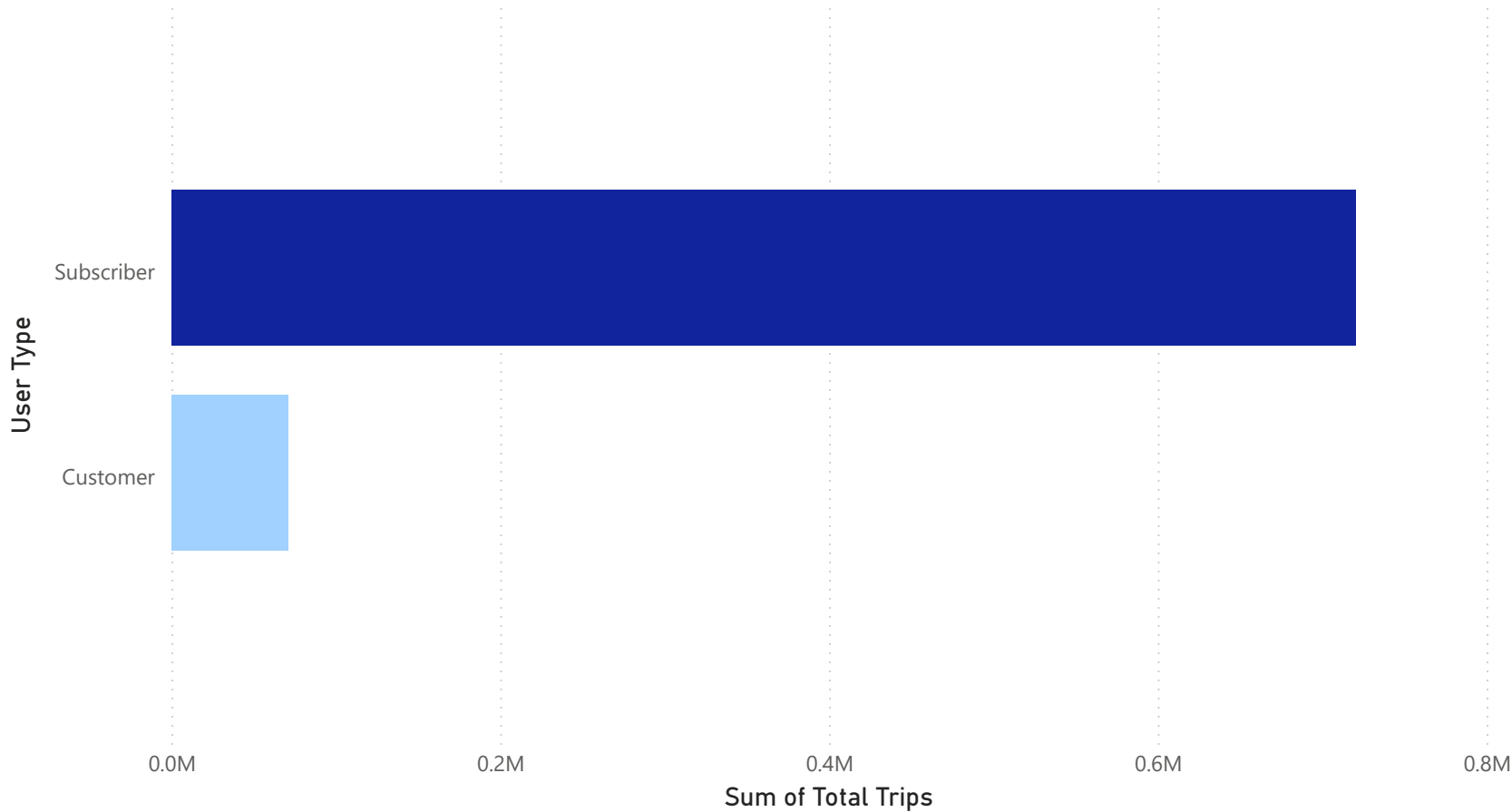


Subscriber vs. Customer Overview

How does overall usage differ between subscribers and customers?

