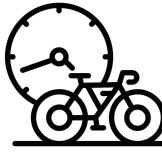




Count of rides

5,089,857

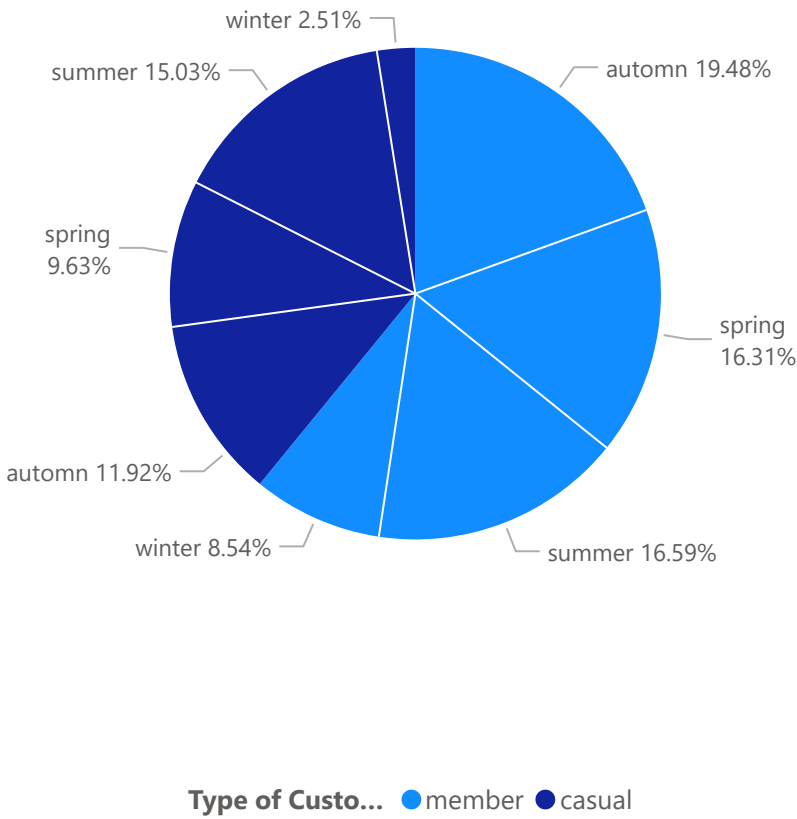


Average of Ride Length

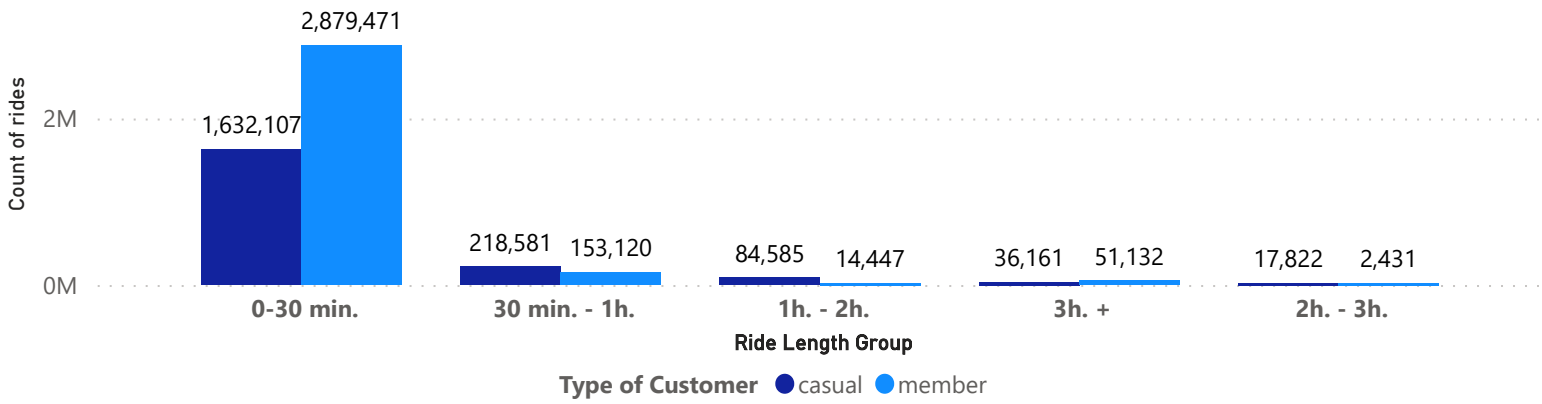
36.7'

