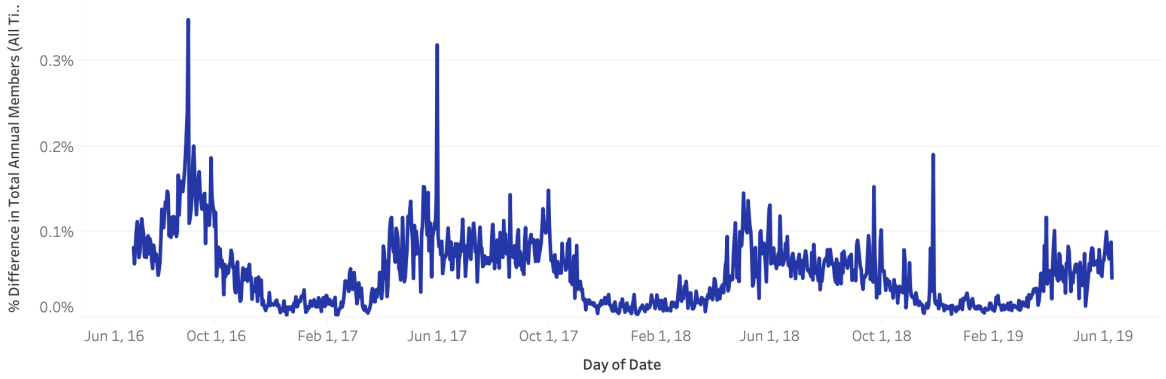
|---|---|---|---|---|
| Membership gains have been steady over the past 3 years. | There are seasonal cycles to membership gains, with the biggest gains being in April and May and then holding steady through October. | Purchases of 24-hour and 3-day passes follow the same seasonal pattern. This data can guide advertising to maintain current level.. | Women make only 25% of the total customers. However, women are more likely to be pass purchasing customers rather than subscribers. T.. | Subscr ibers a re mos t com.. |

## Change in Total Membership over Time




## Percent Change in Membership by Month

(2016 Q3 - 2019 Q2)



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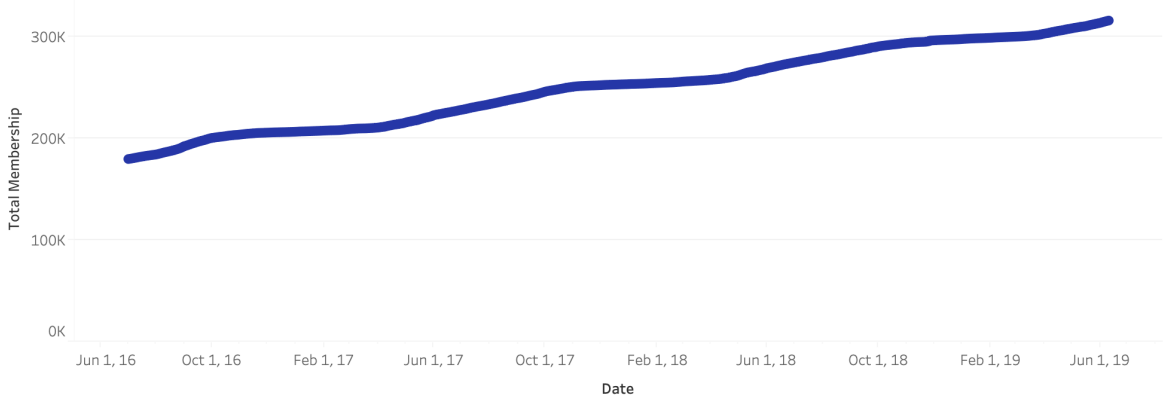