Sum of Total Trips by User Type



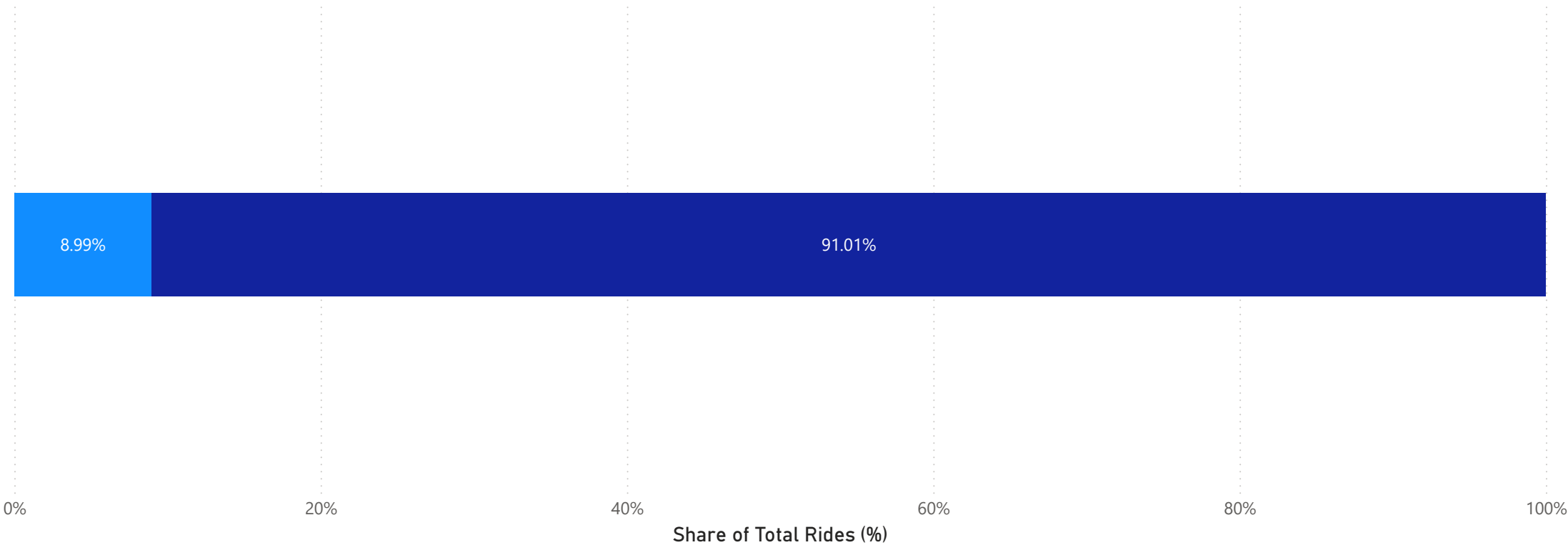
Subscribers account for over 90% of total rides, highlighting a strong opportunity to convert customers into subscribers

Customer
Subscriber

User Type Ride %

Why convert customers into subscribers?

