**2018 data observed phenomenon**

**User Type deductions**

1. Most Customers use West St and Chambers St & 12 Ave and W 40 st stations.
2. Most Subscribers use Pershing square North & Broadway and E 22nd st stations
3. Majority of Customers are in there 50s.
4. Majority of subscribers are in there 30s.
5. Everyday Customers peak usage is from noon to 5PM.
6. Everyday Subscribers peak usage is at 8 AM and 5 PM/
7. Most customers ride on Saturday. In general Weekends have most customers.
8. Most subscribers ride on Wednesday. In general Weekdays have most subscribers.

**Gender Deductions:**

1. Most men ride at Pershing Square North station
2. Most Women ride at West St & Chambers St, W 21 St & 6 Ave and E17 St and Broadway.
3. Though men ride the bikes more, women have higher avg. ride duration.
4. People (Males and Females) in 30’s are most bike renters and riders.