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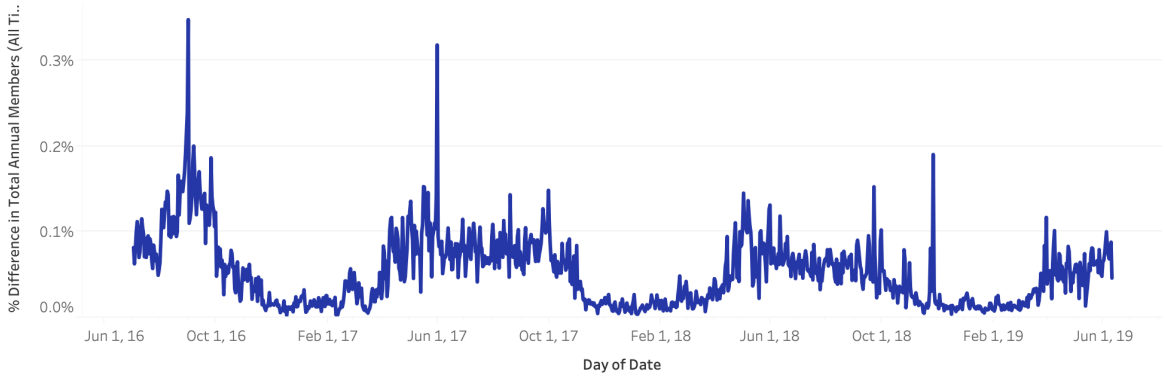

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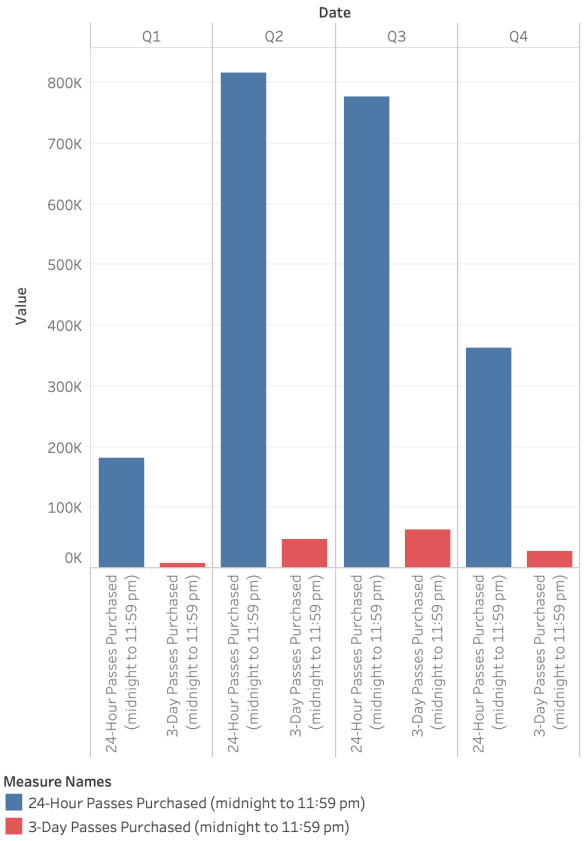
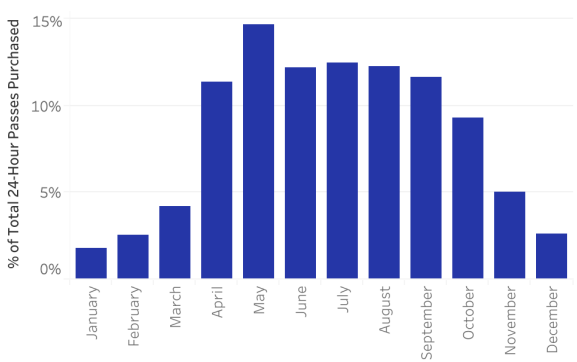
## Total Pass Purchases by Quarter

(2016 Q3 - 2019 Q2)



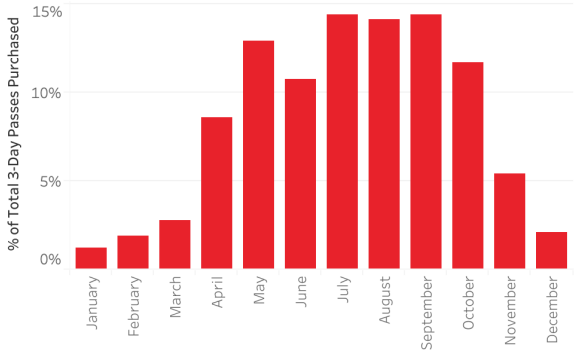

## Percentage of 24-hour Passes Purchased per Month

(2016 Q3 - 2019 Q2)




## Percentage of 3-day Passes Purchased per Month

(2016 Q3 - 2019 Q2)