User Type ● Customer ● Subscriber



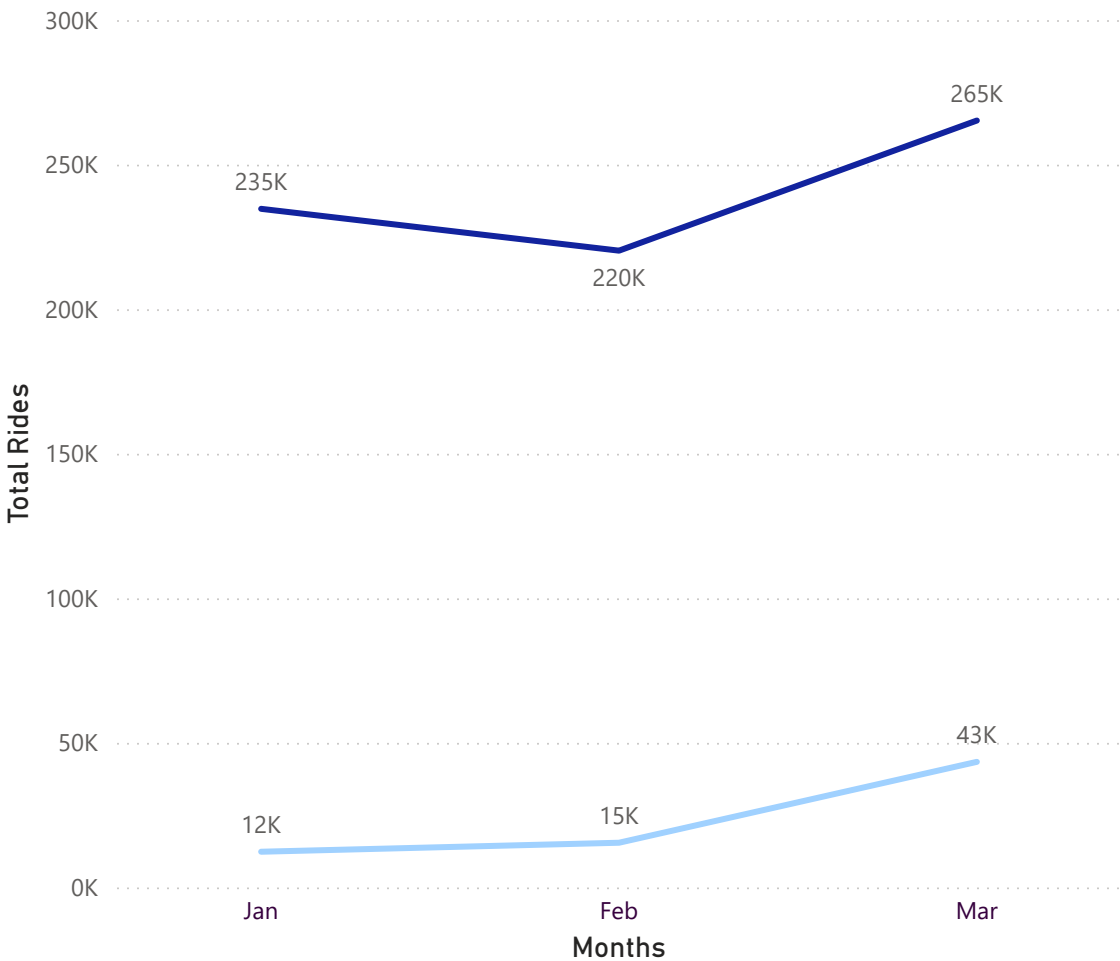
Another visualization depicting the discrepancy between subscriber and customer usage. Subscribers make up over 90% of total rides.

How Usage Changes Over Time

Sum of Rides By Month and User Type

How do riding tendencies change month to month?

