Observations within the scatter matrix:

1. Member birth year is skewed right suggesting users are millennials and the younger generation.

* Which age group is most prominent?
* What start stations are they using?
* What end stations are they using?
* Who uses the bike sharing more men vs women?

1. Which bikes are used most frequently top 20?
2. Can I possibly make a map for the hottest rental locations based on station and geo location?