### **1. How long does the average trip take?**

* **Variables to consider:**
  + **Trip Start Time and End Time**: Track the start and end time of each trip to calculate the duration.
  + **Trip Distance**: Longer distances might correlate with longer trip durations.
  + **Mode of Transport**: If different modes of transportation (e.g., car, bus, bike, etc.) are involved, the duration may vary.
  + **Traffic Conditions**: This can impact the duration, especially in urban areas.
  + **Average Duration**: You could calculate the mean trip time from a sample of trips over a given time.
* **Method to Measure**: Collect data on trips and compute the average from these variables. This could be done with a dataset that includes the start and end times of each trip.

### **2. Is the trip duration affected by weather (months/seasons)?**

* **Variables to consider:**
  + **Weather Data**: Temperature, precipitation, wind speed, etc. This data can be collected from weather APIs or historical records.
  + **Season**: Group trips by season (spring, summer, fall, winter) to see if there’s a noticeable difference in trip duration.
  + **Weather Impact**: Track how adverse weather conditions (snow, rain, fog, etc.) could impact traffic and, consequently, trip duration.
  + **Time of Day**: Weather might affect different times of the day differently (e.g., rain during rush hour vs. non-peak times).
* **Method to Measure**: Compare trip durations with corresponding weather data to see if a relationship exists.

### **3. Does the trip duration depend on whether the user is a subscriber or customer?**

* **Variables to consider:**
  + **User Type (Subscriber vs. Customer)**: Identify if the user is a regular subscriber (e.g., a membership or long-term user) versus a customer (possibly a one-time or occasional user).
  + **Subscription Plan**: Some subscription plans might offer priority service or special routes, potentially affecting trip duration.
  + **User Behavior**: Subscribers might take the same route regularly, whereas customers may have more varied trip paths, affecting the average duration.
  + **Premium Service**: Subscribers might have access to premium services that could potentially shorten trip times (e.g., express lanes, less wait time).
* **Method to Measure**: Compare trip durations for subscribers versus customers. Also, segment the data by subscription plan or service type to see if any patterns emerge.