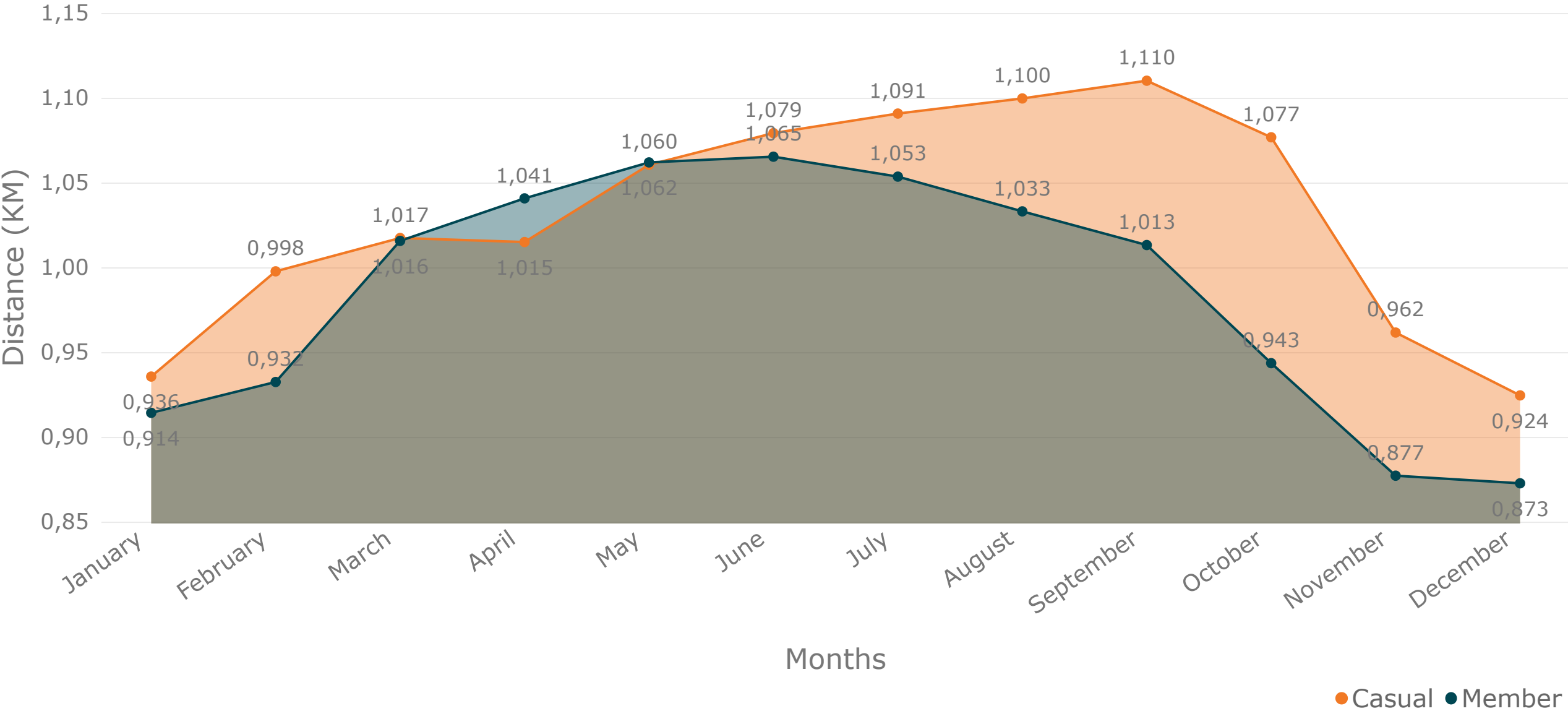


# Average Distance of Riders



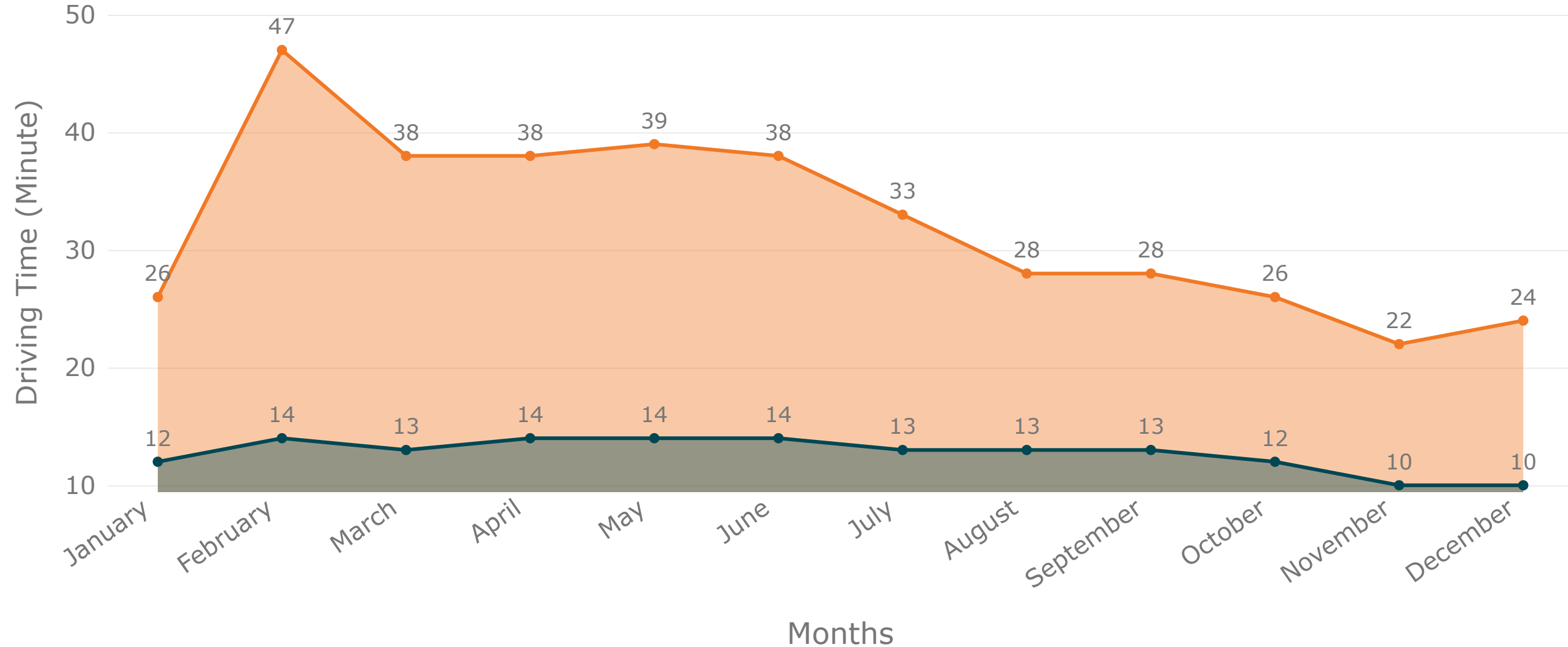
