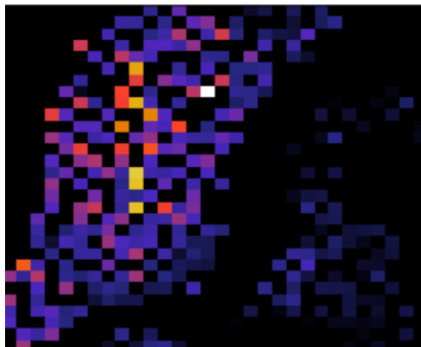
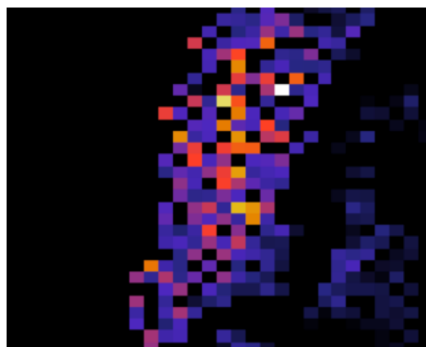


- **REDISTRIBUTION** not as **BAD** as we thought
-**TOP FIVE** start and end **EXACTLY THE SAME**

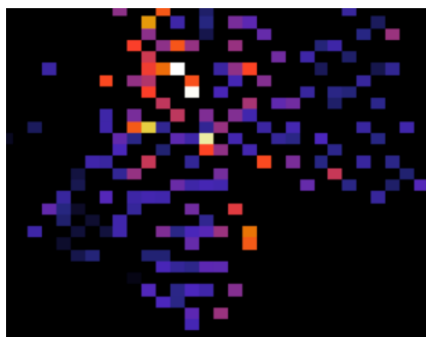
Start



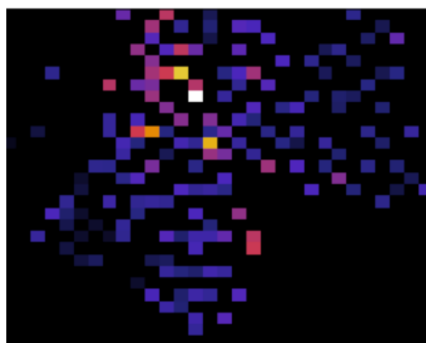
End



Start



End



- **BROOKLYN & QUEEN**
popular as
START POINT

- **TURNOVER RATE**

Redundant?

25.24
per bike
Per month



- **SURPRISING RATIO**

Bulky for women?



25%



75%

Non-user friendly one time process?

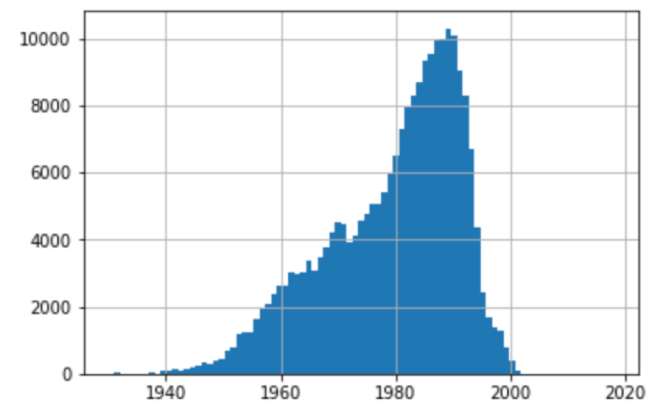
Customer

Subscriber

10%

90%

Market segment tailored advertising?



- **USER:**
80s & 90s