User Demographics Characteristics
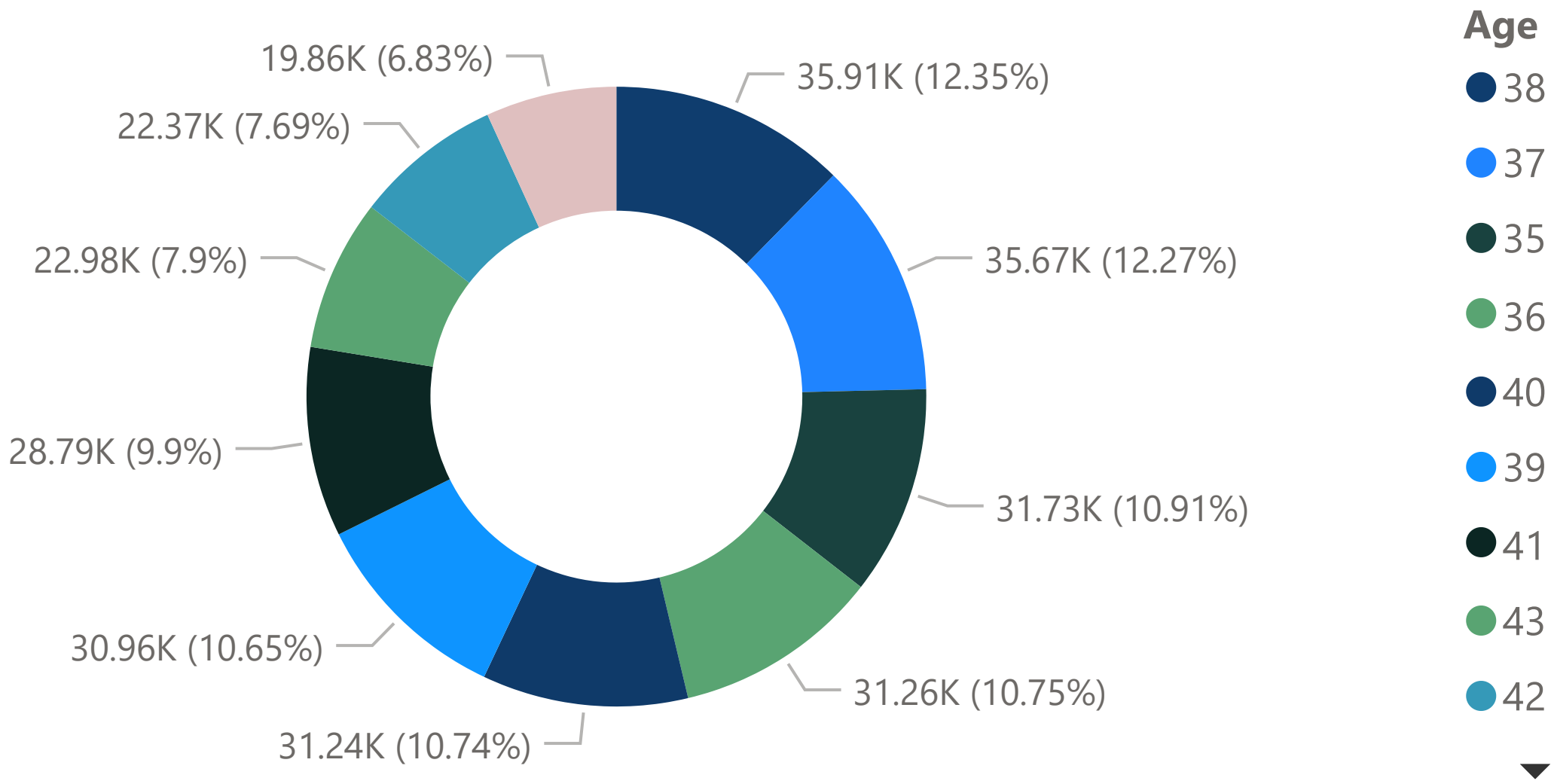## Age/ Gender/ Birth Year
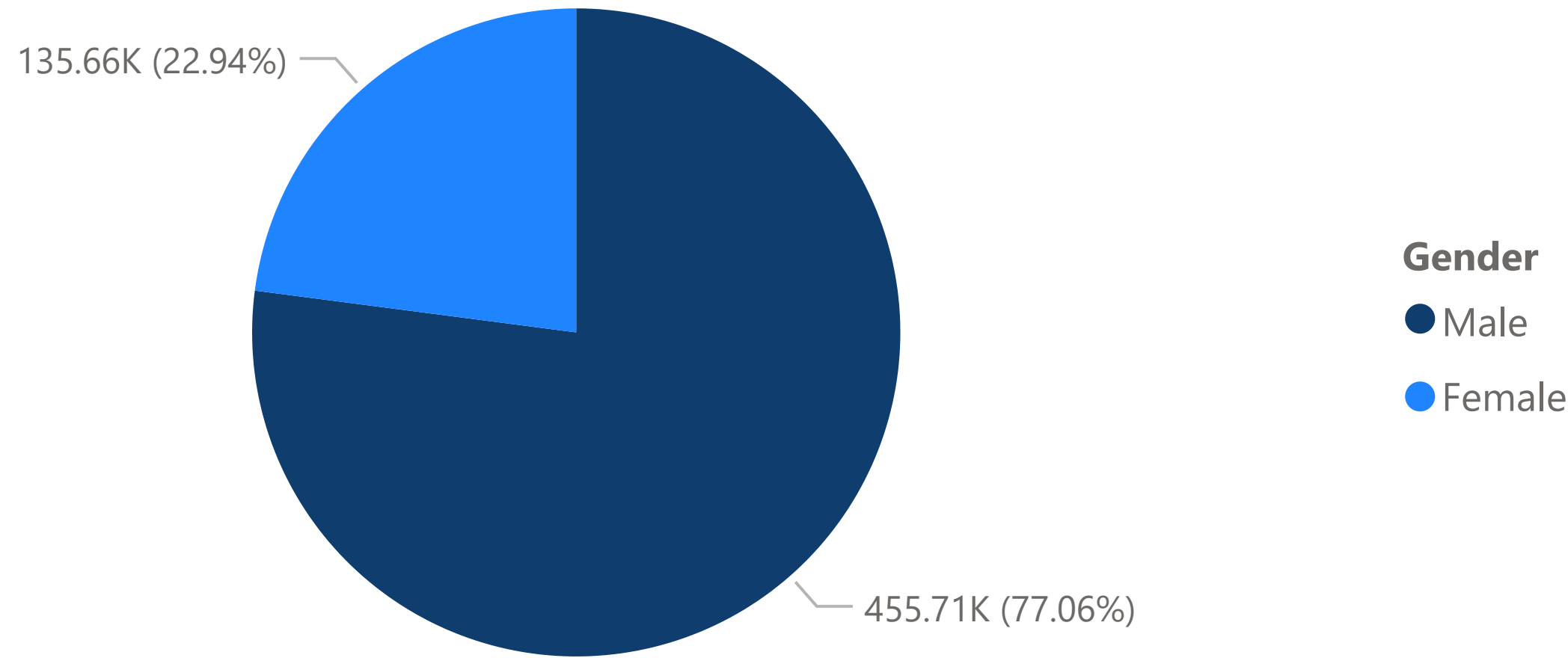
Top 10 Subscribers by Age

