

Start

Customer

Map

Service

Time

Bike Share Customer Behavior Analysis



Data

1. Bike Sharing Demand-Bike Sharing System(1/1/2011-12/31/2012)
2. Bike System Data-City Bike (3/1/2017-3/31/2017)

Start

Customer

Map

Service

Time

39

Average Age



77%

Male



81%

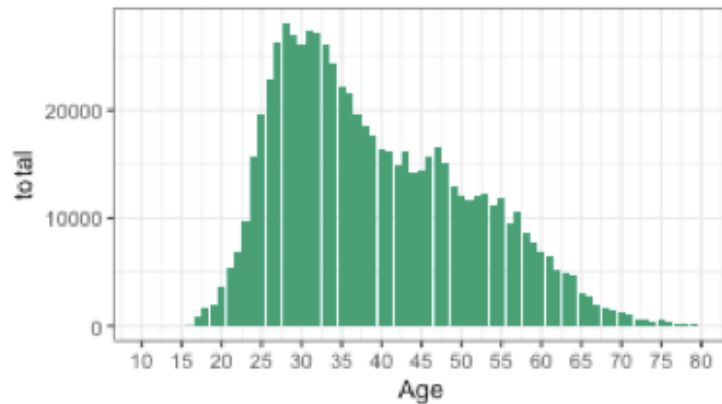
Registered



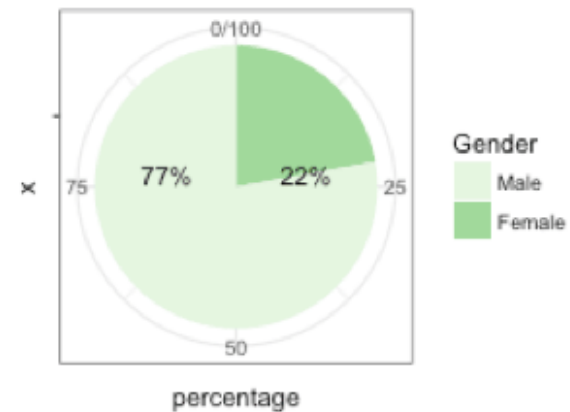
Overview

Type

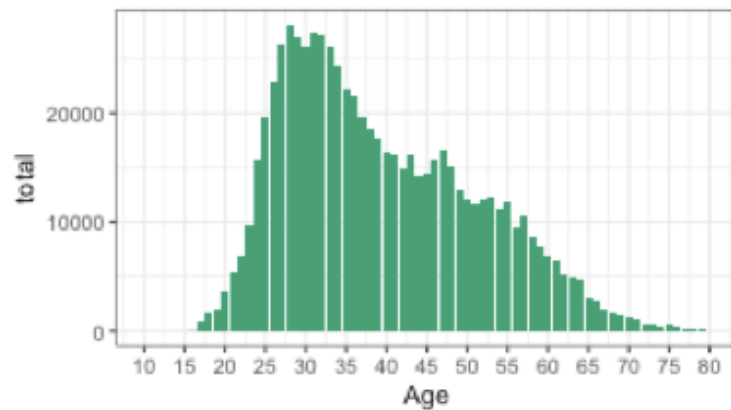