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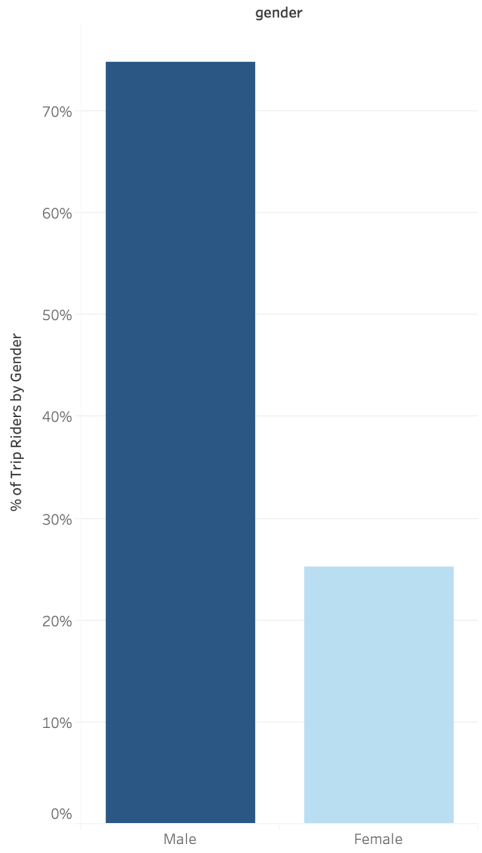
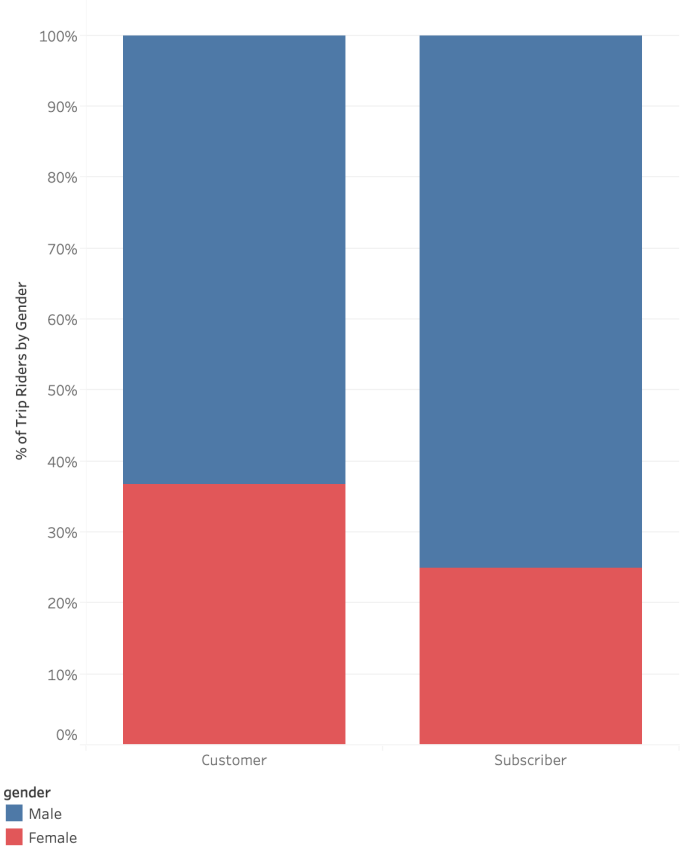
## Percentage of Rides by Gender
(2016 Q3 - 2019 Q2)