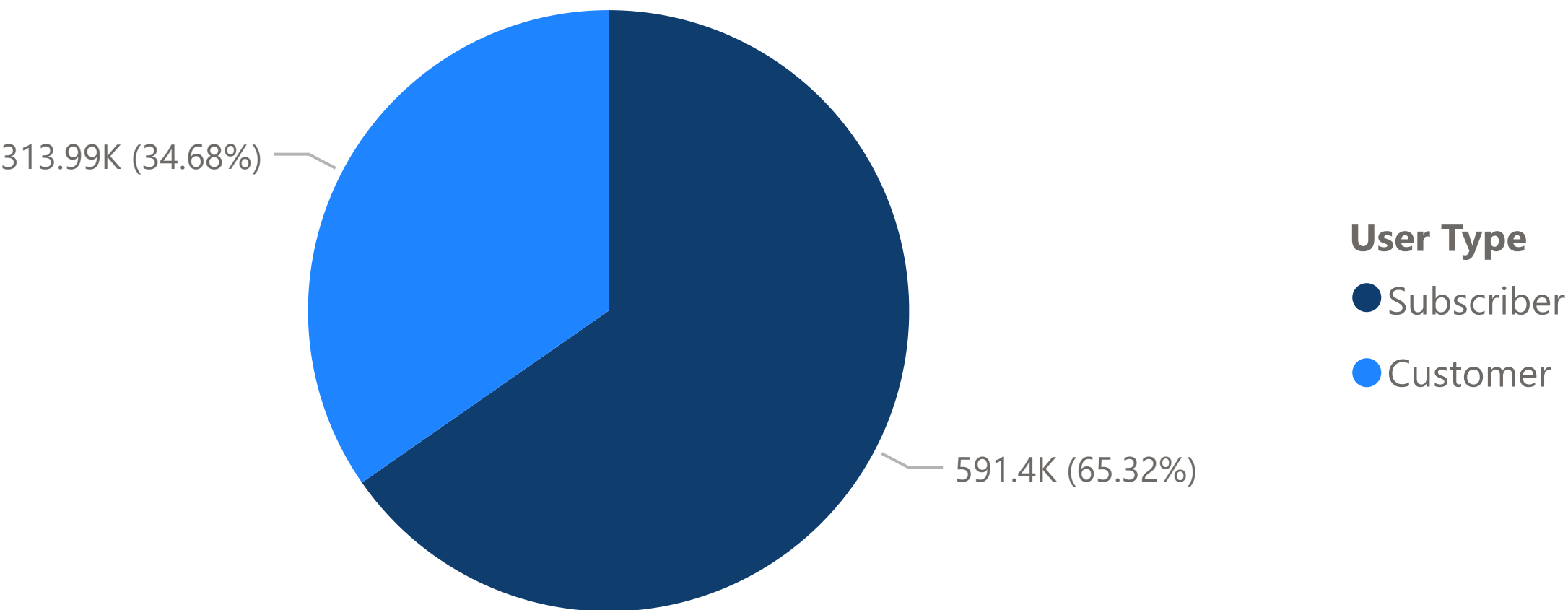19.86K (6.83%)
35.91K (12.35%)
22.37K (7.69%)
35.67K (12.27%)
22.98K (7.9%)
28.79K (9.9%)
31.73K (10.91%)
30.96K (10.65%)
31.26K (10.75%)
31.24K (10.74%)