Total Trip Duration of Different Age



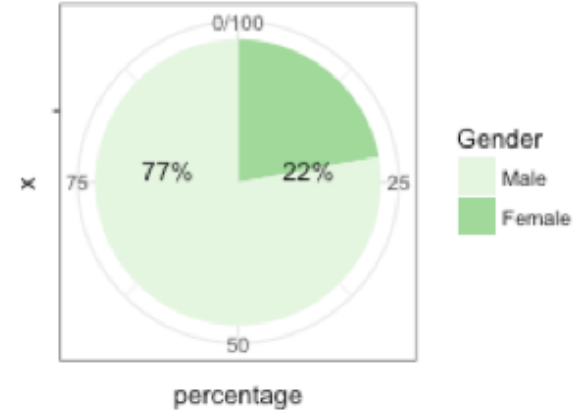
Gender



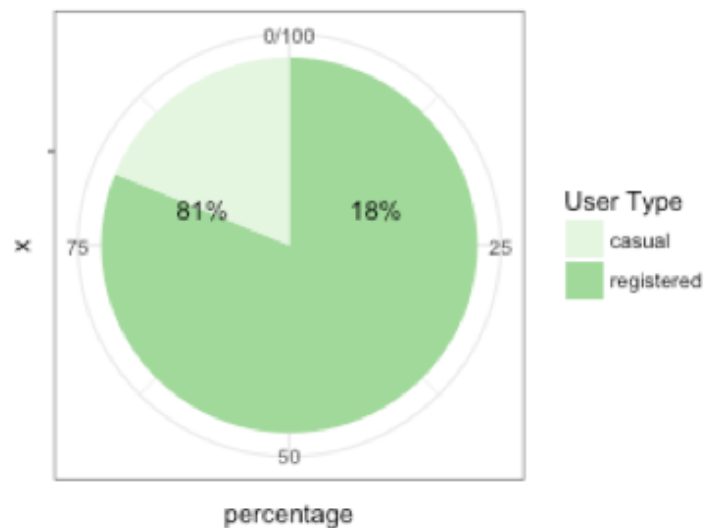
Total Trip Duration of Different Age



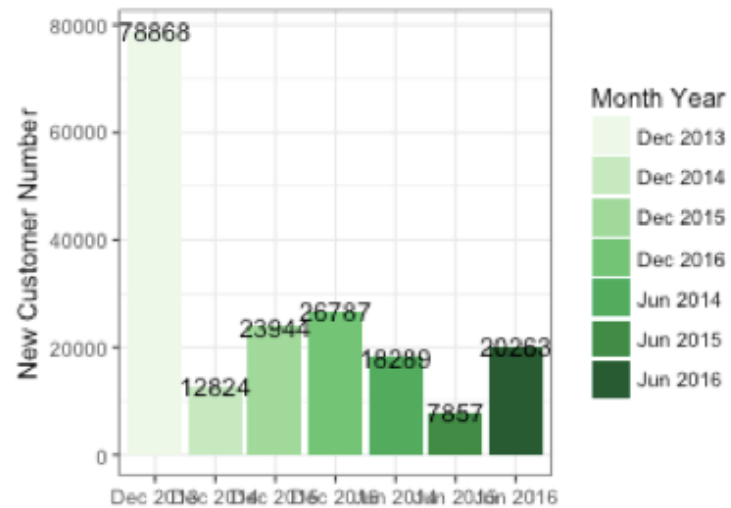
