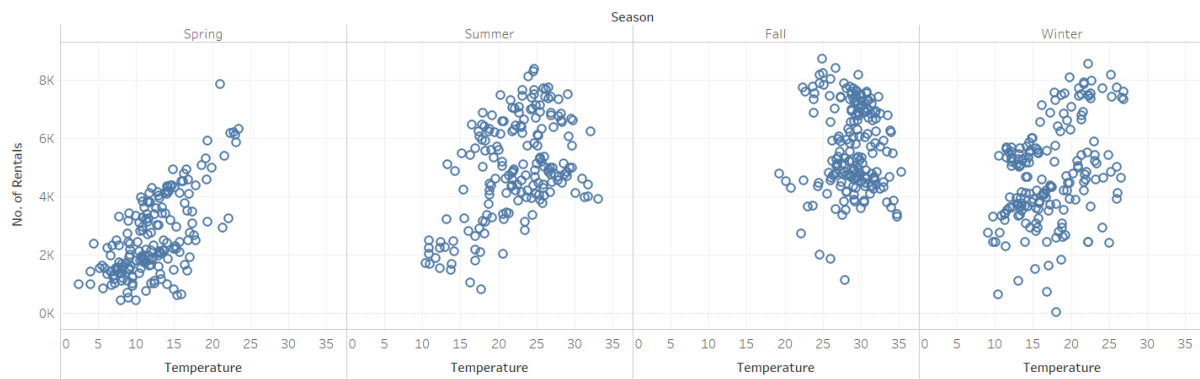


Investigation of Bike-Sharing Rental Behaviors

Seasonality

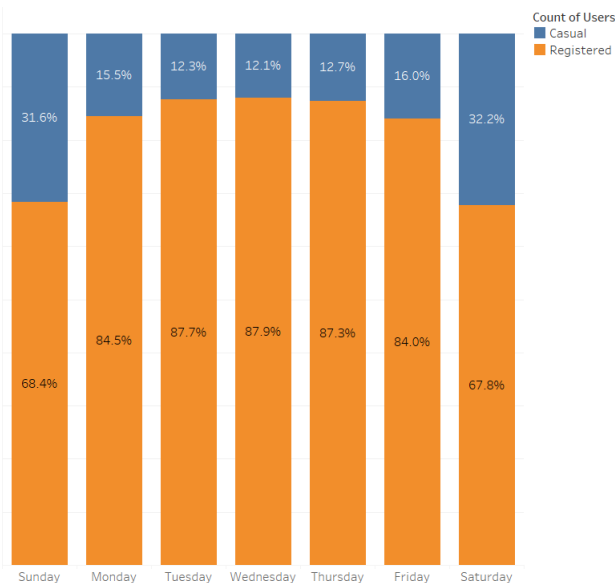
	Spring	Summer	Fall	Winter
Casual	60,622	203,522	226,091	129,782
Registered	410,726	715,067	835,038	711,831
Total	471,348	918,589	1,061,129	841,613

Rental behaviors are highly correlated to the seasons and in Spring the number of rents is at its lowest.



Temperature in Spring is lower on most days and may explain the lower number of rentals compared to the other seasons. Thorough maintenance of the bicycles may be done during this period of low rentals.

Day of the Week



	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Casual	140,521	70,784	57,843	57,319	61,460	78,238	153,852
Registered	303,506	384,719	411,266	415,729	423,935	409,552	323,955
Total	444,027	455,503	469,109	473,048	485,395	487,790	477,807

Rentals are mainly from registered users, while on Saturday and Sunday the percentage of casual users increases by around twice as much. Marketing effort may align with this knowledge, i.e., design campaign to increase number of casual users on Saturday and Sunday.