1,03

Average Distance of Casual

0,99

Average Distance of Member

# Average Riding Time of Riders



● Casual ● Member

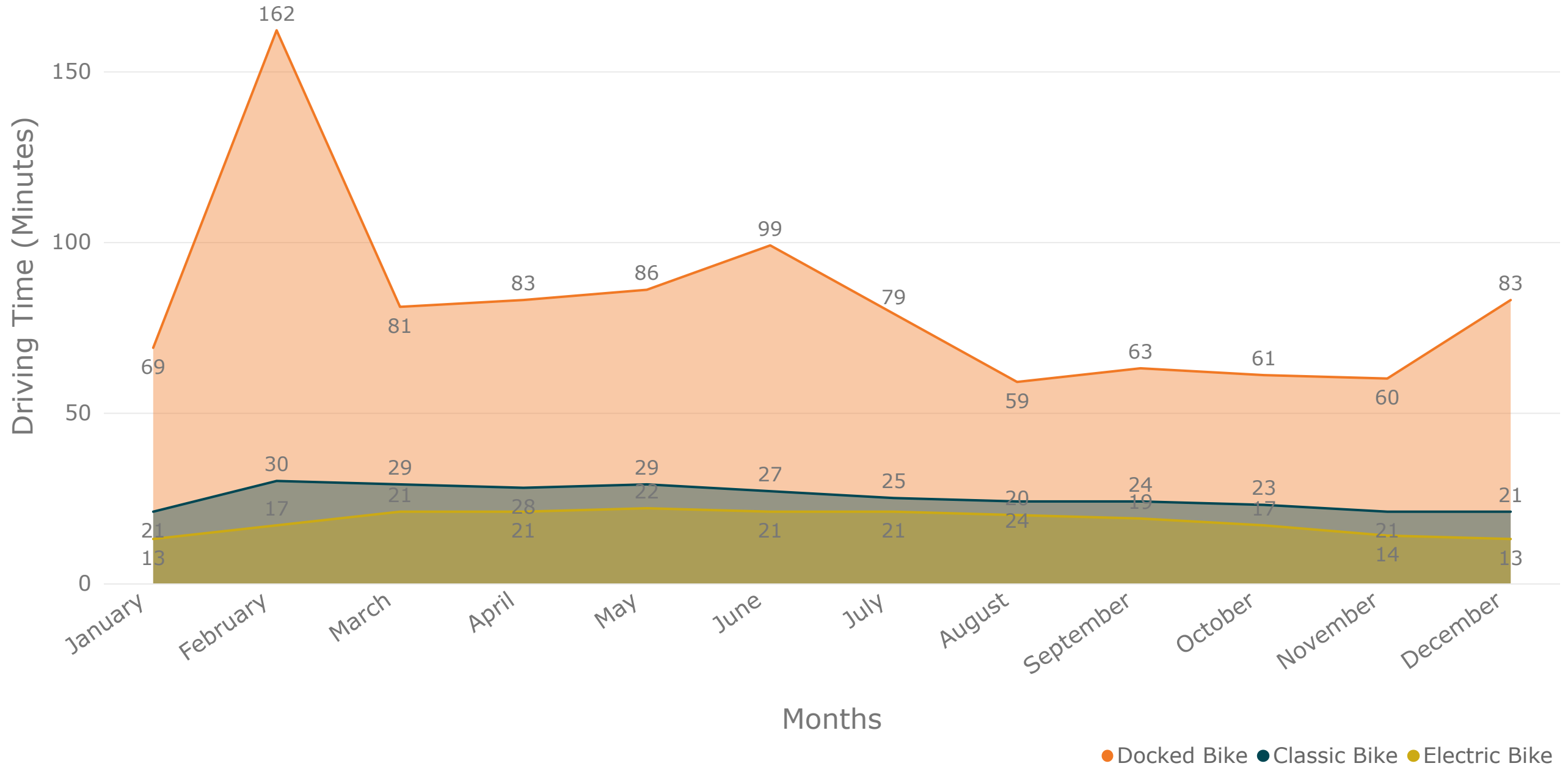
32,25