Analyzing
Customer Behavior

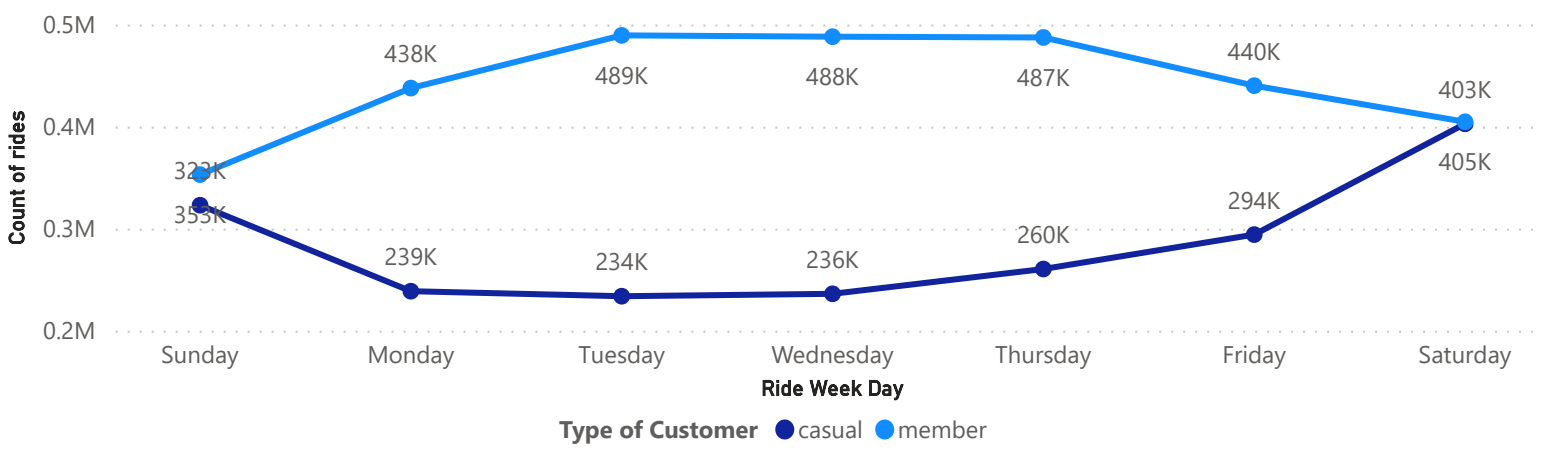
of Rides per type of Customer & Season



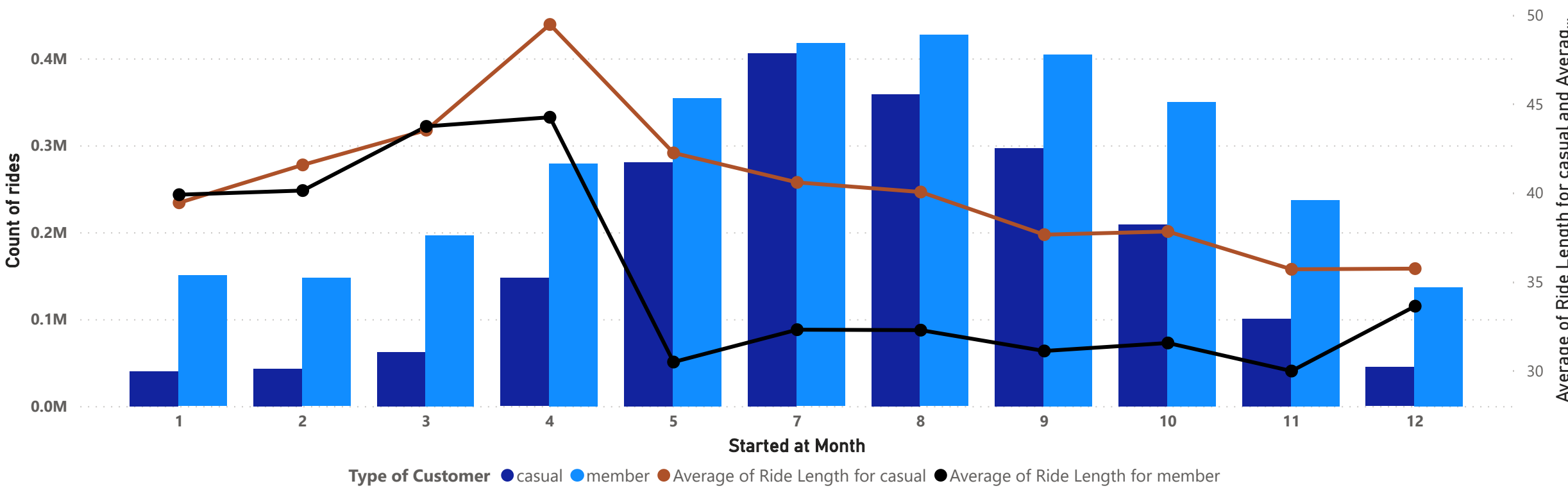
of Rides per Ride Length Group



of Rides by Week Day

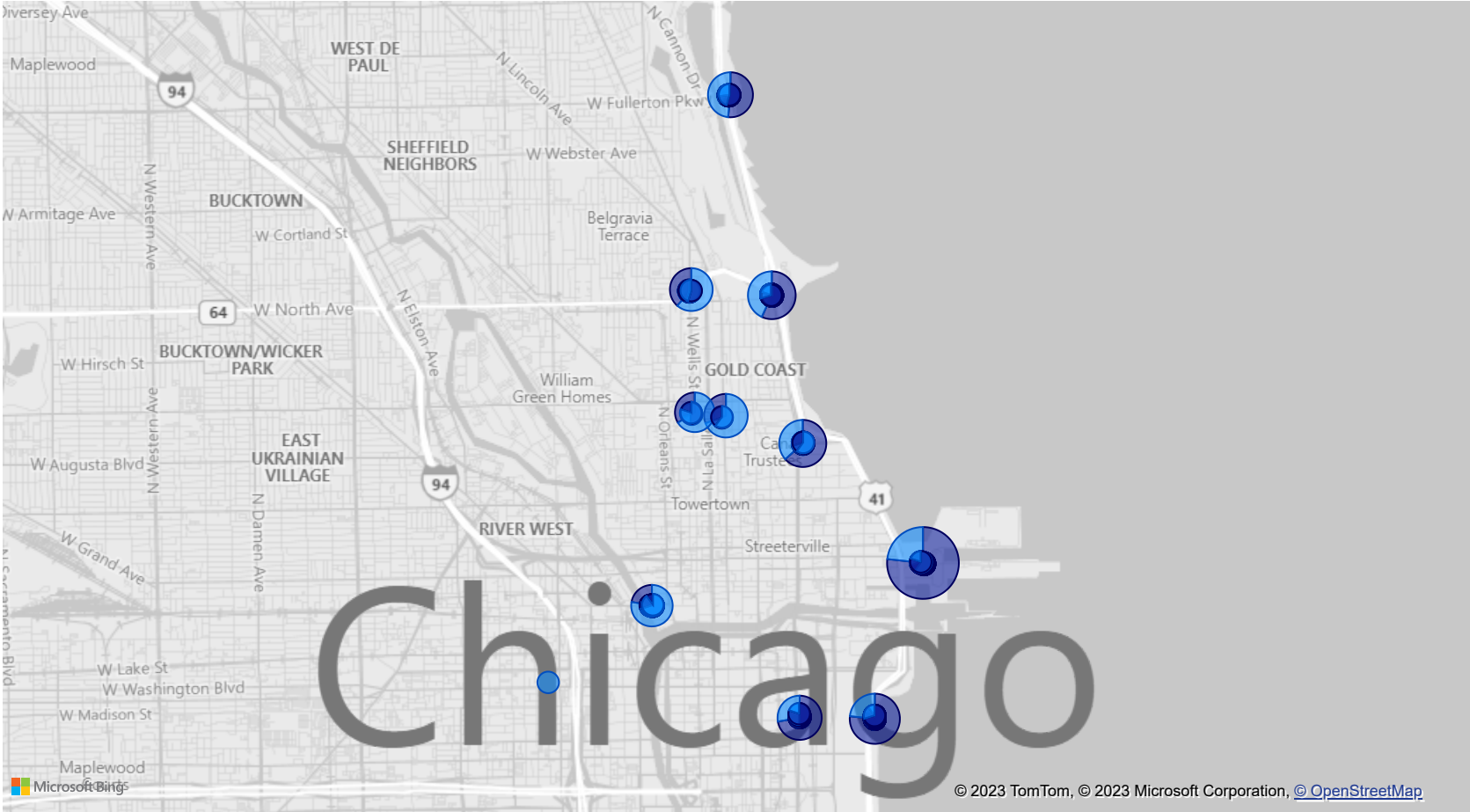


of Rides by Started at Month per Type of Customer



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

*Unknown Station Names are excluded



Customer Type ● casual ● member

Top 10 Start Stations per Type of Customer*

*Unknown Station Names are excluded

| Start Station Name | casual | member | Total |
|------------------------------------|---------|---------|---------|
| Streeter Dr & Grand Ave | 47,828 | 14,639 | 62,467 |
| DuSable Lake Shore Dr & Monroe St | 26,912 | 7,771 | 34,683 |
| Michigan Ave & Oak St | 20,875 | 12,606 | 33,481 |
| Wells St & Concord Ln | 13,633 | 19,345 | 32,978 |
| DuSable Lake Shore Dr & North Blvd | 18,899 | 13,391 | 32,290 |
| Clark St & Elm St | 10,844 | 20,712 | 31,556 |
| Kingsbury St & Kinzie St | 7,906 | 22,463 | 30,369 |
| Millennium Park | 21,344 | 8,440 | 29,784 |
| Wells St & Elm St | 10,181 | 17,309 | 27,490 |
| Theater on the Lake | 15,089 | 12,303 | 27,392 |
| Total | 193,511 | 148,979 | 342,490 |

of Rides by Started at Hour and Type of Customer

