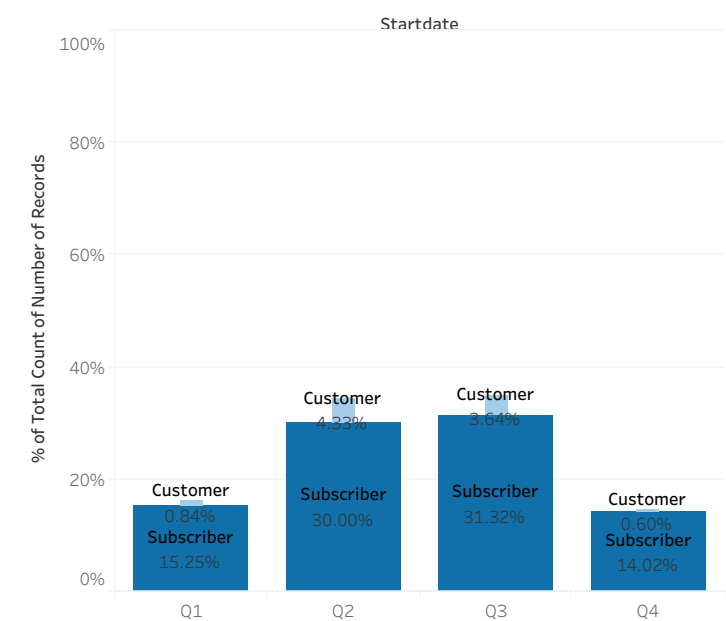


User-Types

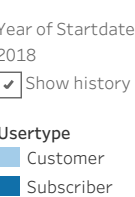
Ridership nearly doubles for Subscribers and Customers in Q2 and Q3 during warmer months of the year. The number of both subscribed-users and non-subscribed users then dips in Q4 during the colder months.

Males make up the majority of the user population. They take more rides in total, but rides average shorter..

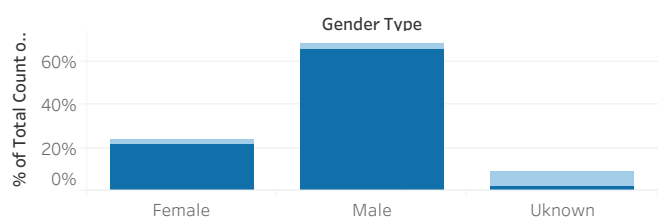
Percent of Usership Over Time



User Type Description

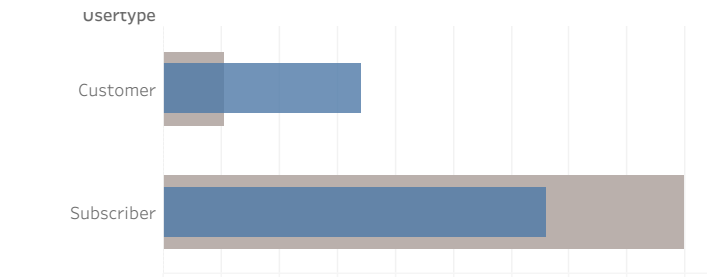


Gender Percent of Usertype - 2018

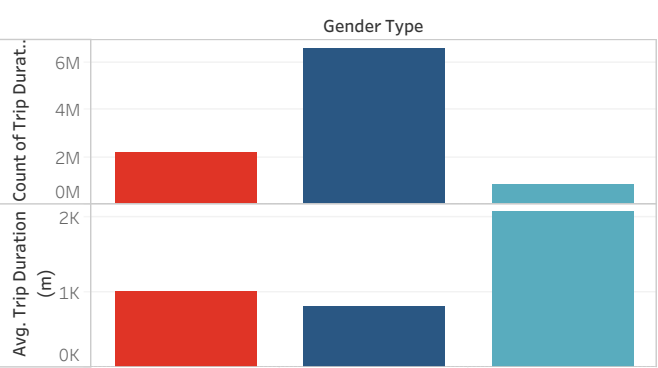


% of Total Count of Number of Records for each Gender Type. Color shows details about Usertype. The view is filtered on Usertype and Startdate Year. The Usertype filter keeps Customer and Subscriber. The Startdate Year filter keeps 2014 and 2018.