User Type ● Customer ● Subscriber

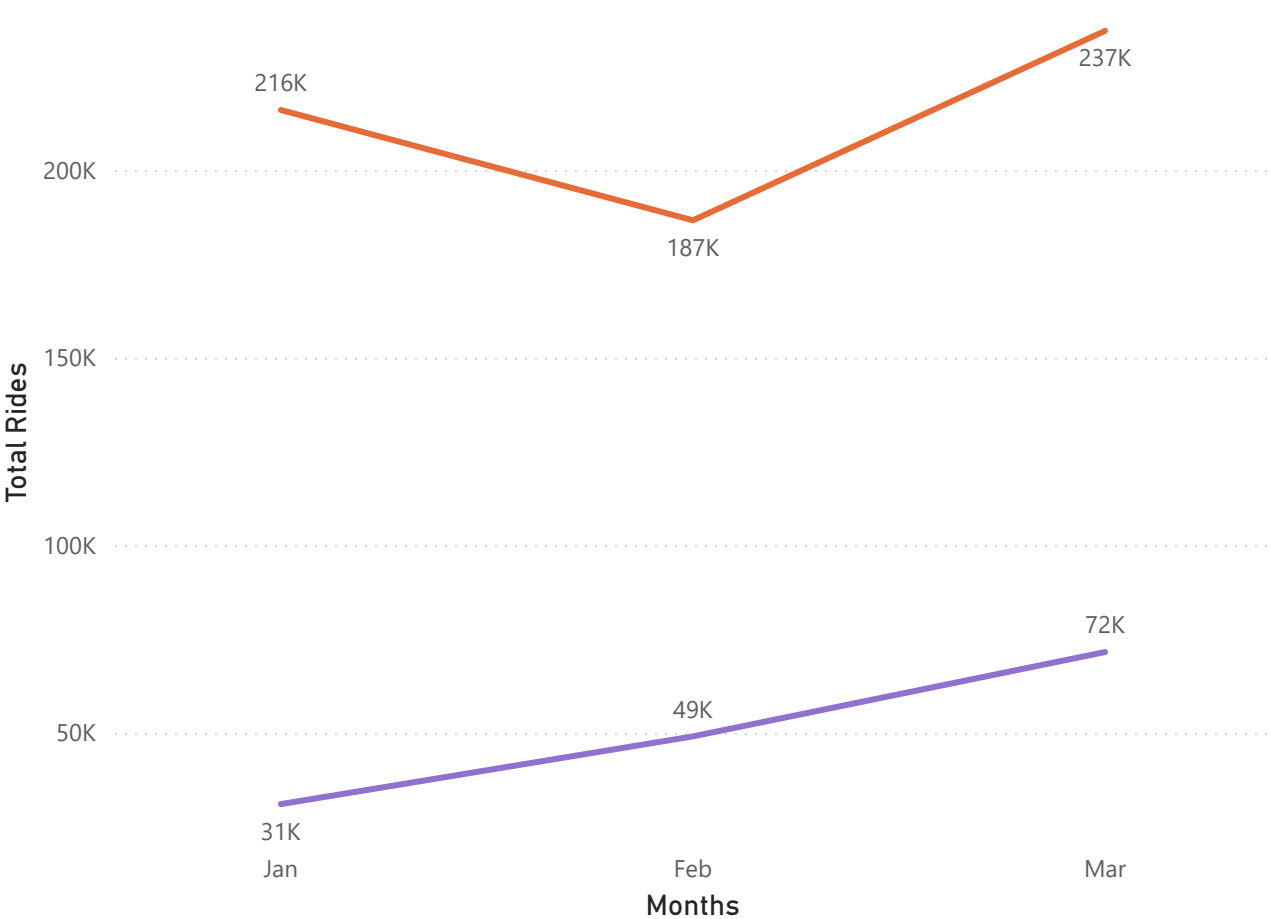


Subscriber ride tendencies remain high across months, while customer ride rate increases over time.

Weekday vs Weekend by Month

Do weekends show different patterns for weekdays vs. weekends?

