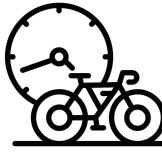




Count of rides

5.859.061

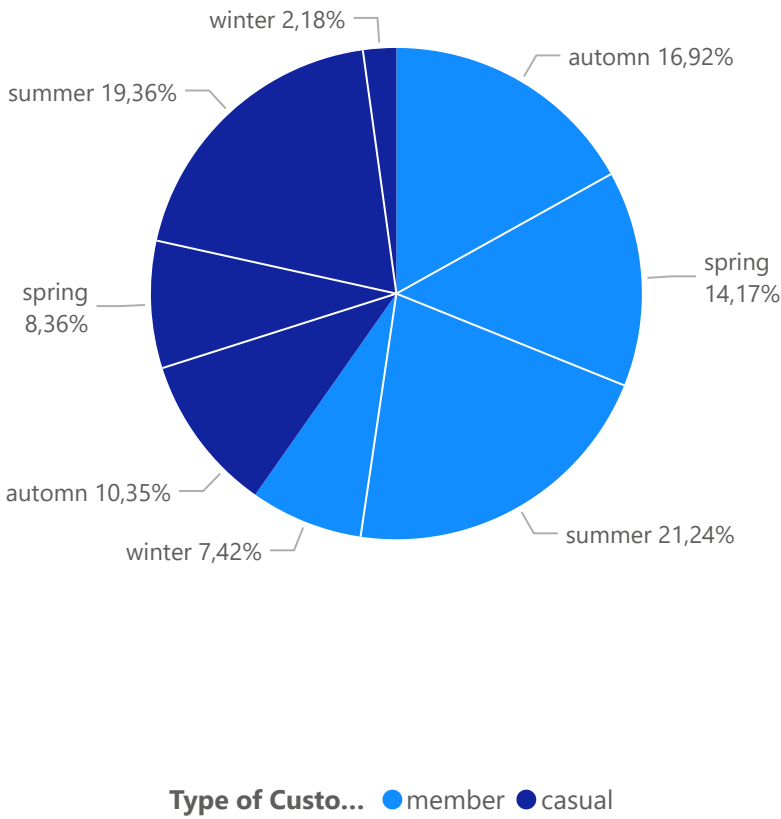


Average of Ride Length

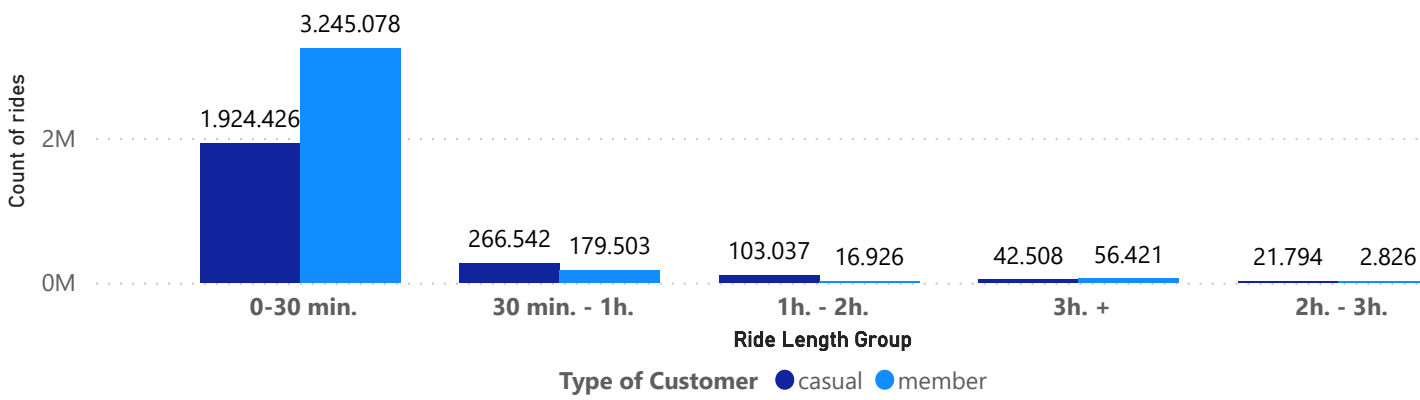
36,5'