Evidence of skewed data for Age group 50 - 54



Total and Average Trip Duration



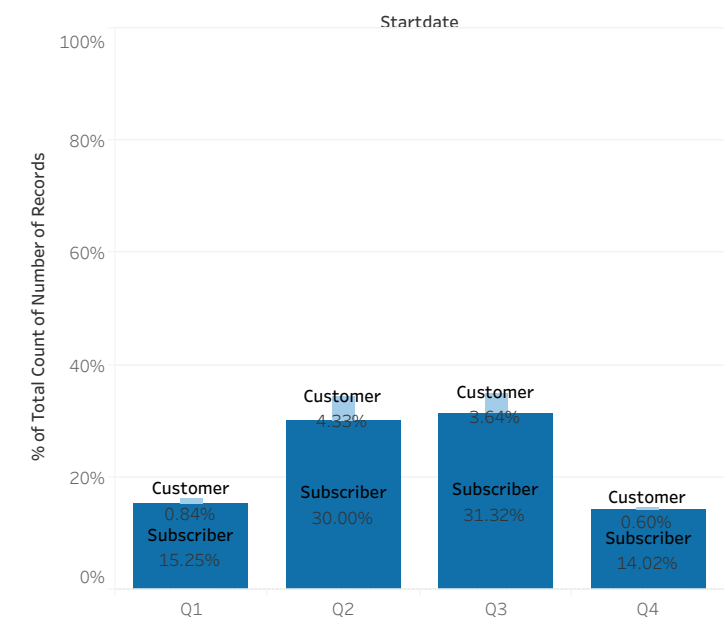
User-Types

Ridership nearly doubles for..

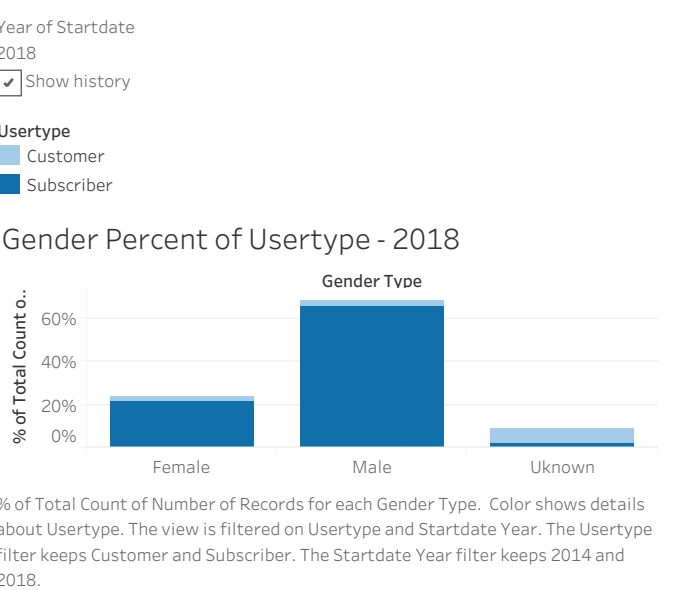
Males make up the majority of the user population. They take more rides in total, but rides average shorter durations.

Users of gender-type "Unknown" (i.e., unsubscribed..