Weekend or Weekday ● Weekday ● Weekend



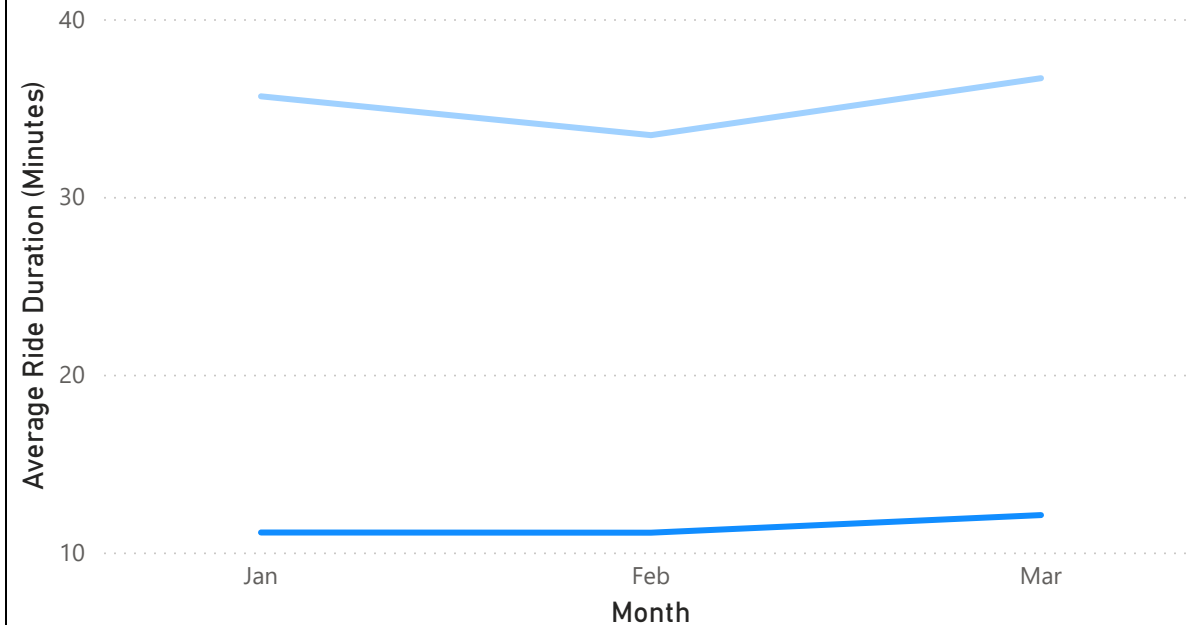
Weekday ride tendencies remain high, while weekend rides consistently increase over time.

Ride Behavior and Trip Length

Average Ride Duration by Month: Customer vs. Subscriber

Do customers and subscribers use bikes differently?