Age
- 38
- 37
- 35
- 36
- 40
- 39
- 41
- 43
- 42

Subscriber Distribution by Birth Year

Subscribers

40K
30K
20K
10K
0K

1980   1982   1984   1986   1988

Birthyear
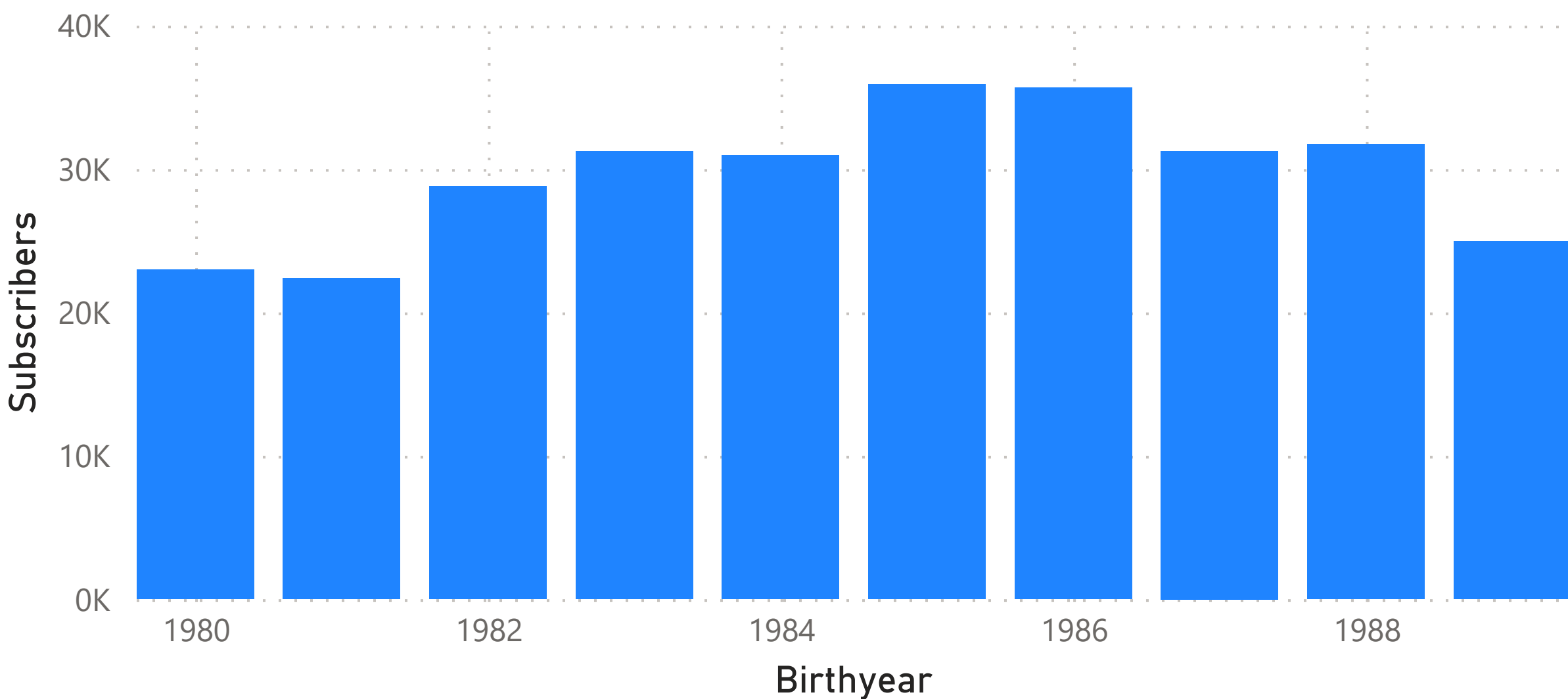
Subscribers Distribution by Gender

135.66K (22.94%)
455.71K (77.06%)

Gender
- Male
- Female

Customers vs. Subscribers

313.99K (34.68%)
591.4K (65.32%)

User Type
- Subscriber
- Customer

Trips Characteristics

Starting Station/ Duration

Most Common Starting Stations by Subscriber

100%

Station	Value
Clinton St & Washingto...	
Canal St & Adams St	10.02K
Canal St & Madison St	9.86K
Franklin St & Arcade Pl	8.15K
Dearborn St & Monroe St	7.55K
Columbus Dr & Randol...	6.83K
LaSalle St & Jackson Blvd	6.74K
Orleans St & Merchandi...	6.18K
Clinton St & Madison St	6.14K
Daley Center Plaza	5.63K

41.8%
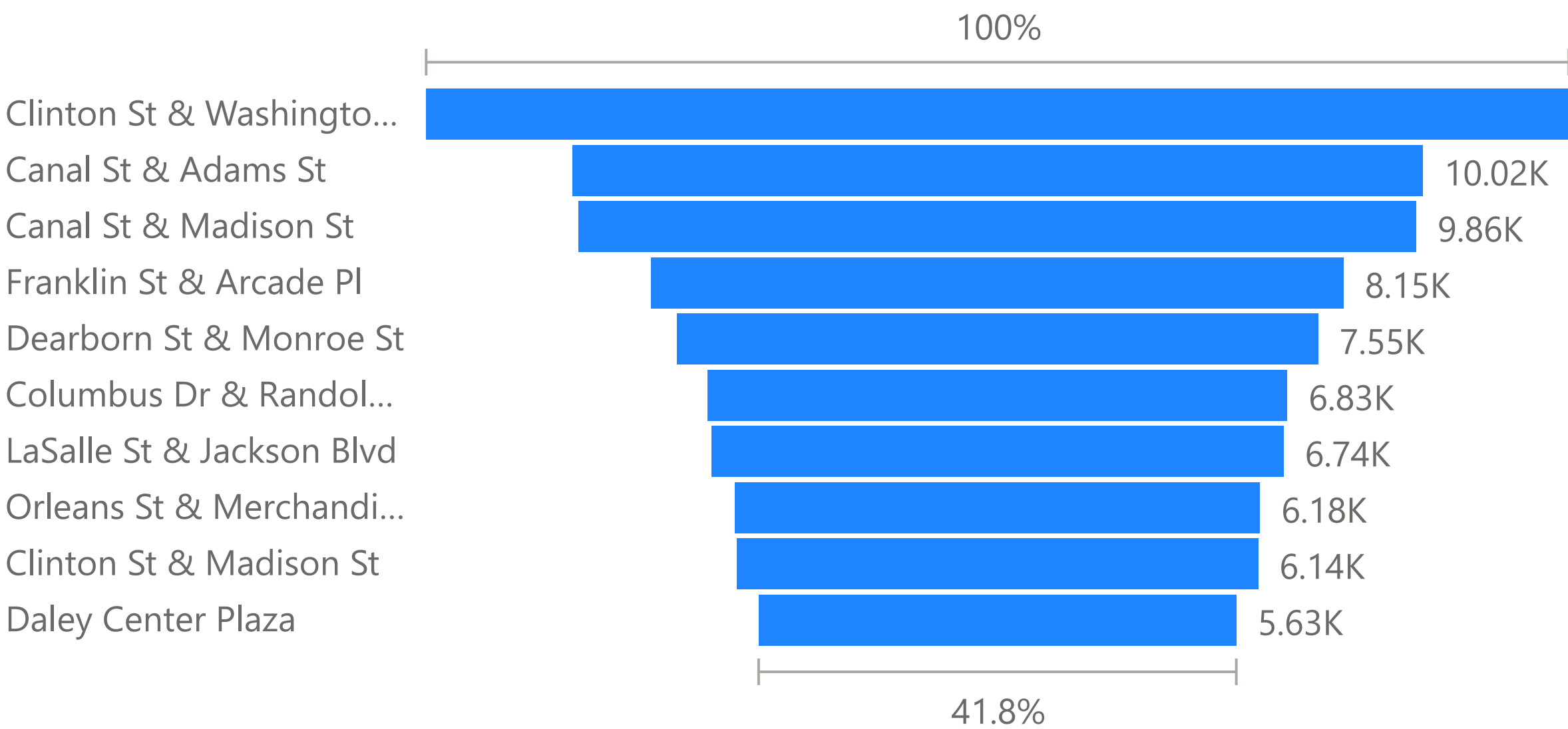
Most Common Starting Stations by Customer