Analyzing
Customer Behavior

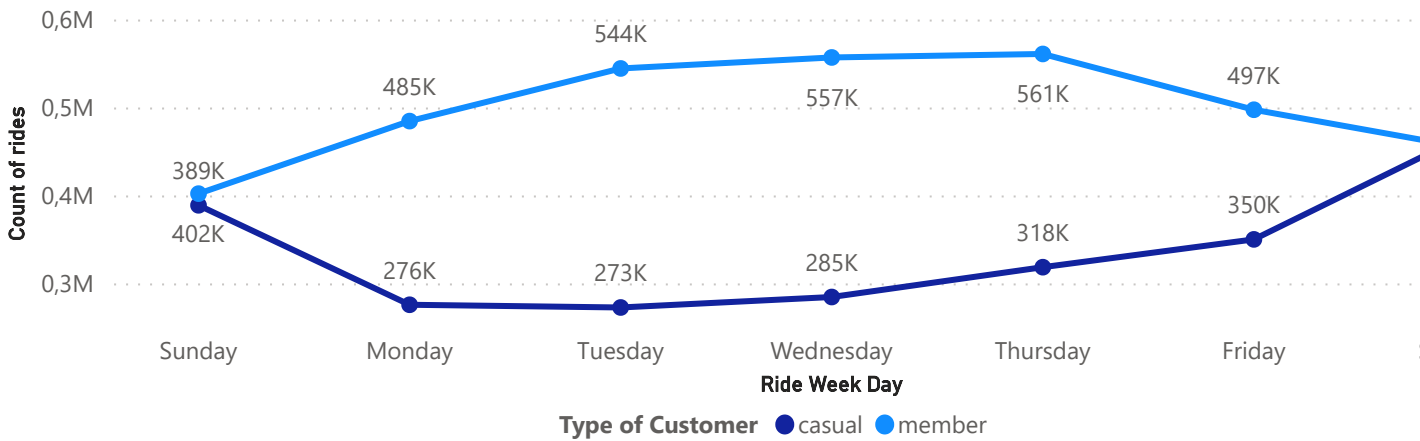
of Rides per type of Customer & Season



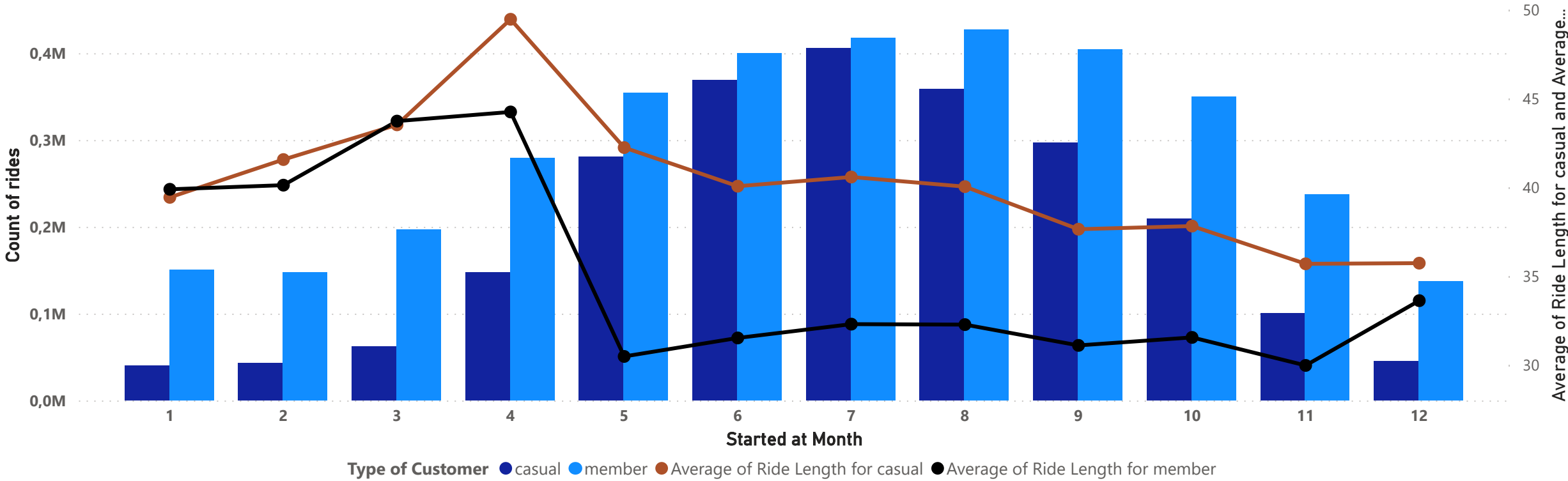
of Rides per Ride Length Group



of Rides by Week Day

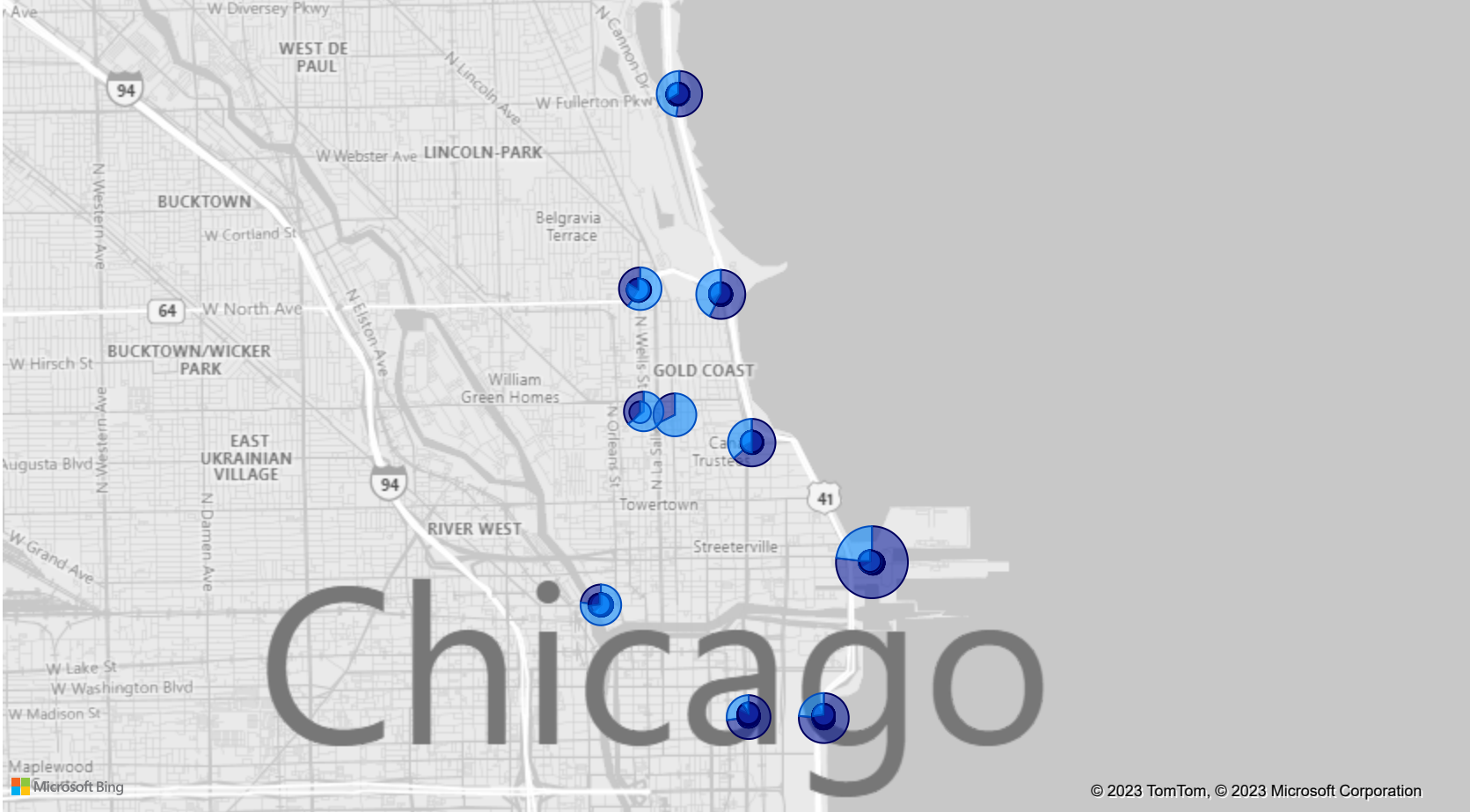


of Rides by Started at Month per Type of Customer



Top 10 Start Stations by # of Rides per Type of Customer*

*Unknown Station Names are excluded



Top 10 Start Stations per Type of Customer*

*Unknown Station Names are excluded

| Start Station Name | casual | member | Total |
|------------------------------------|---------|---------|---------|
| Streeter Dr & Grand Ave | 57.436 | 17.450 | 74.886 |
| DuSable Lake Shore Dr & Monroe St | 32.039 | 9.357 | 41.396 |
| Michigan Ave & Oak St | 25.381 | 14.968 | 40.349 |
| DuSable Lake Shore Dr & North Blvd | 23.707 | 16.534 | 40.241 |
| Wells St & Concord Ln | 16.484 | 22.082 | 38.566 |
| Clark St & Elm St | 13.086 | 23.329 | 36.415 |
| Millennium Park | 25.287 | 9.719 | 35.006 |
| Kingsbury St & Kinzie St | 9.228 | 25.427 | 34.655 |
| Theater on the Lake | 18.485 | 14.883 | 33.368 |
| Wells St & Elm St | 12.459 | 19.884 | 32.343 |
| Total | 233.592 | 173.633 | 407.225 |

of Rides by Started at Hour and Type of Customer