Average Driving Time of Casual

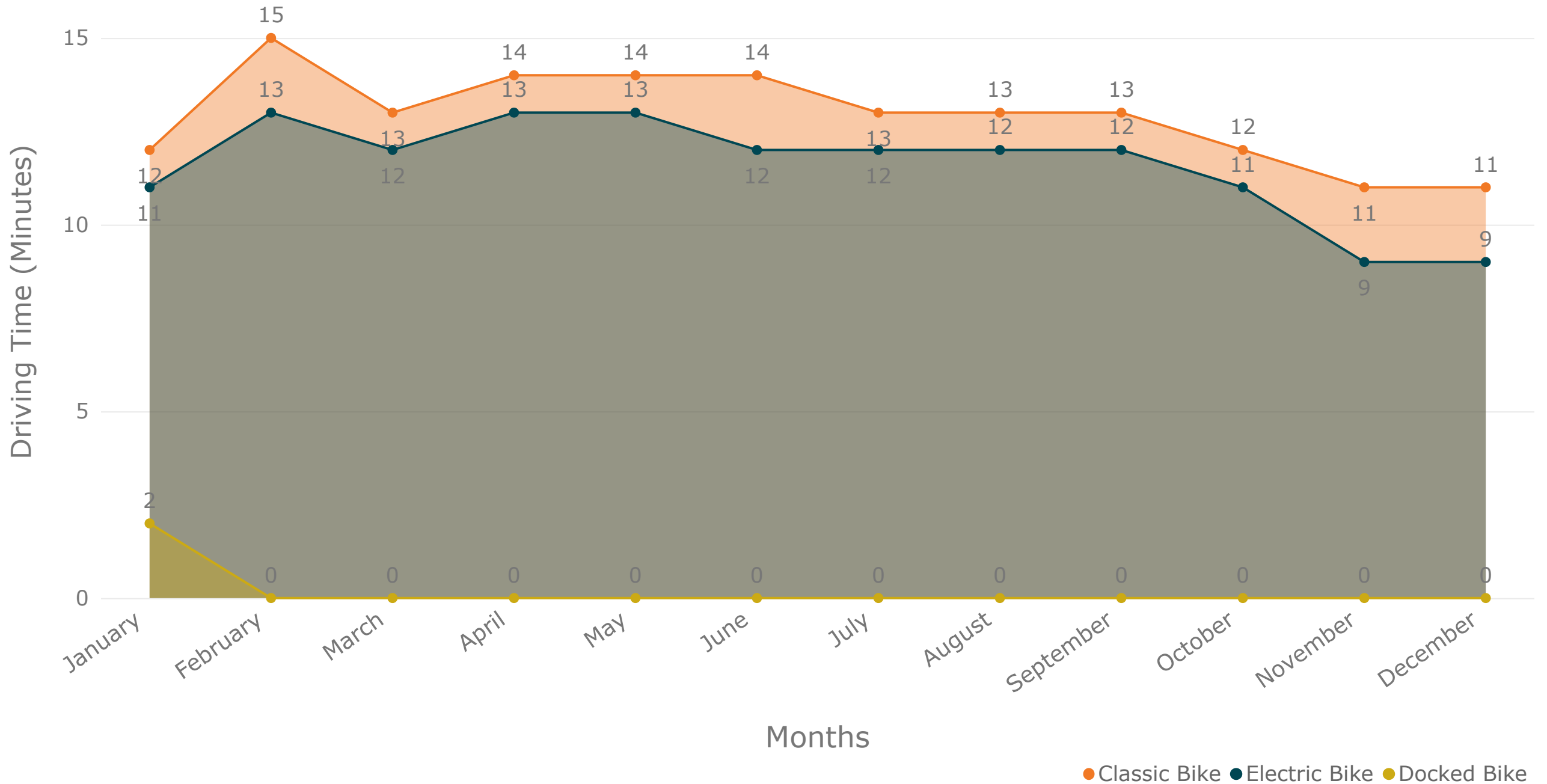
12,67

Average Driving Time of Member