100%

Station	Value
Streeter Dr & Illinois St	
Lake Shore Dr & Monro...	12.48K
Theater on the Lake	9.80K
Michigan Ave & Oak St	8.61K
Millennium Park	8.47K
Museum Campus	8.01K
Lake Shore Dr & North ...	7.10K
McClurg Ct & Illinois St	4.82K
Adler Planetarium	4.23K
Michigan Ave & Jackso...	4.15K

25.7%
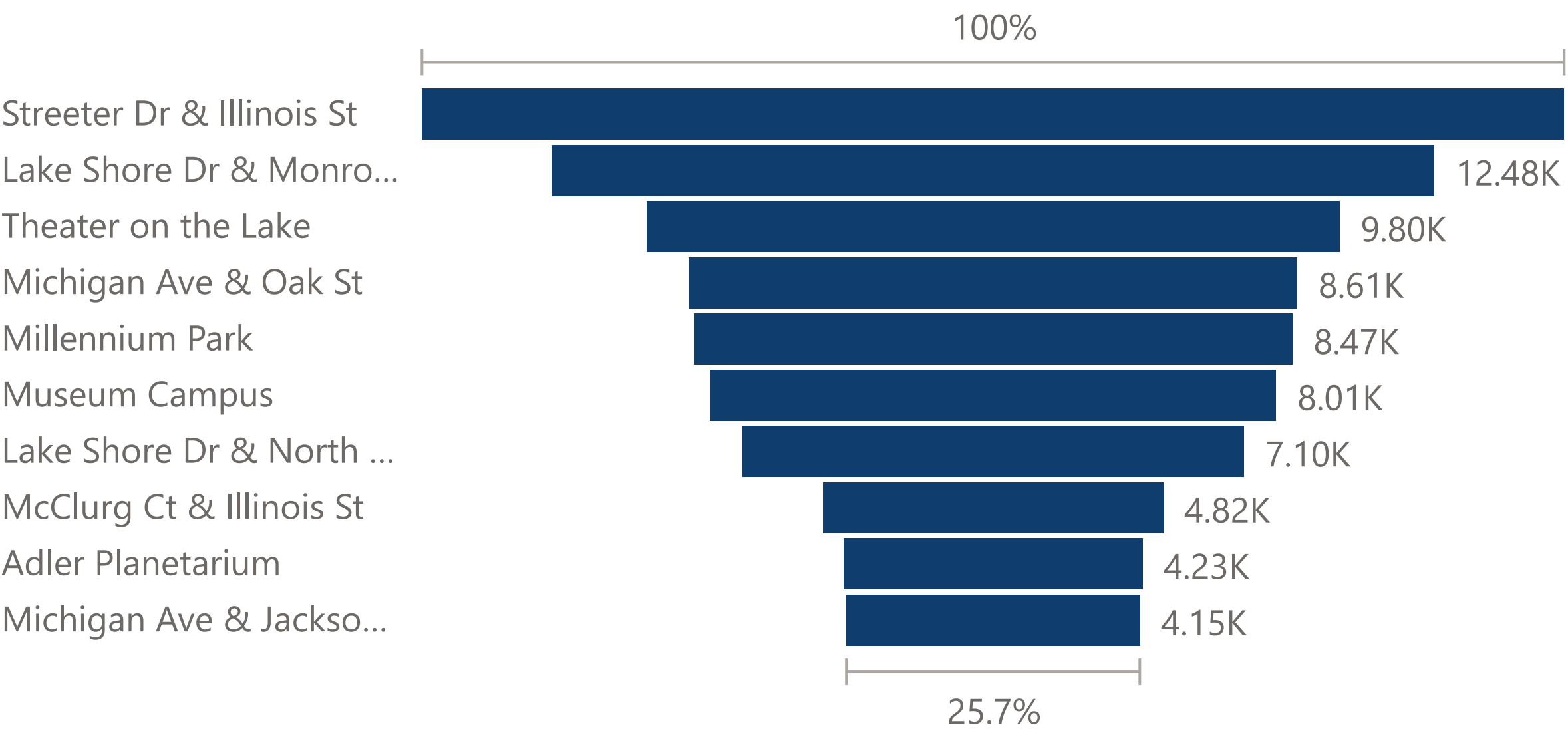
Comparison of Trip Durations: Customers vs. Subscribers
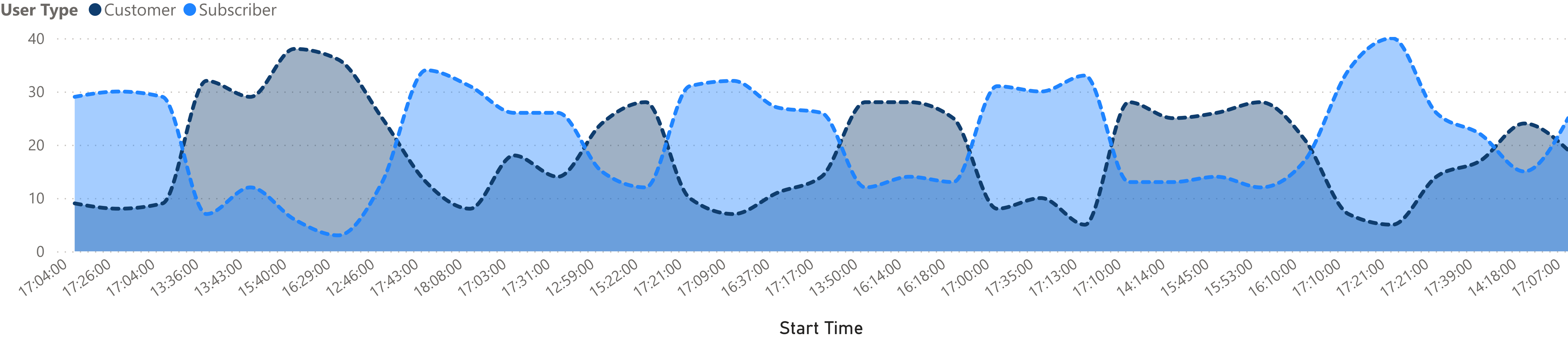
● Customers ● Subscribers
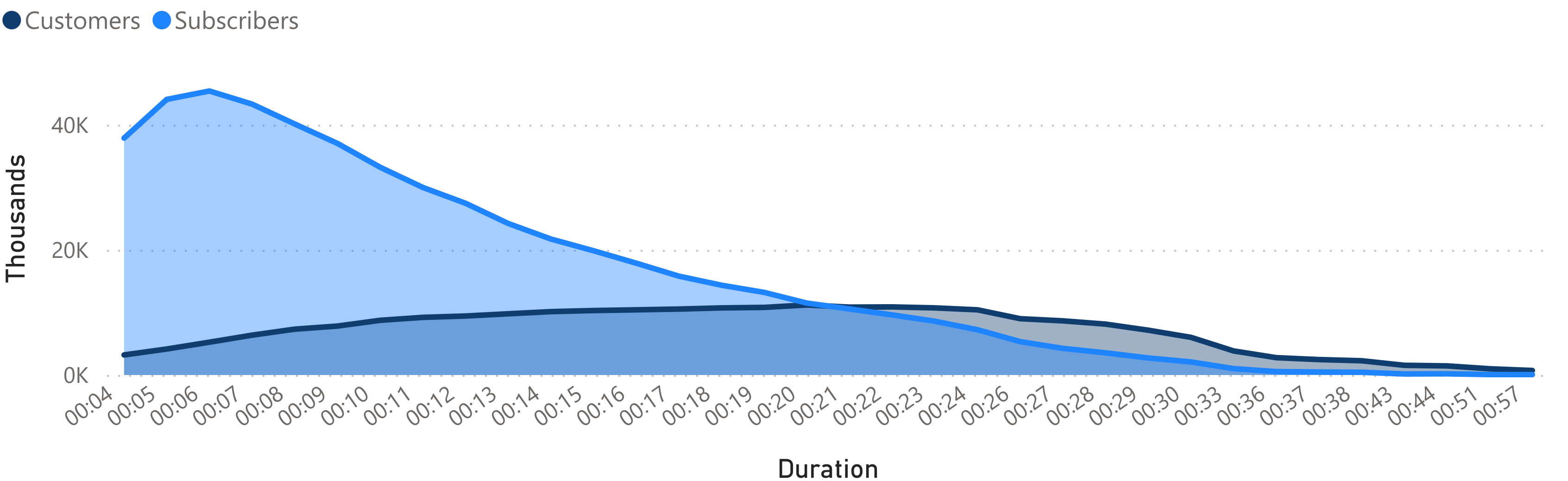
Trips Characteristics