## Percentage of Customers vs. Subscribers (Gender)
(2016 Q3 - 2019 Q2)



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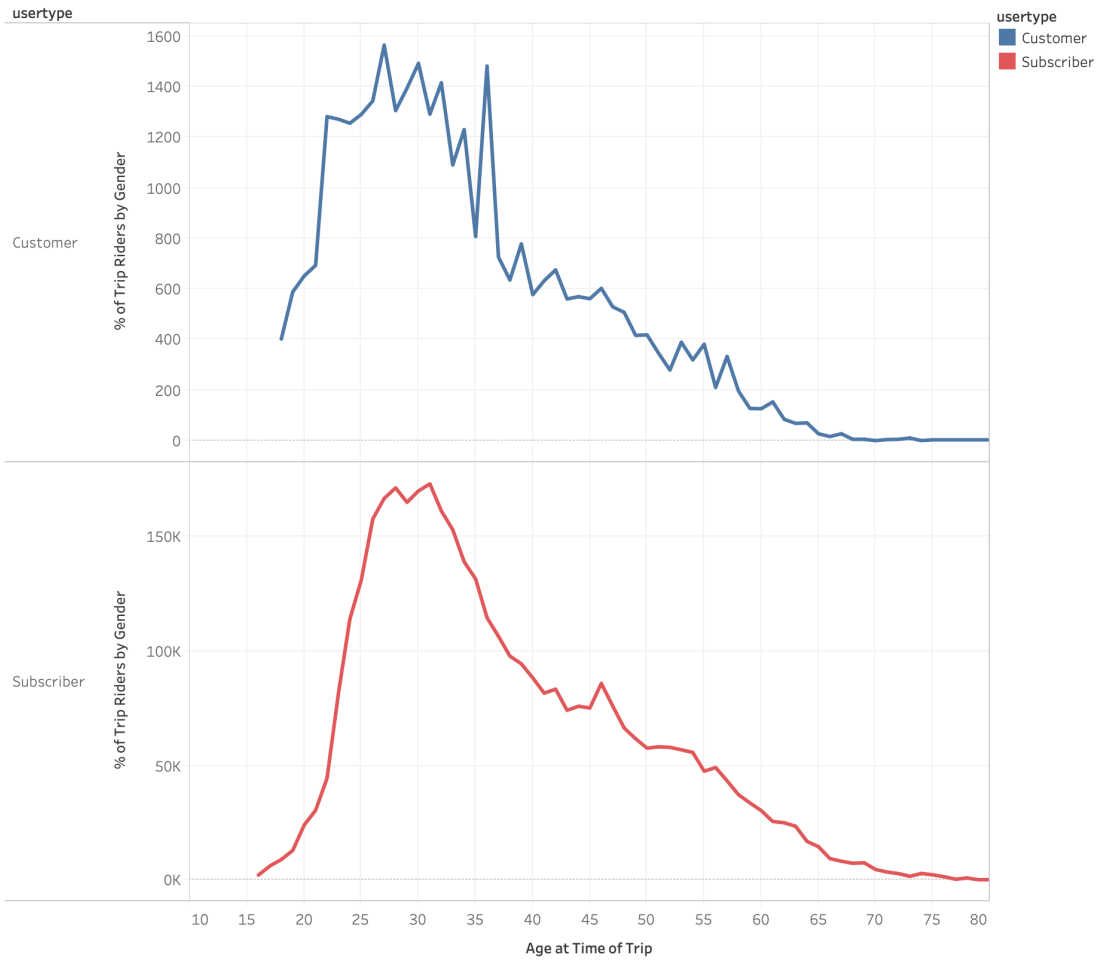

