

UntitledCHECK

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Based on the information presented in the report, the following are the key findings:

- The bikeshare service is mostly used by annual members, who take significantly more trips than casual members.
- The average trip duration for casual members is higher than that of annual members, but both groups have a similar median duration.
- Usage of the bikeshare service increases during the warmer months (June through August) compared to the winter months (December through February).
- The most popular starting station is “York St / Queens Quay W” with 24,017 trips.
- Annual members mostly use the bikeshare service for commuting to work or school, with higher demand during rush hours in the morning and evening.
- Casual members tend to take longer trips compared to annual members, with a significant number of trips lasting 30 minutes or more.
- The bikeshare company could consider offering different pricing plans or incentives to encourage shorter trips and more frequent use by casual members.

Overall, the report provides insights into the usage patterns and behavior of users of the bikeshare service, which could help inform decisions about bike station placement, bike fleet size, pricing plans, and incentives to encourage more usage.