Gender



User Type



New Customer Amount



Map

Service

Time

Average Age

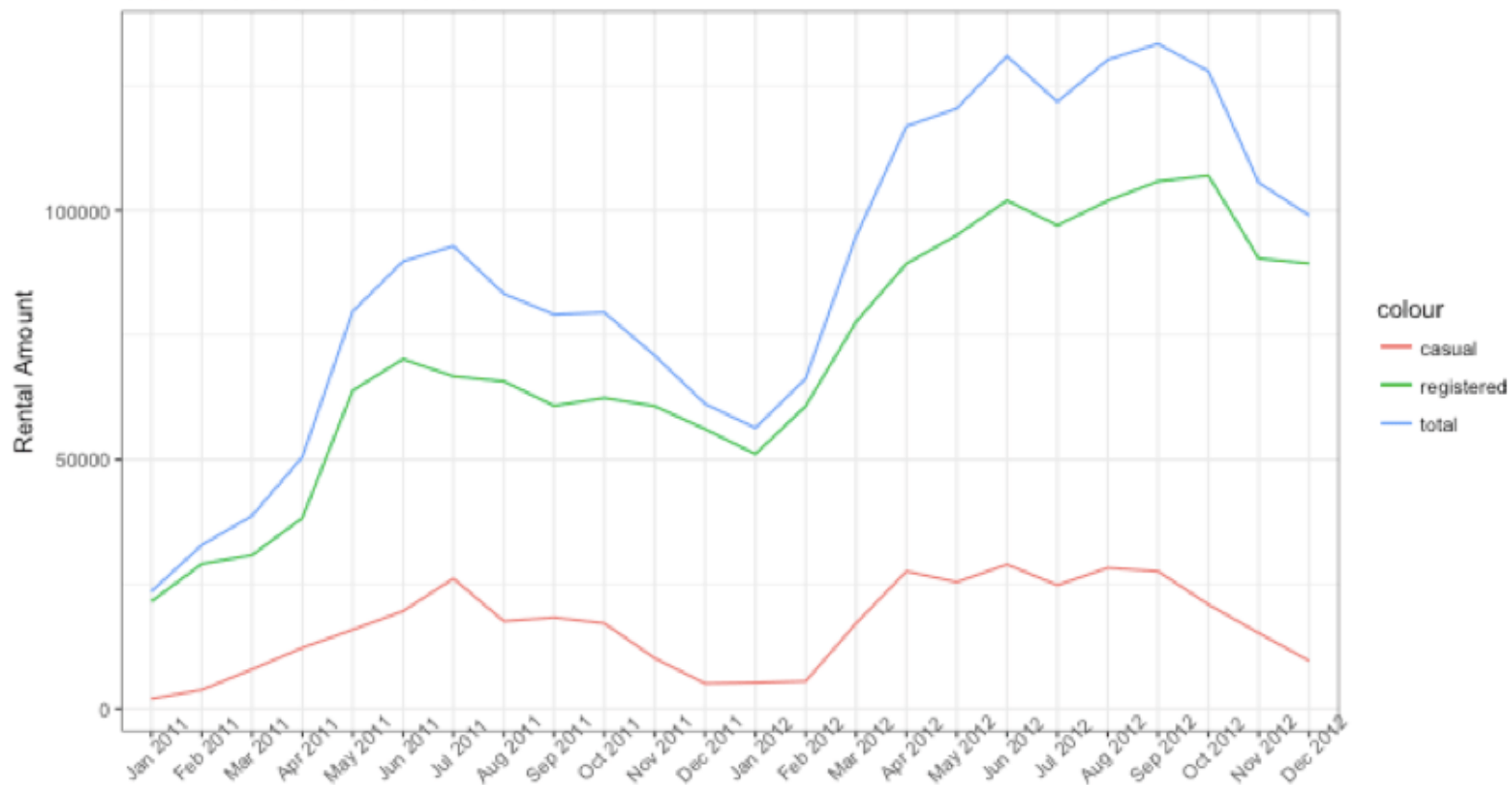
Male

Registered

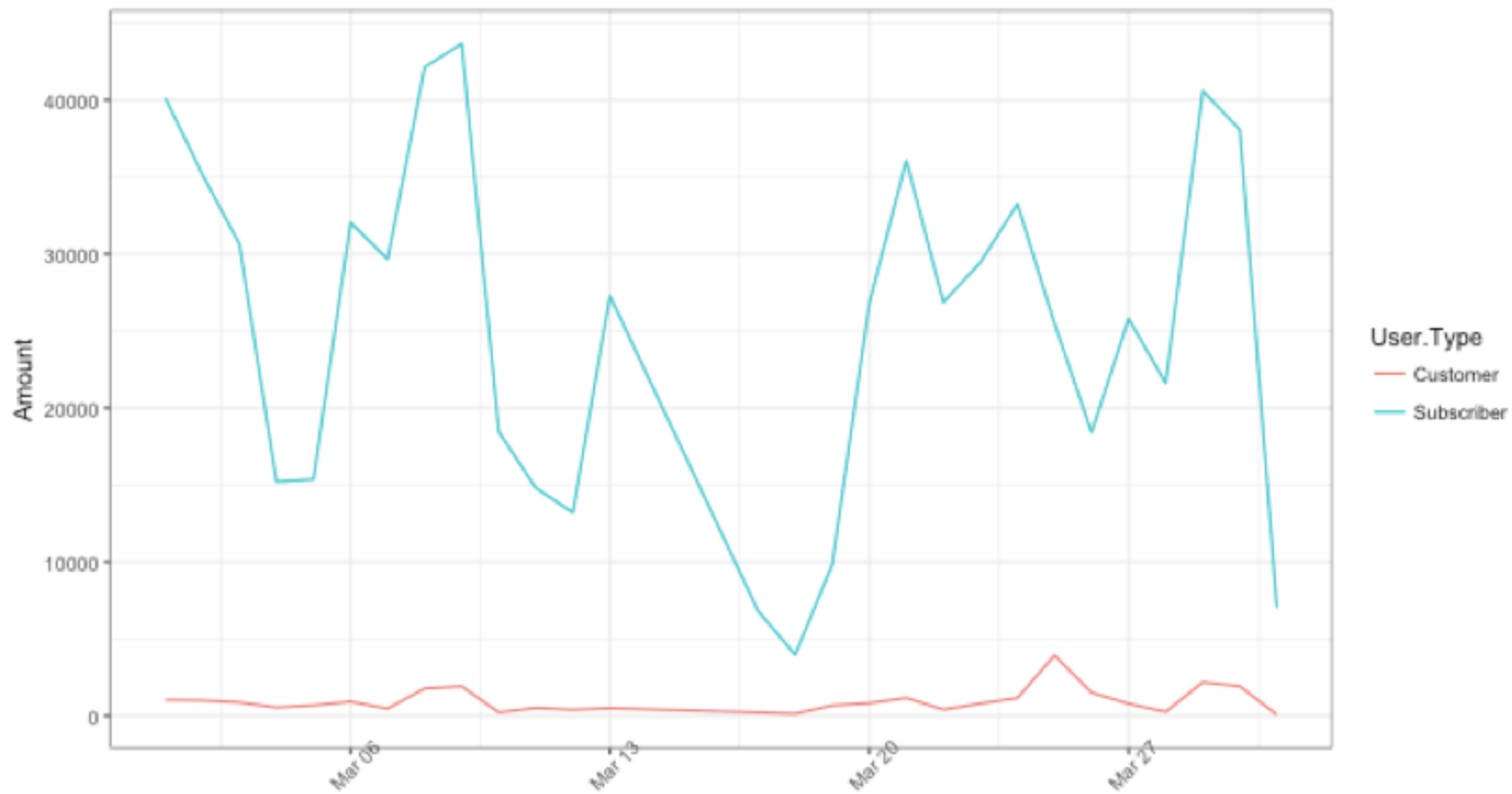
Overview

Type