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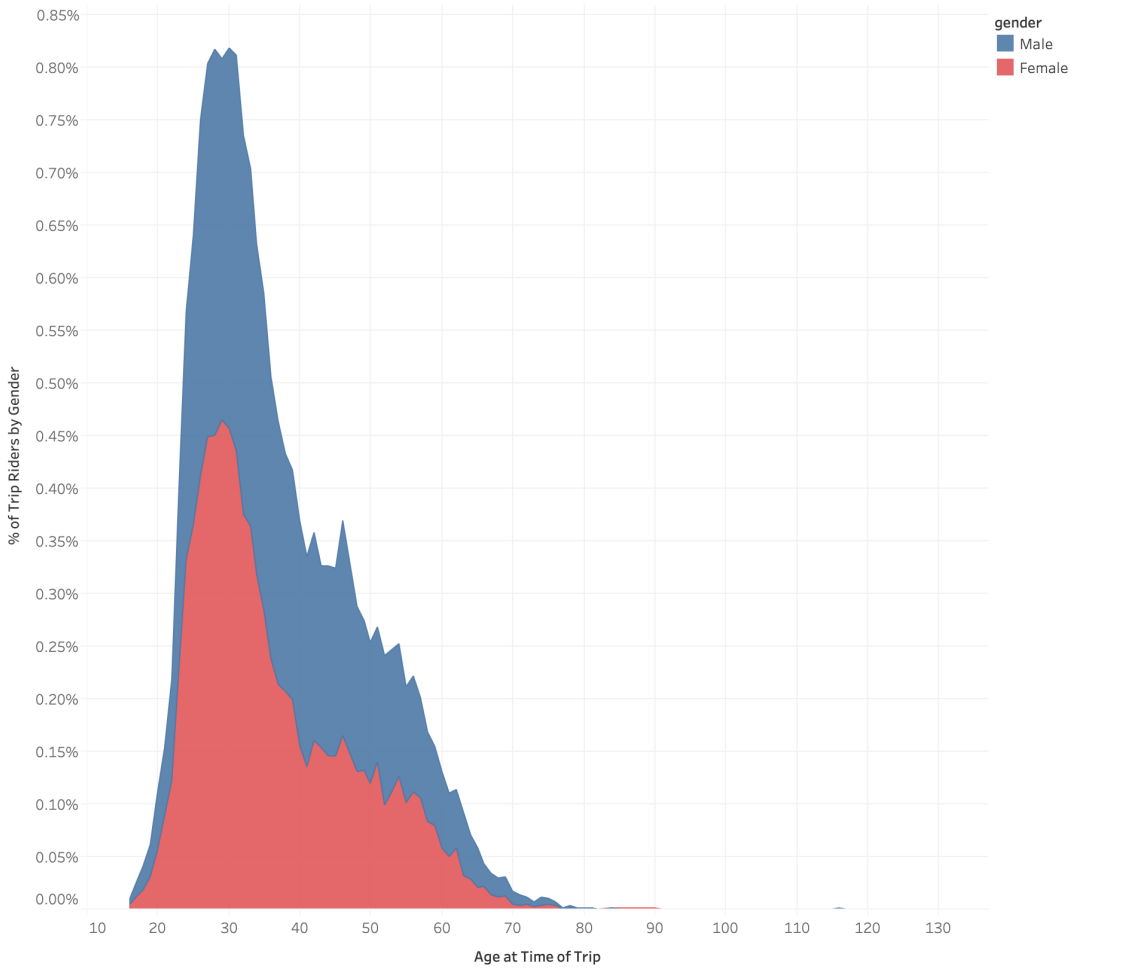