User Type ● Customer ● Subscriber

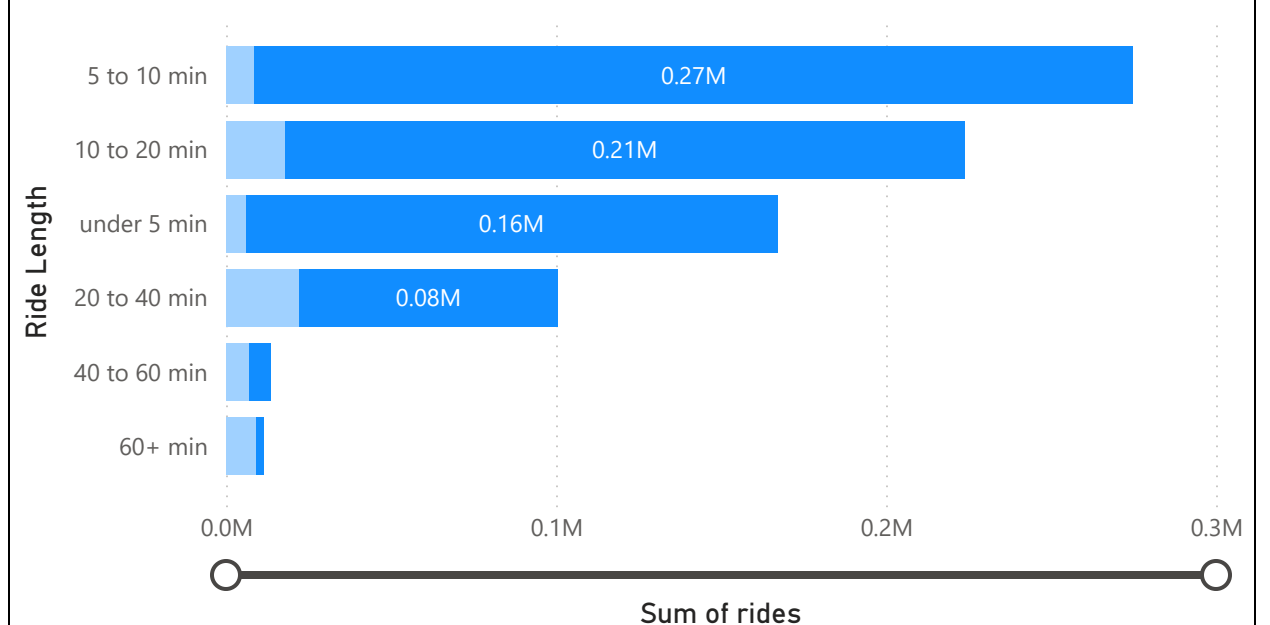


Customers have a much higher average ride duration varying by month, while subscribers favor shorter, more frequent trips.

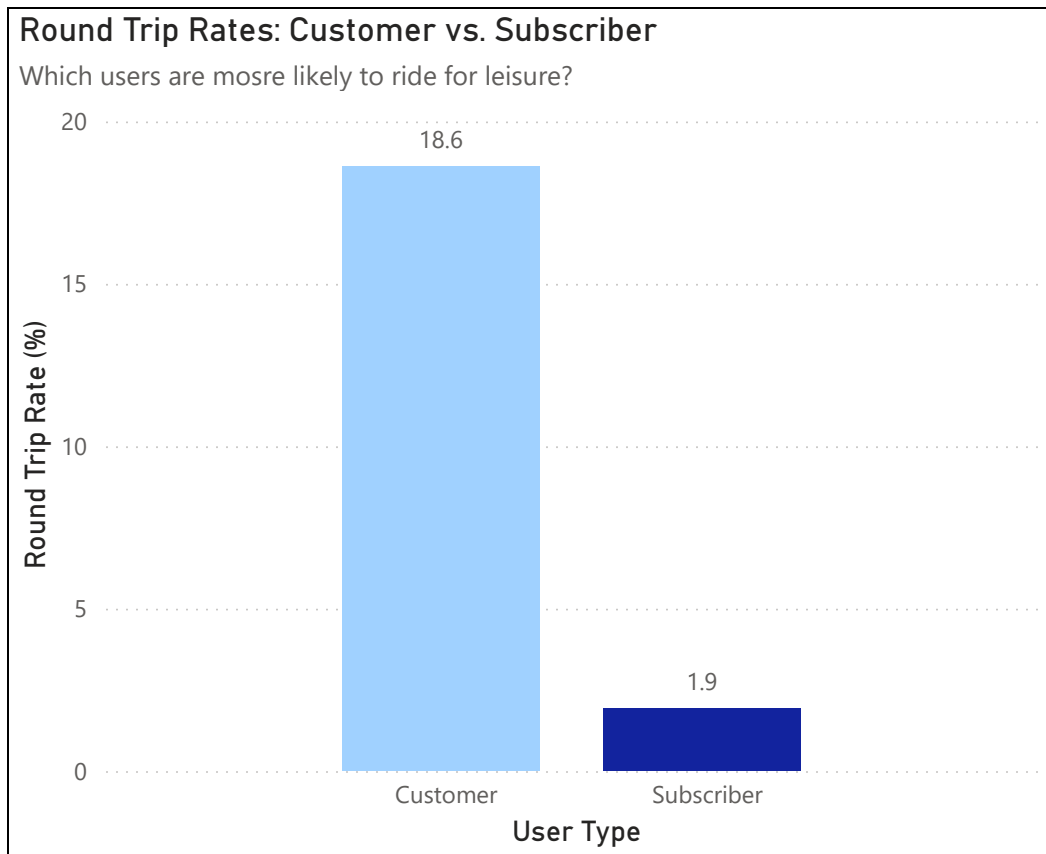
Ride Length Distribution by User Type

Which ride lengths dominate for each user type?