Users Rentals Performance



Customer Performance



Start

Customer

Map

Service

Time

Station

Top 20 Station

Top 20 Route



Start

Customer

Map

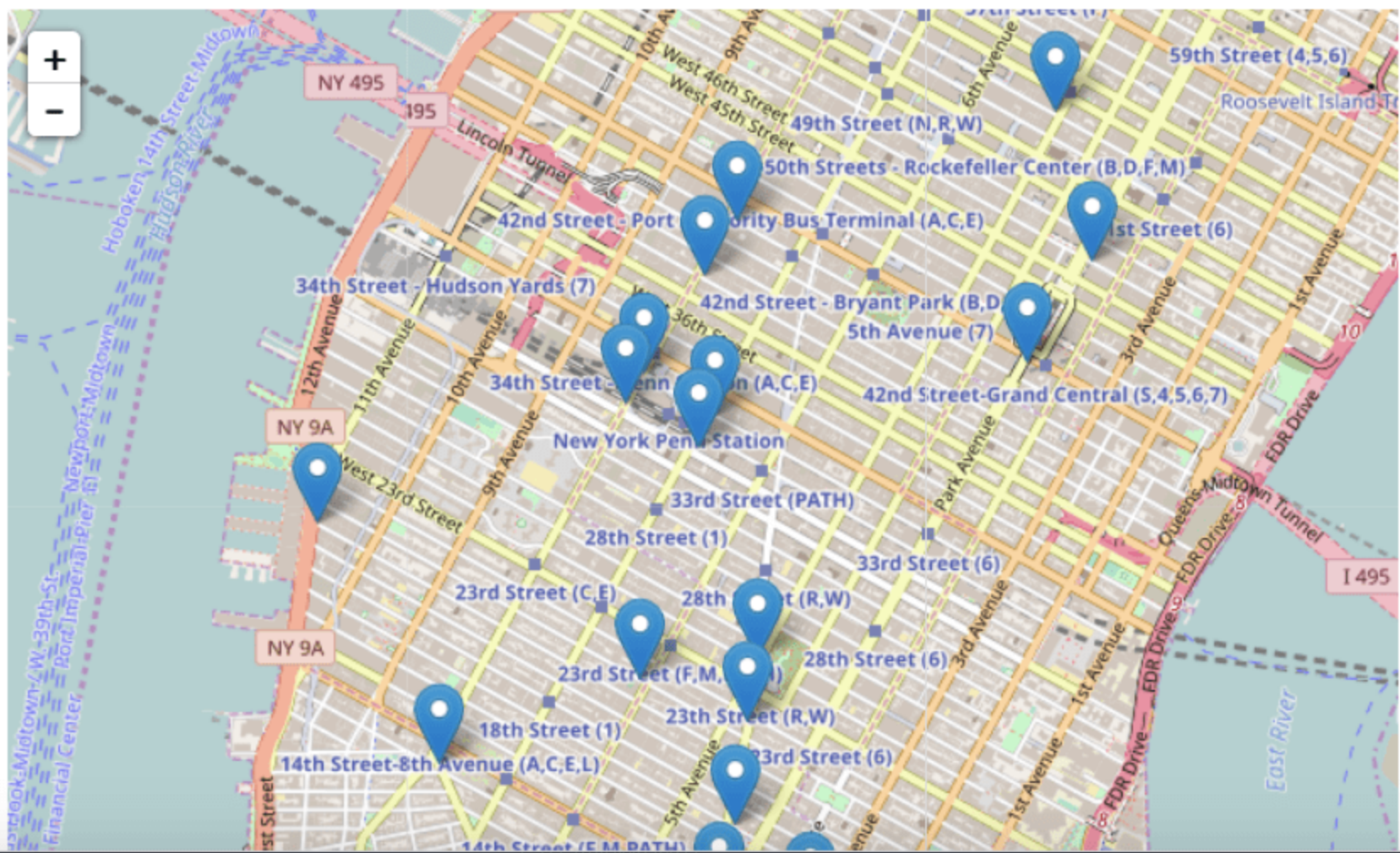
Service

Time

Station