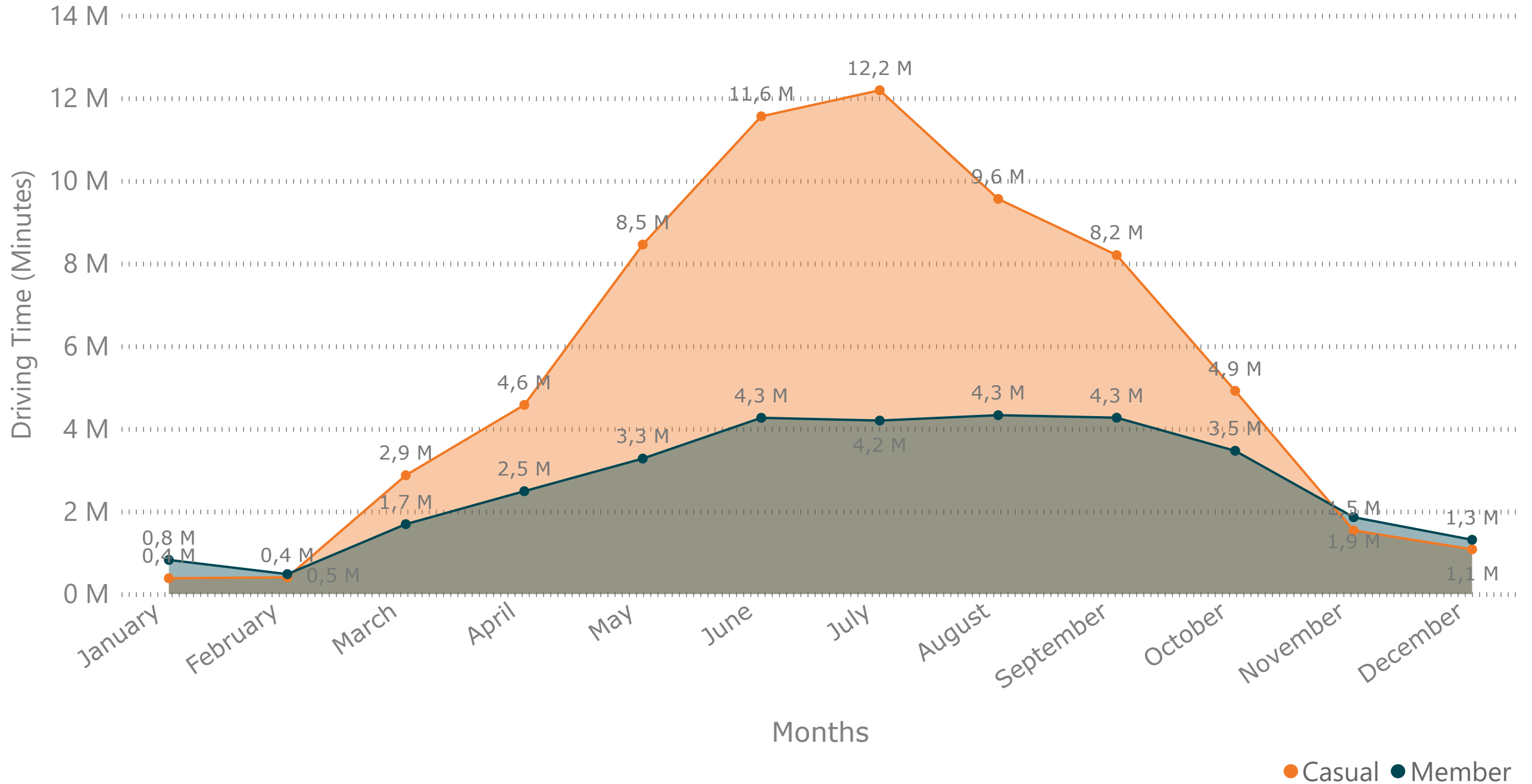
# Average Riding Time of Rideable Type of Casual Riders