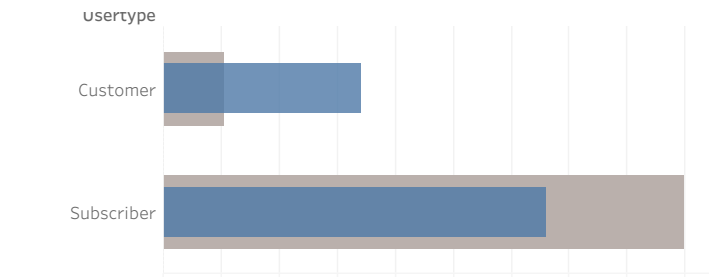
Percent of Usership Over Time



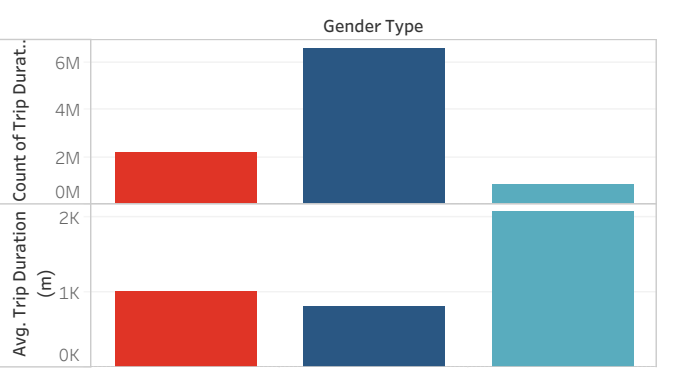
User Type Description



Evidence of skewed data for Age group 50 - 54



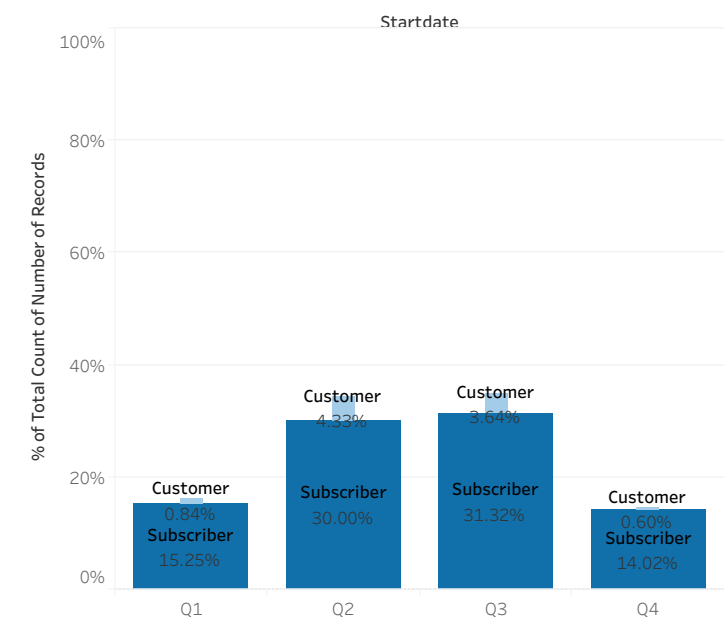
Total and Average Trip Duration



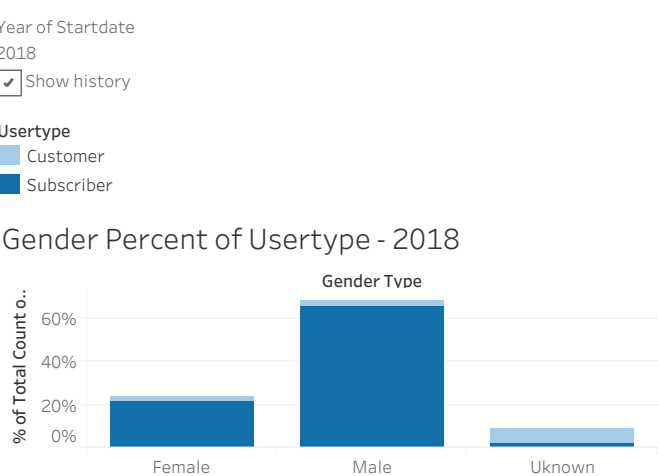
User-Types

Males make up the majority of the u..	Users of gender-type "Uknown" (i.e., unsubscribed users, or "Customers") average the longest rides (almost 3x male-users and 2x female-users). Differences in average ride times could indicate different objectives (e.g., leisure vs transit.)	A discrepancy in the original data colle..
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Percent of Usership Over Time