Top 20 Station

Top 20 Route



Start

Customer

Map

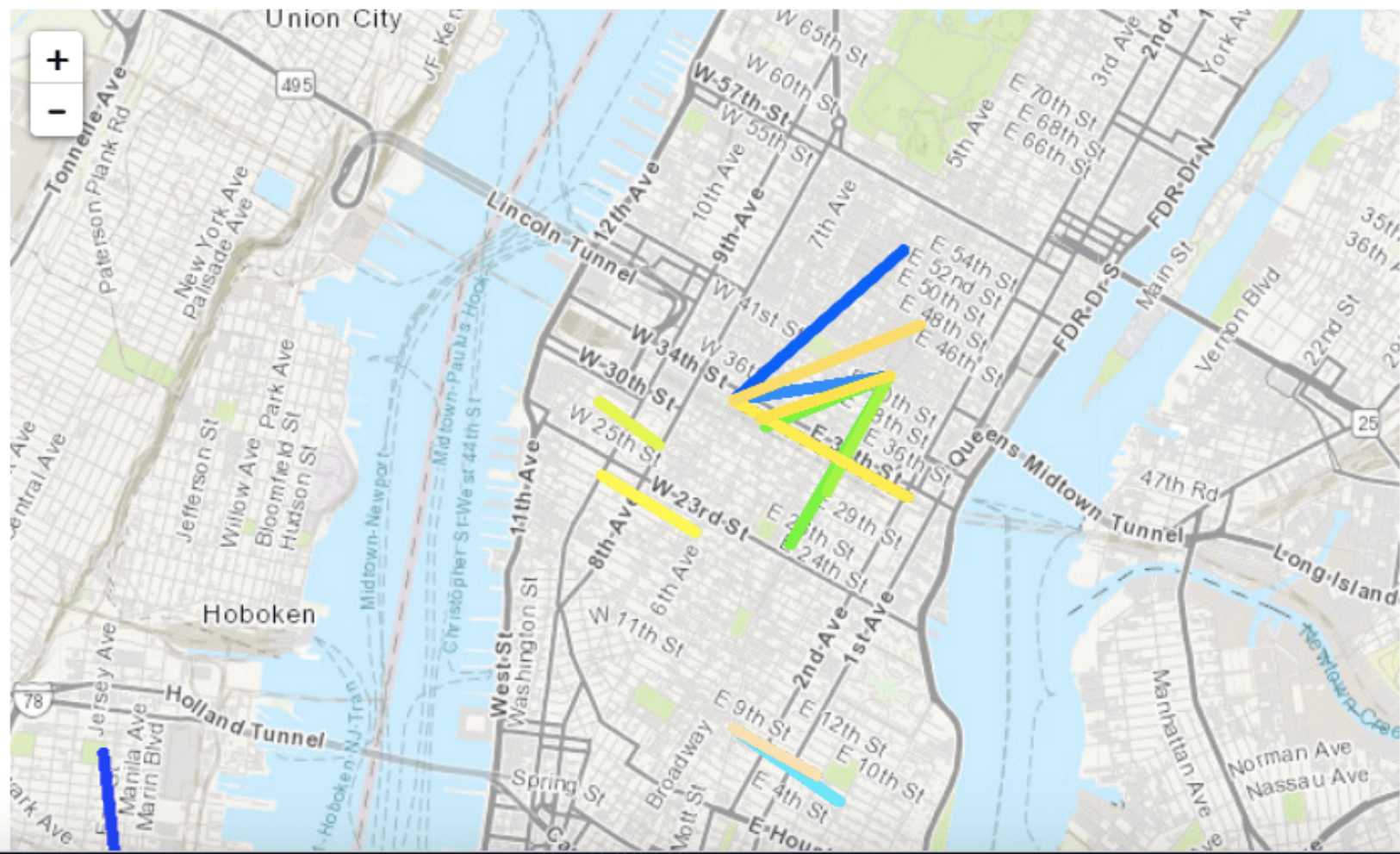
Service

Time

Station

Top 20 Station

Top 20 Route



Start

Customer

Map

Service

Time

191412