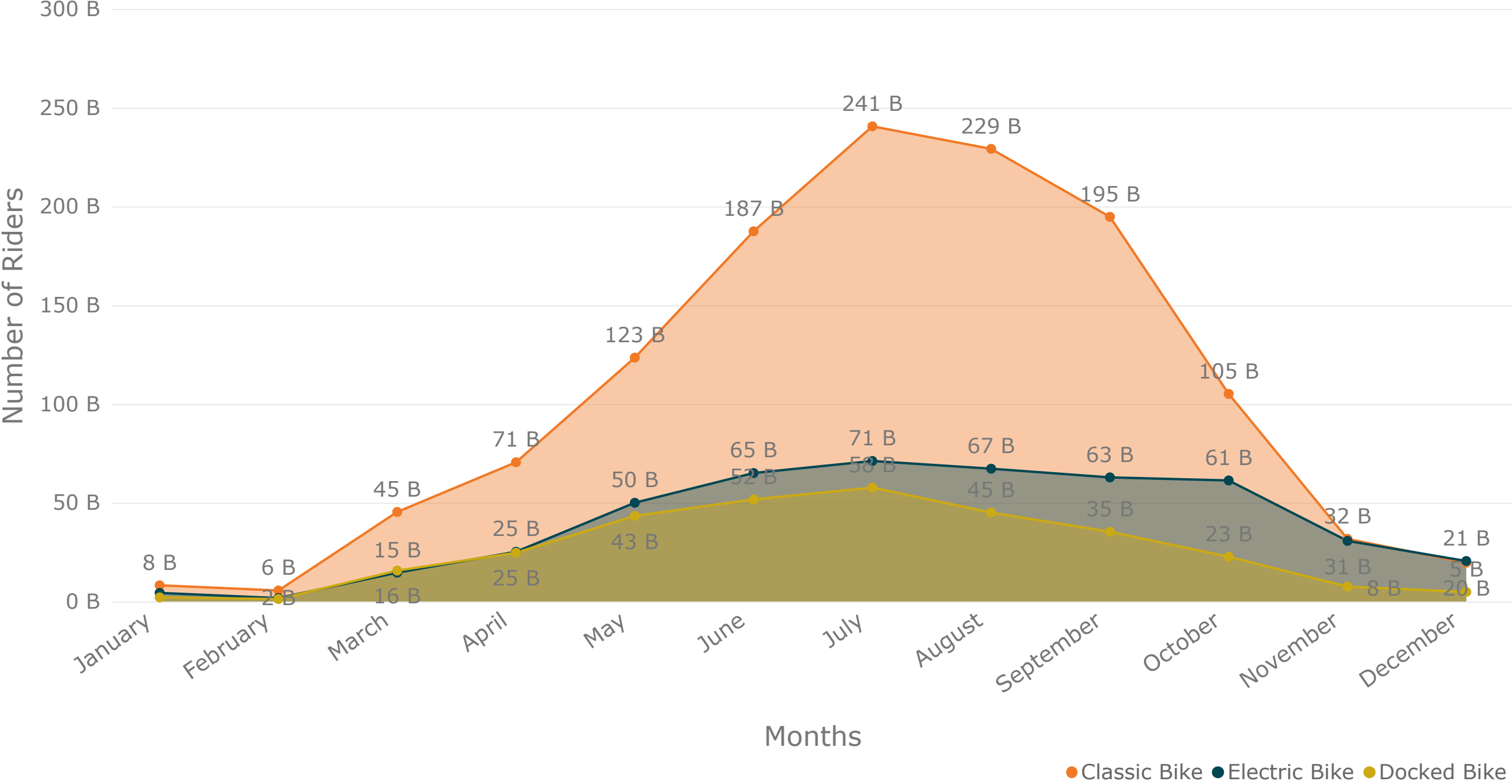
# Average Riding Time of Rideable Type of Member Riders