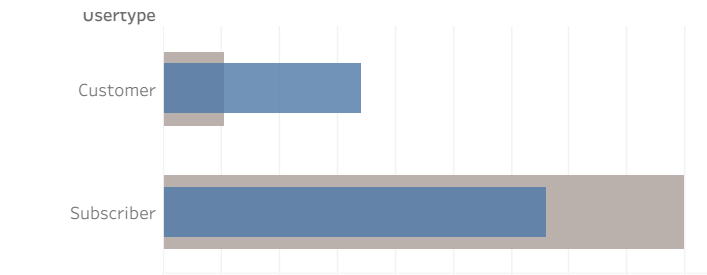


User Type Description

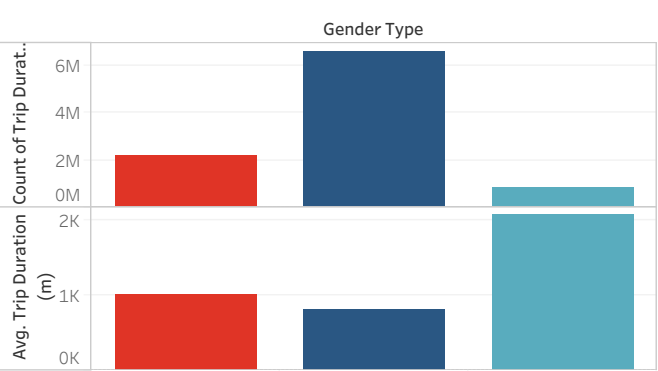


% of Total Count of Number of Records for each Gender Type. Color shows details about Usertype. The view is filtered on Usertype and Startdate Year. The Usertype filter keeps Customer and Subscriber. The Startdate Year filter keeps 2014 and 2018.

Evidence of skewed data for Age group 50 - 54



Total and Average Trip Duration

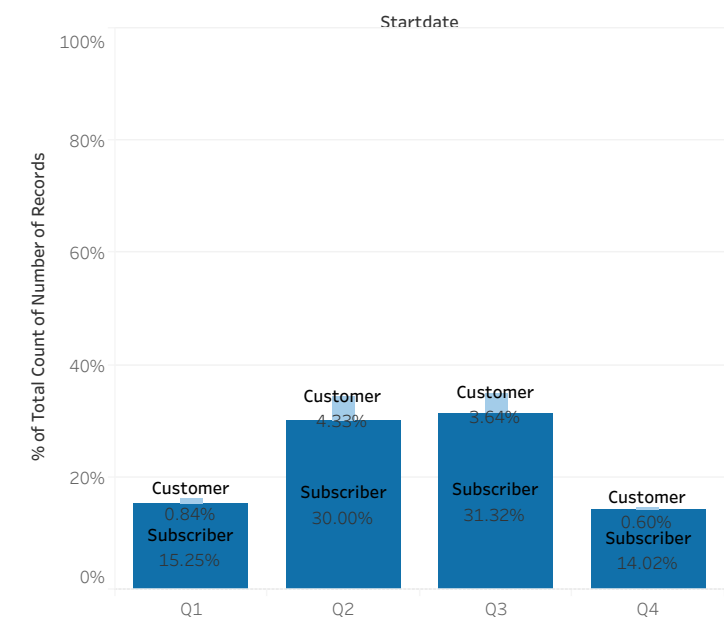


User-Types

Users of gender-type "Unknown" (i.e., unsubscribed users, or "Customers") average the longest rides (alm..

A discrepancy in the original data collected has been noted: normally where usertype is "customer", year of birth is null-value, however some cases hold values for both "customer" and "year of birth".

Percent of Usership Over Time



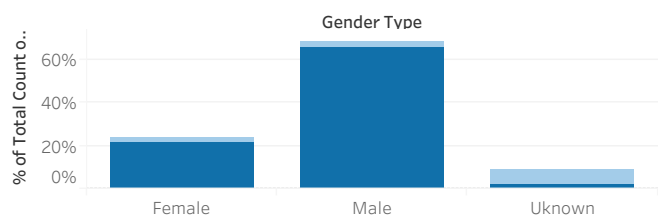
User Type Description

Year of Startdate
2018

☒ Show history

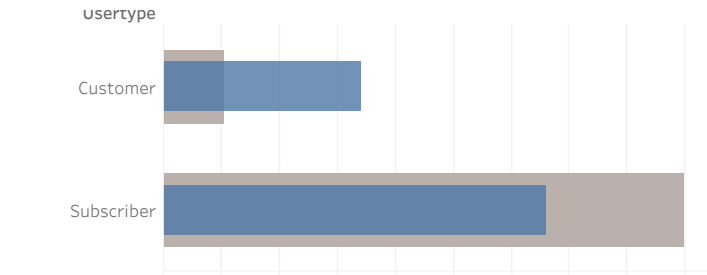
Usertype
Customer
Subscriber

Gender Percent of Usertype - 2018



% of Total Count of Number of Records for each Gender Type. Color shows details about Usertype. The view is filtered on Usertype and Startdate Year. The Usertype filter keeps Customer and Subscriber. The Startdate Year filter keeps 2014 and 2018.

Evidence of skewed data for Age group 50 - 54



Total and Average Trip Duration