Starting Time/ Average Duration/ Day of Week

Customer by Start Time and User Type

User Type ● Customer ● Subscriber

Start Time

Comparison of Day of Week: Customers vs. Subscribers

User Type ● Customer ● Subscriber ● General Count Users

Day of Week
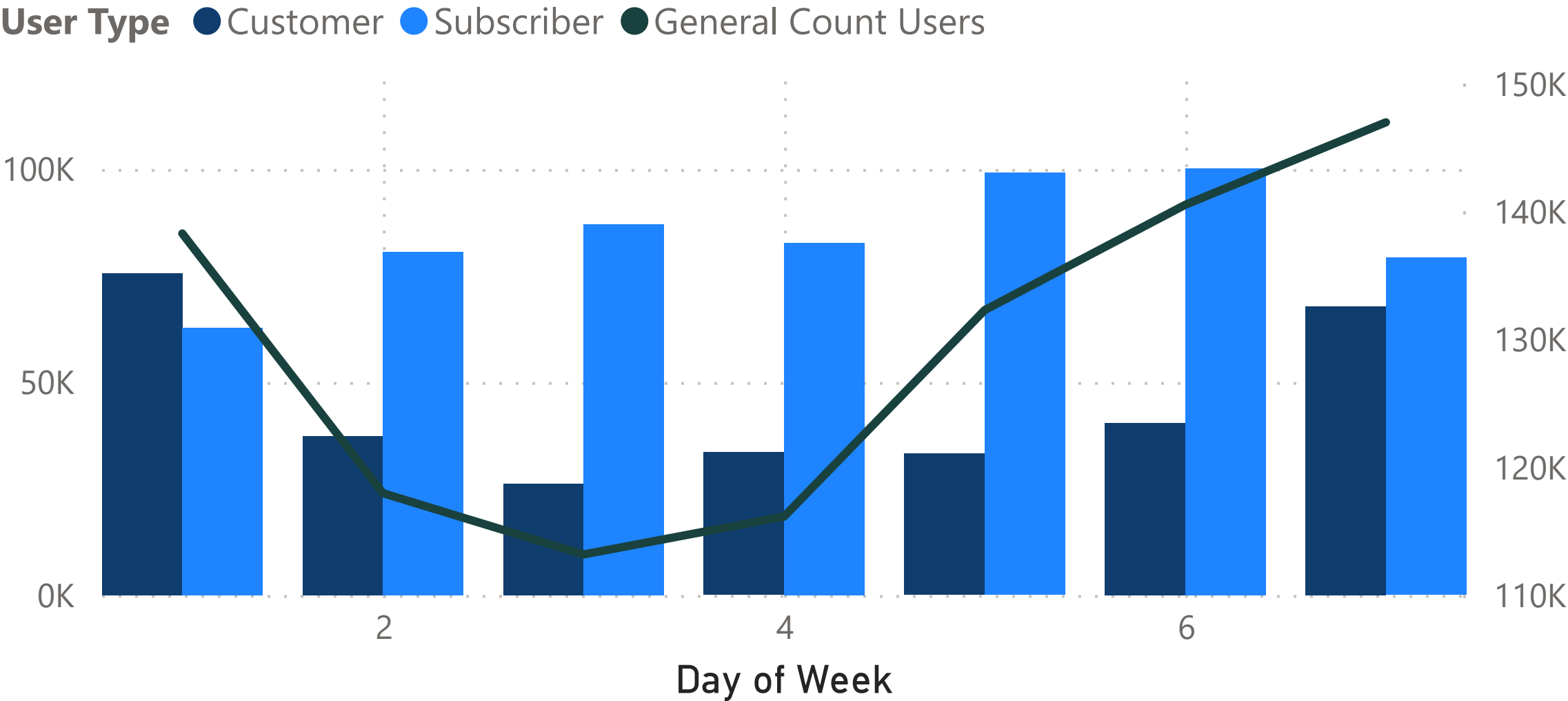
Average Time Subscribers

0:42:13

Average Time Customers

1:57:25

Usage Patterns by Customers

Most Frequent Starting Stations for Customers

Station Name

Most Frequent Destination Stations for Customers