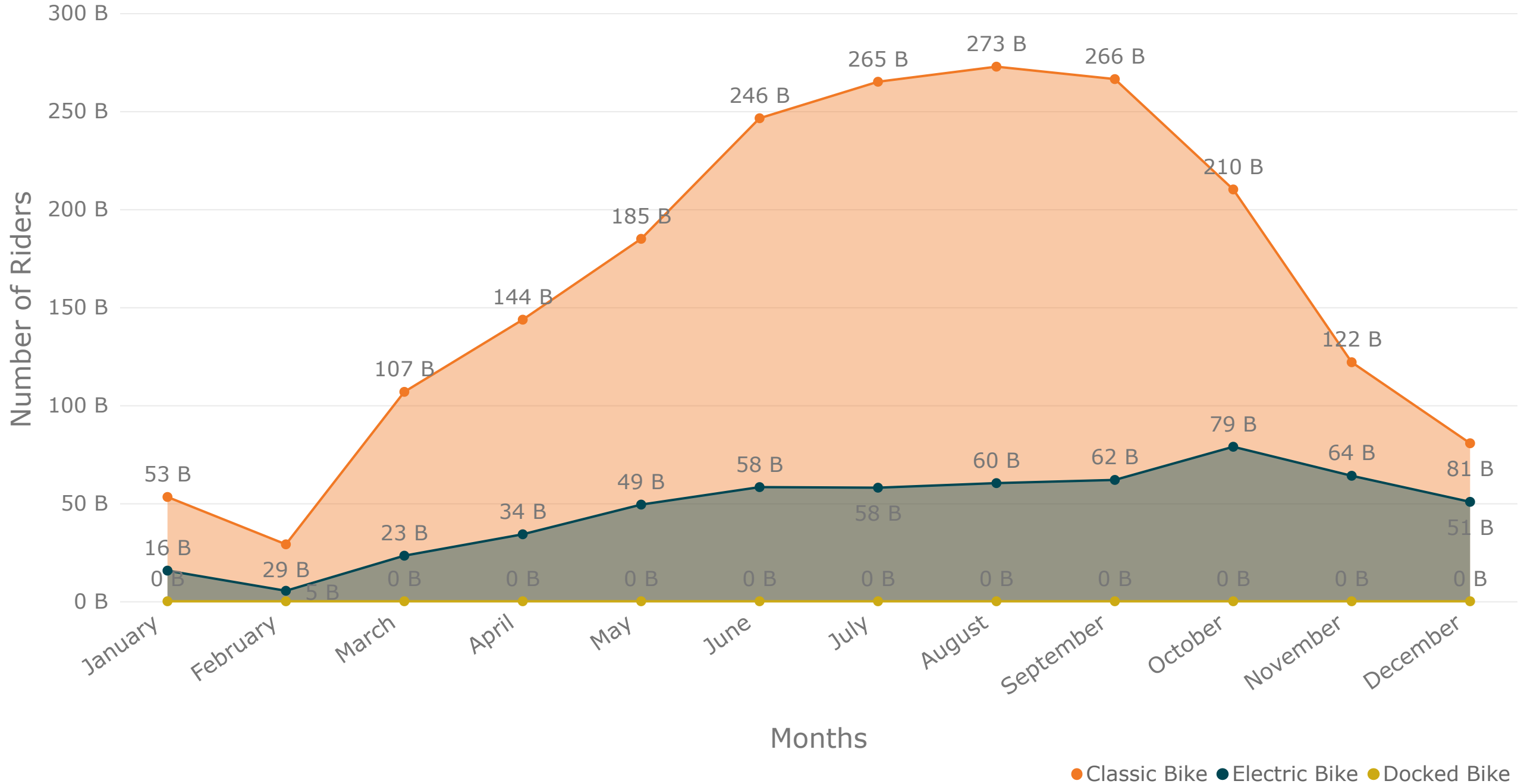
# Driving Time of Riders



# Number of Casual Riders of Rideable Types



# Number of Member Riders of Rideable Types



## Start Station of Member Riders

January Month	Lake Shore Dr & M... Station	189 Sum of Member
February Month	Millennium Park Station	119 Sum of Member
March Month	Lake Shore Dr & M... Station	1869 Sum of Member
April Month	Lake Shore Dr & M... Station	2839 Sum of Member
May Month	Streeter Dr & Gran... Station	8171 Sum of Member
June Month	Streeter Dr & Gran... Station	11185 Sum of Member
July Month	Streeter Dr & Gran... Station	13911 Sum of Member
August Month	Streeter Dr & Gran... Station	11353 Sum of Member
September Month	Streeter Dr & Gran... Station	8998 Sum of Member
October Month	Streeter Dr & Gran... Station	4535 Sum of Member
November Month	Streeter Dr & Gran... Station	1448 Sum of Member
December Month	DuSable Lake Shor... Station	948 Sum of Member