Total Annual Member



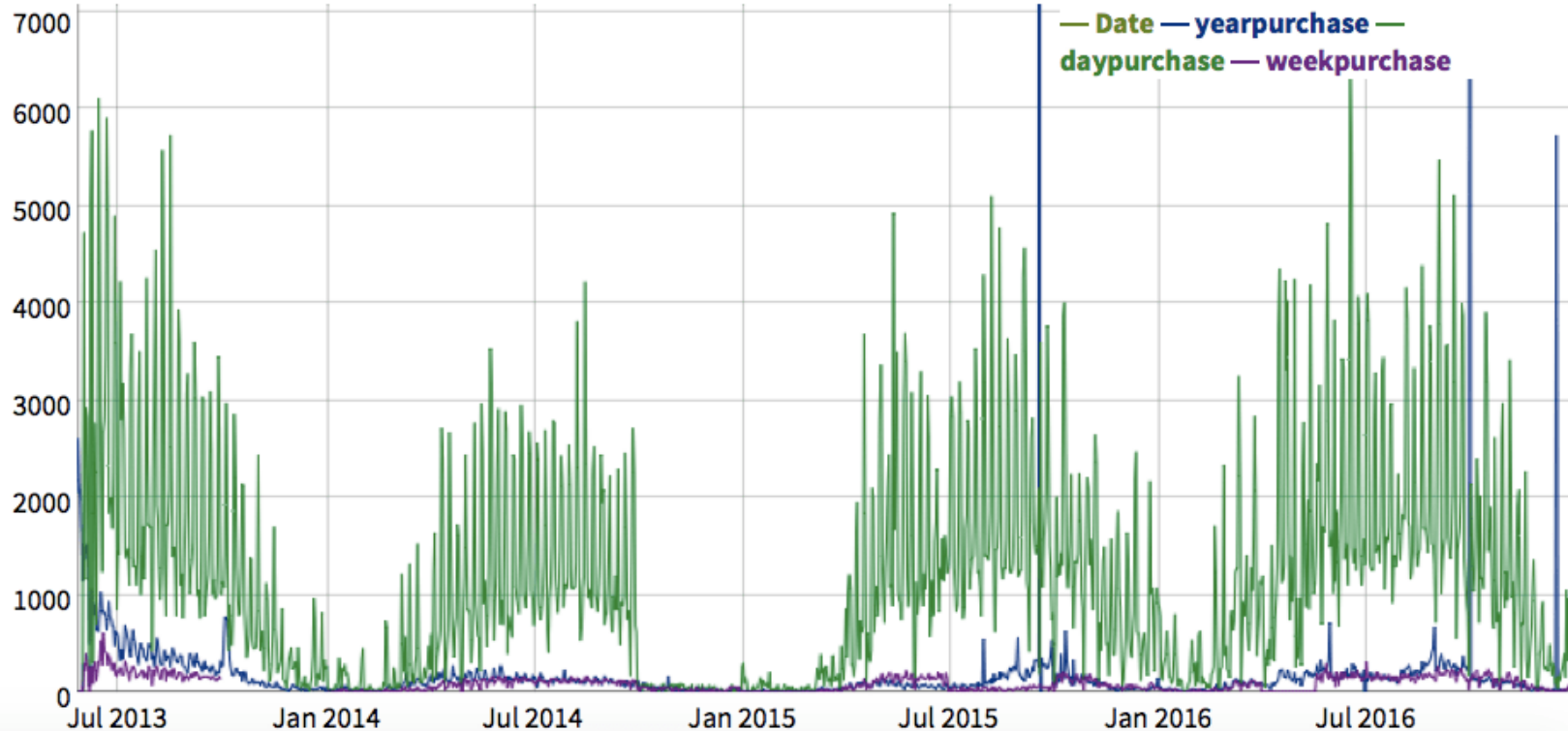
105122

Total Week Purchase



1488203

Total Day Purchase



Start

Customer

Map

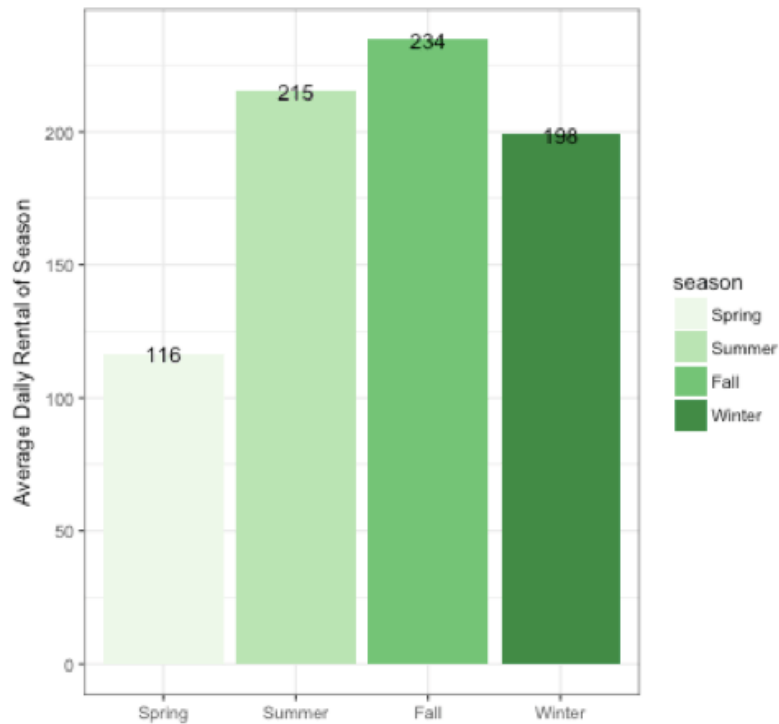
Service

Time