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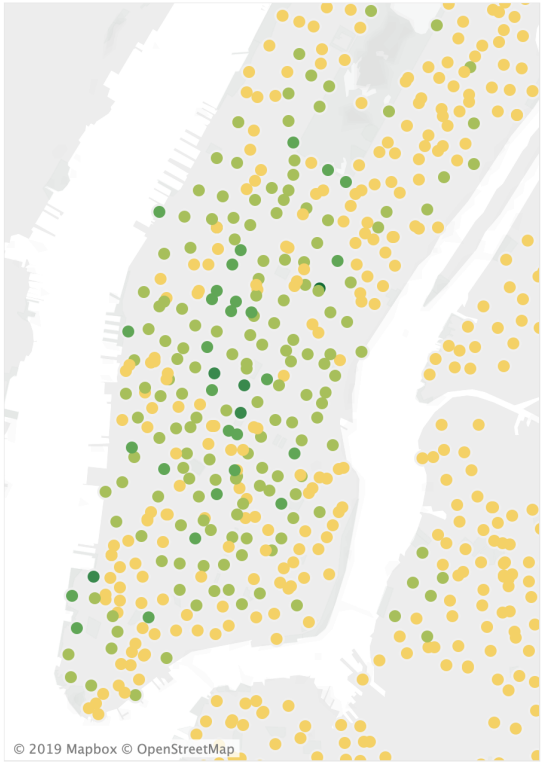
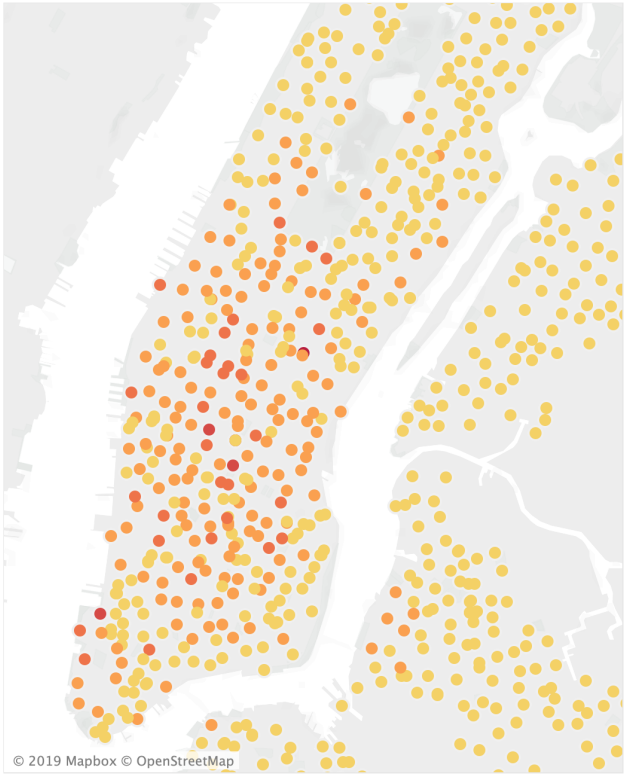
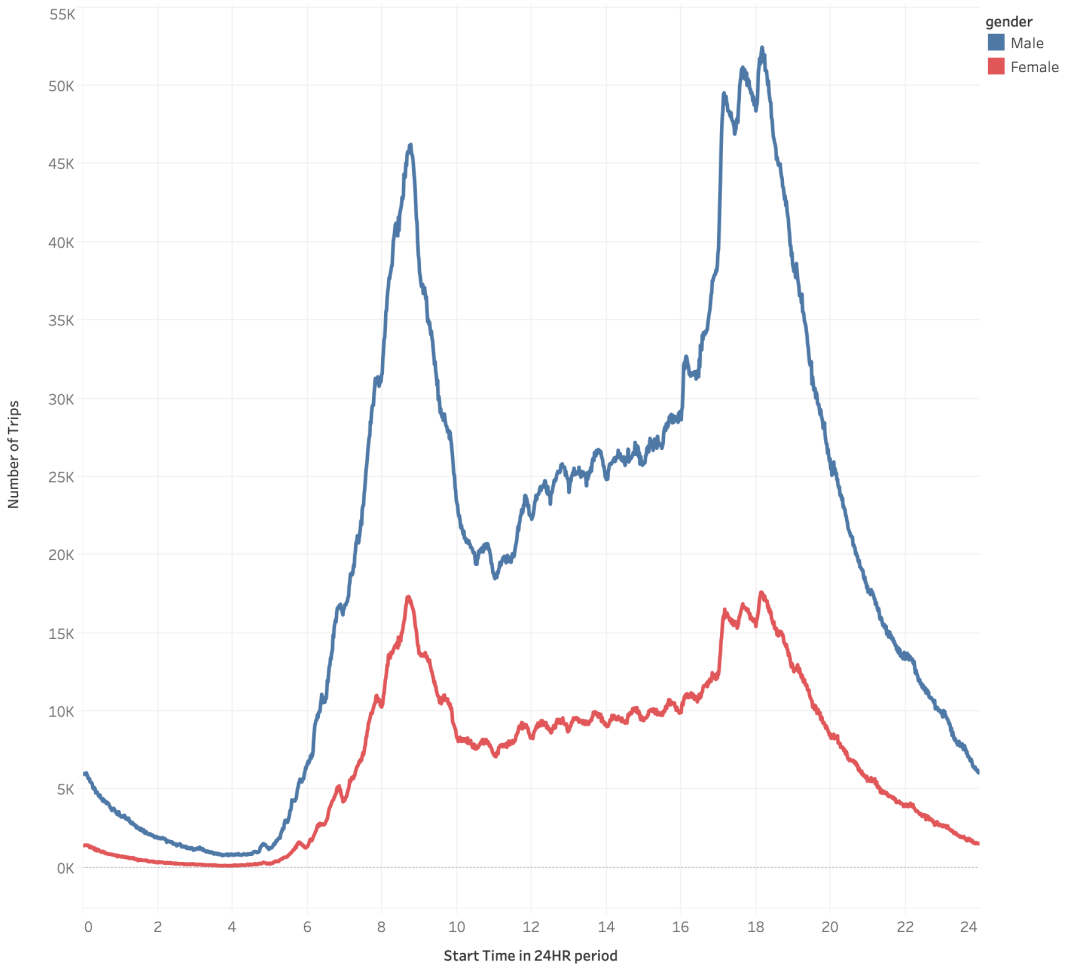
## Start Station Usage
(2016 Q3 - 2019 Q2)




Number of Records
1 454,585

## End Station Usage
(2016 Q3 - 2019 Q2)




Number of Records
1 449,850

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