## Start Station of Casual Riders

January Month	Clark St & Elm St Station	815 Sum of Casual
February Month	Clark St & Elm St Station	422 Sum of Casual
March Month	Clark St & Elm St Station	1292 Sum of Casual
April Month	Clark St & Elm St Station	1677 Sum of Casual
May Month	Clark St & Elm St Station	2207 Sum of Casual
June Month	Clark St & Elm St Station	3212 Sum of Casual
July Month	Wells St & Concord... Station	3177 Sum of Casual
August Month	DuSable Lake Shor... Station	3284 Sum of Casual
September Month	Wells St & Concord... Station	2981 Sum of Casual
October Month	Ellis Ave & 60th St Station	3217 Sum of Casual
November Month	Ellis Ave & 60th St Station	2243 Sum of Casual
December Month	Kingsbury St & Kin... Station	1534 Sum of Casual



## End Station of Member Riders

January Month	Dearborn St & Erie... Station	874 Sum of Member
February Month	Dearborn St & Erie... Station	455 Sum of Member
March Month	Clark St & Elm St Station	1364 Sum of Member
April Month	Clark St & Elm St Station	1731 Sum of Member
May Month	Clark St & Elm St Station	2233 Sum of Member
June Month	Lake Shore Dr & N... Station	3559 Sum of Member
July Month	Wells St & Concord... Station	3290 Sum of Member
August Month	DuSable Lake Shor... Station	3676 Sum of Member
September Month	Wells St & Concord... Station	3043 Sum of Member
October Month	Ellis Ave & 60th St Station	3228 Sum of Member
November Month	Ellis Ave & 60th St Station	2233 Sum of Member
December Month	Kingsbury St & Kin... Station	1461 Sum of Member

## End Station of Casual Riders

March Month	Lake Shore Dr & Mo... Station	1780 Sum of Casual
April Month	Lake Shore Dr & Mo... Station	2633 Sum of Casual
January Month	Millennium Park Station	178 Sum of Casual
February Month	Millennium Park Station	121 Sum of Casual
May Month	Streeter Dr & Gran... Station	8936 Sum of Casual
June Month	Streeter Dr & Gran... Station	11542 Sum of Casual
July Month	Streeter Dr & Gran... Station	14488 Sum of Casual
August Month	Streeter Dr & Gran... Station	11607 Sum of Casual
September Month	Streeter Dr & Gran... Station	9197 Sum of Casual
October Month	Streeter Dr & Gran... Station	4927 Sum of Casual
November Month	Streeter Dr & Gran... Station	1694 Sum of Casual
December Month	Streeter Dr & Gran... Station	1077 Sum of Casual

## Results

- The difference between casual and member riders in terms of average distance is not too much.
- There is a difference between casual and member riders in terms of average riding time. Casual riders are riding approximately 20 minutes more than member riders.
- Casual riders spend time with docked bike. However, Member riders spend time mostly with classic and electric bike.
- Although casual riders prefer docked bike, member riders almost never prefer docked bike.
- Member riders are mostly using Streeter Dr & Grand Ave as starting point.
- Casual riders are mostly using Clark St & Elm St as starting point.
- Member riders are mostly using Wells St & Concord Ln as end point.
- Casual riders are mostly using Streeter Dr & Grand Ave as end point.

## Recommendations

- While casual riders using bike to travel around the city, member riders use bike to do their daily tasks such as commuting or going school. Casual drivers can become members by offering attractive campaigns for daily use in the city.
- Clark St & Elm St and Streeter Dr & Grand are mostly using by casual riders. Advertising campaigns can be increased in these regions where are high usage of casual riders.