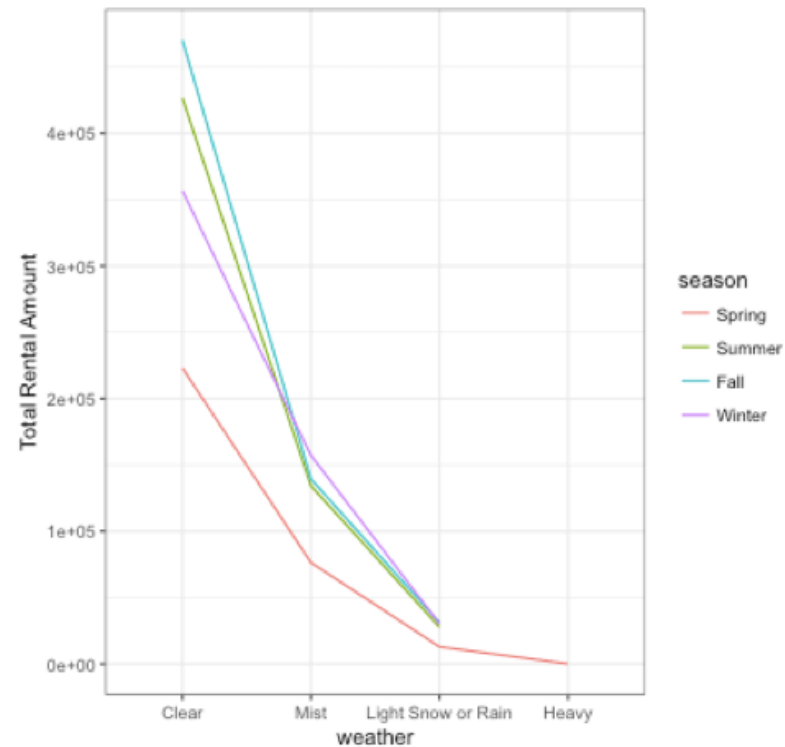
Season

Week

New Customer Amount



Total Rental of Season/Weather



Start

Customer

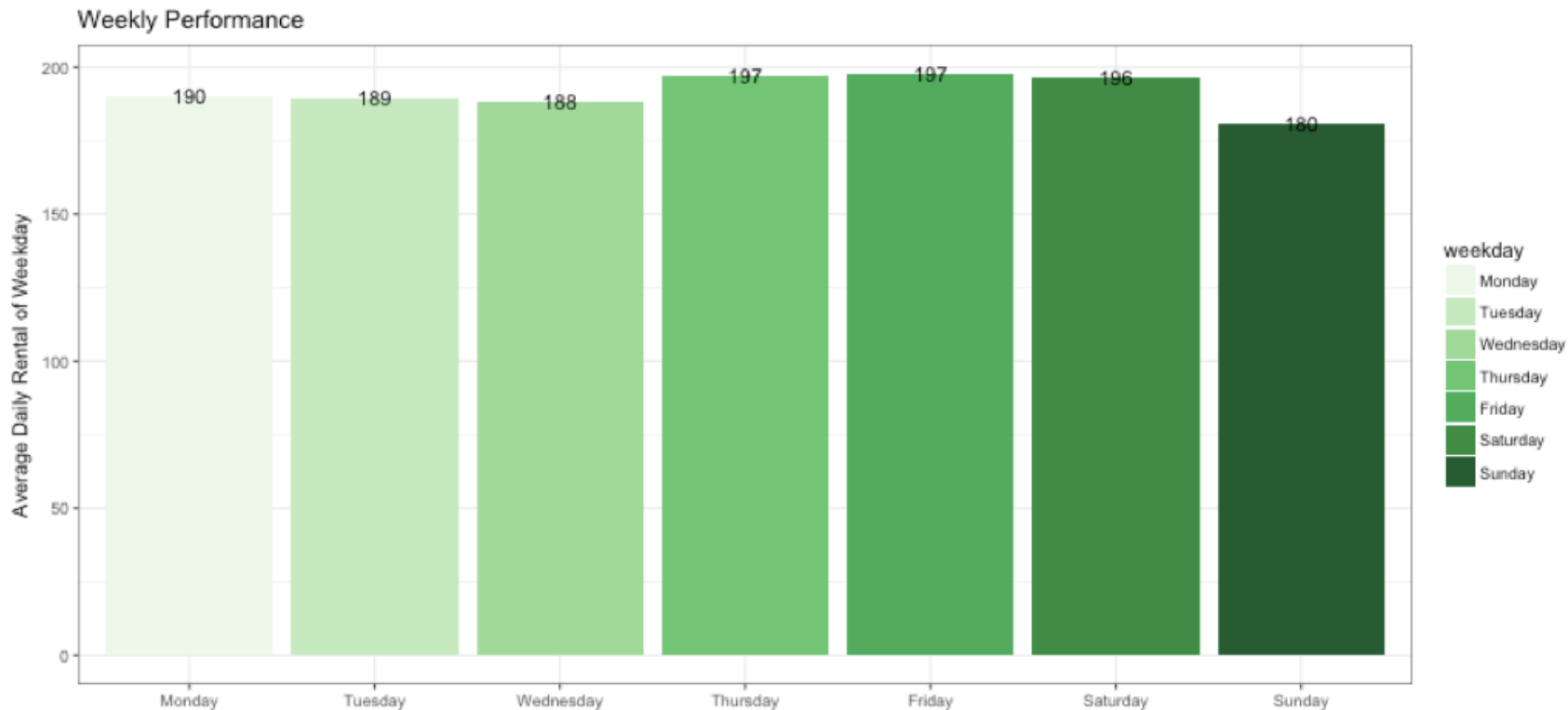
Map

Service

Time

Season

Week



Daytime Performance