Station Name
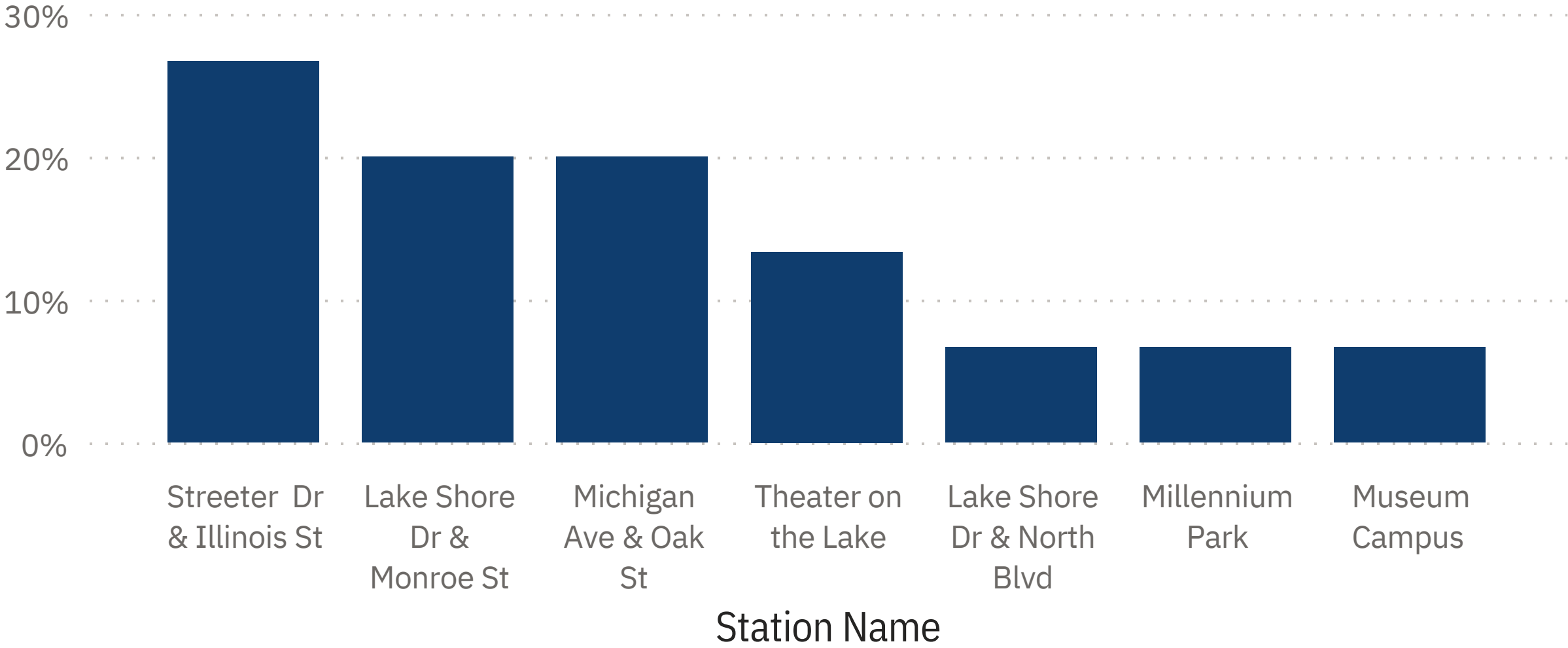
Usage Patterns by Subscribers
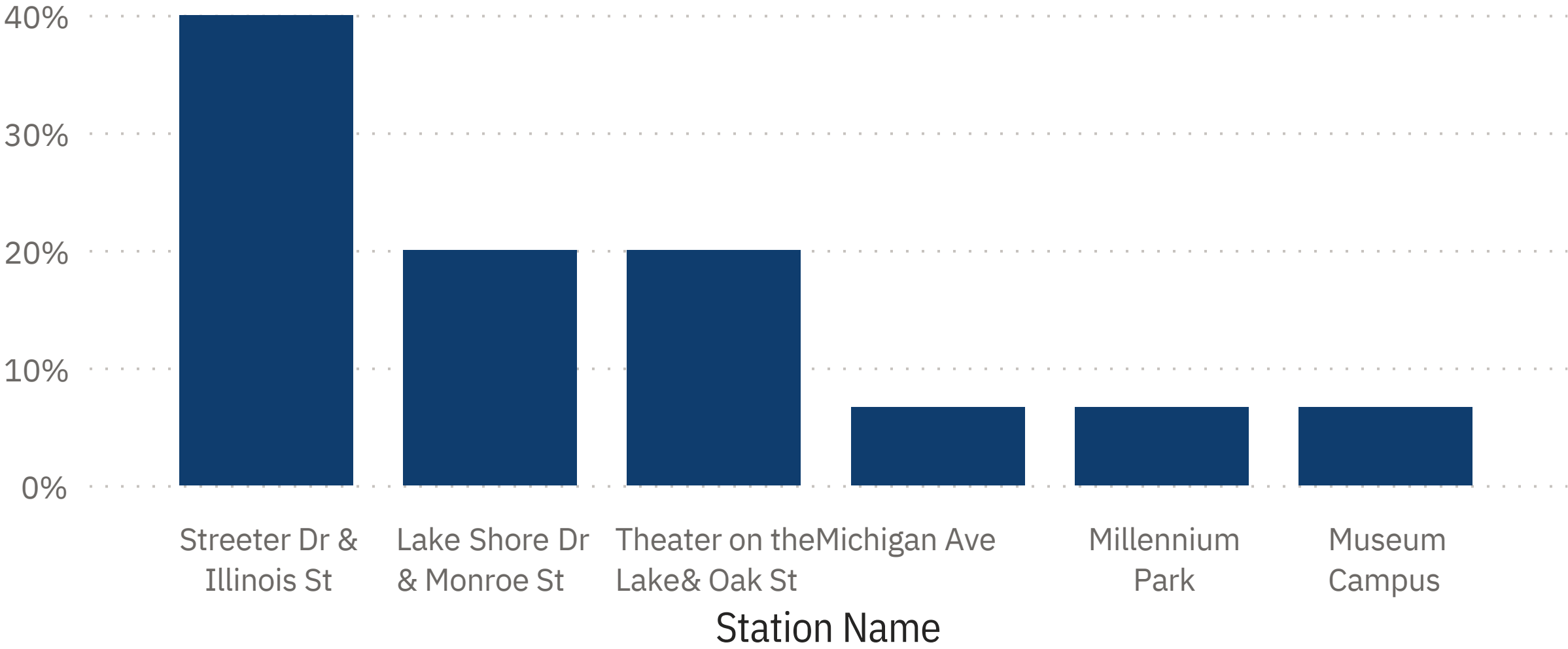
Route Map/ From and To Station
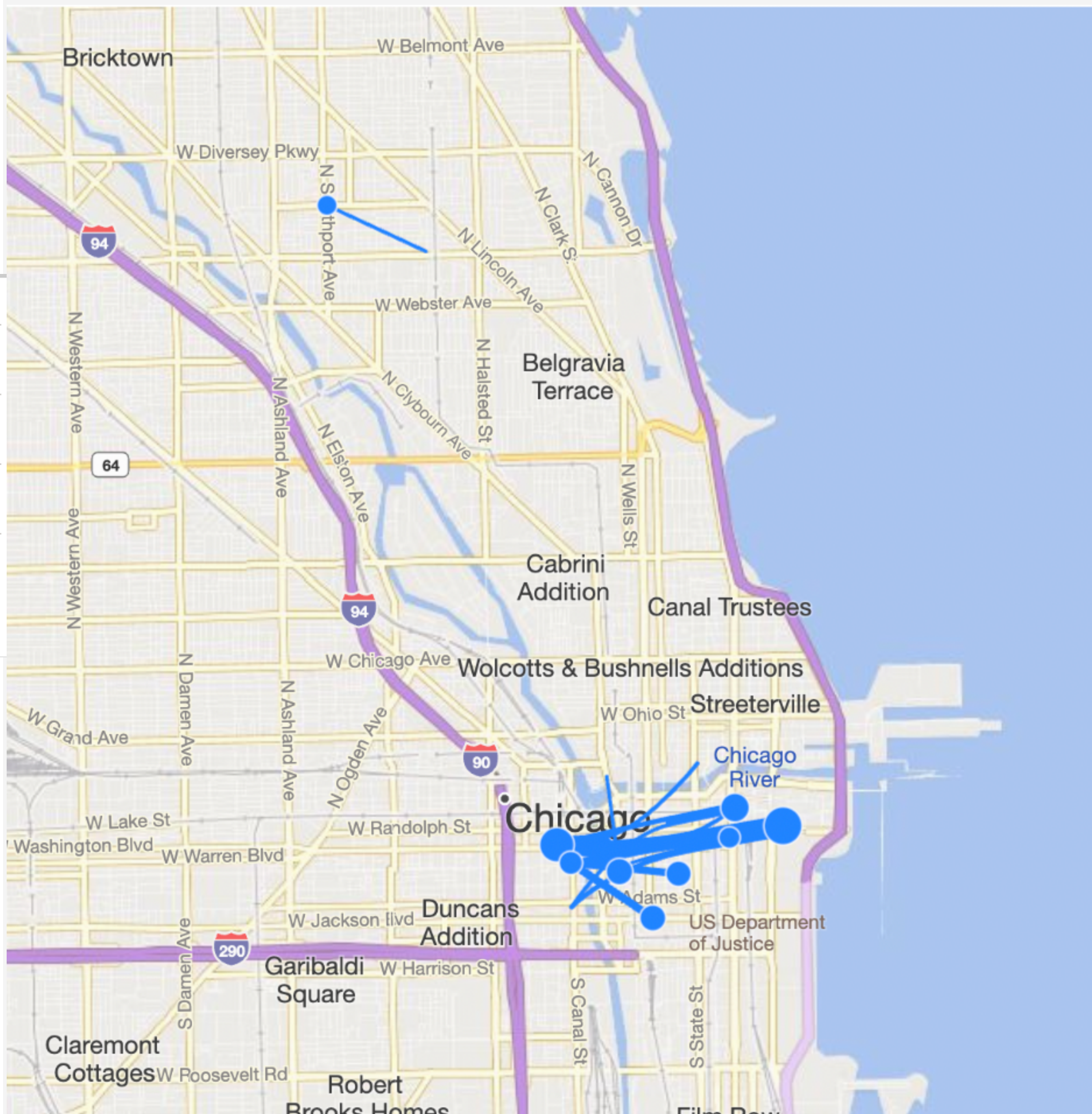
Most Frequent Starting for Subscribers