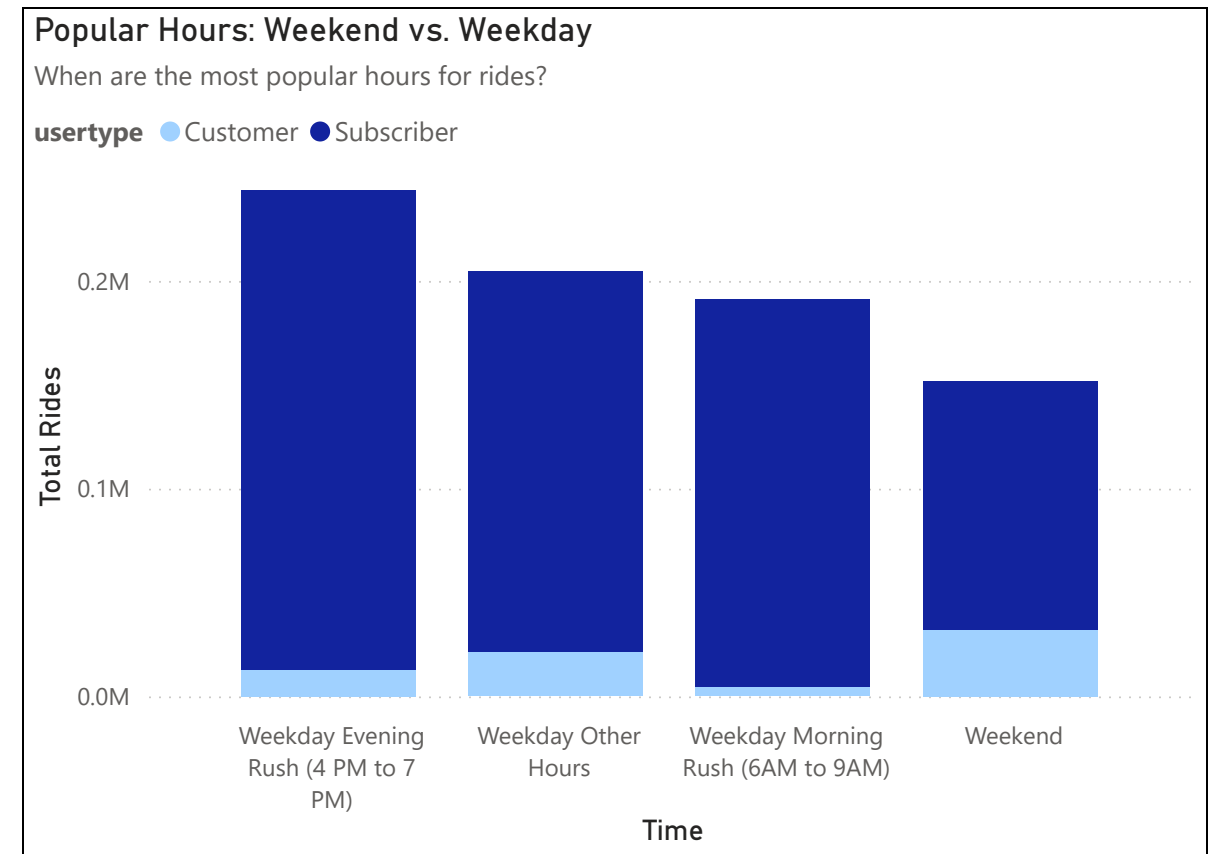
User Type ● Customer ● Subscriber



Behavioral Usage: Leisure vs. Commuting



Customers are significantly more likely to take round trips, most likely due to leisure-oriented usage.



Subscribers are likely to ride during commuting hours, while weekend and off-hour usage is most popular among customers.