Station Name:
- Clinton St & Washin...
- Columbus Dr & Randolp...
- Franklin St & Arcade Pl
- Michigan Ave & Lake St
- Canal St & Madiso...
- Dearborn St & Monroe...
- LaSalle St & Jackson ...
- Michigan Ave & Washin...
- Southport Ave & Wright...
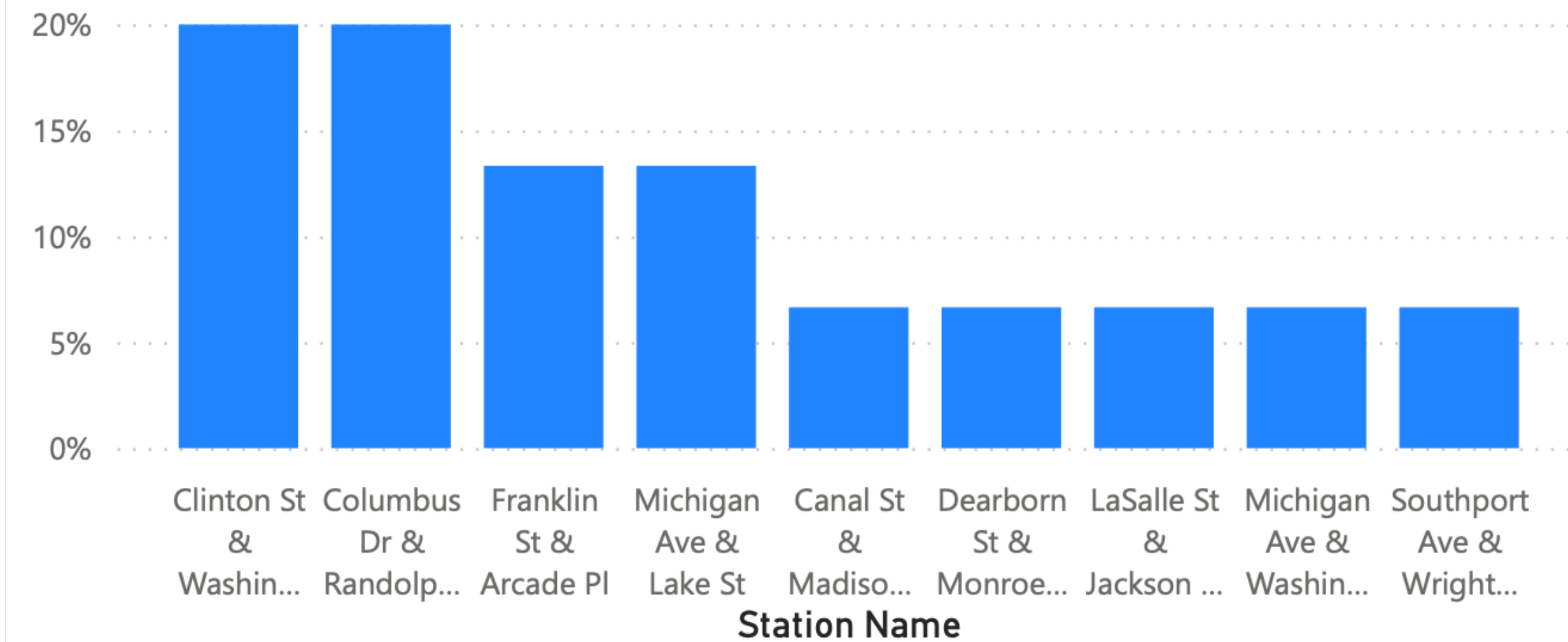
Most Frequent Destination Stations for Subscribers

Station Name:
- Canal St & Madison St
- Michigan Ave & Washingt... St
- Canal St & Adams St
- Clinton St & Washingt... Blvd
- Michigan Ave & Lake St
- Orleans St & Merchan... Mart Plaza
- Sheffield Ave & Fullerton Ave
- State St & Kinzie St