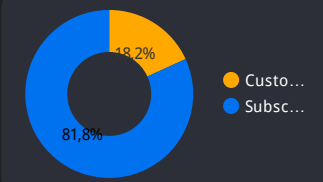
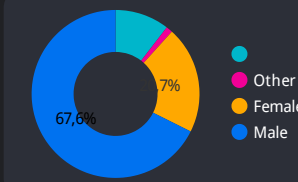
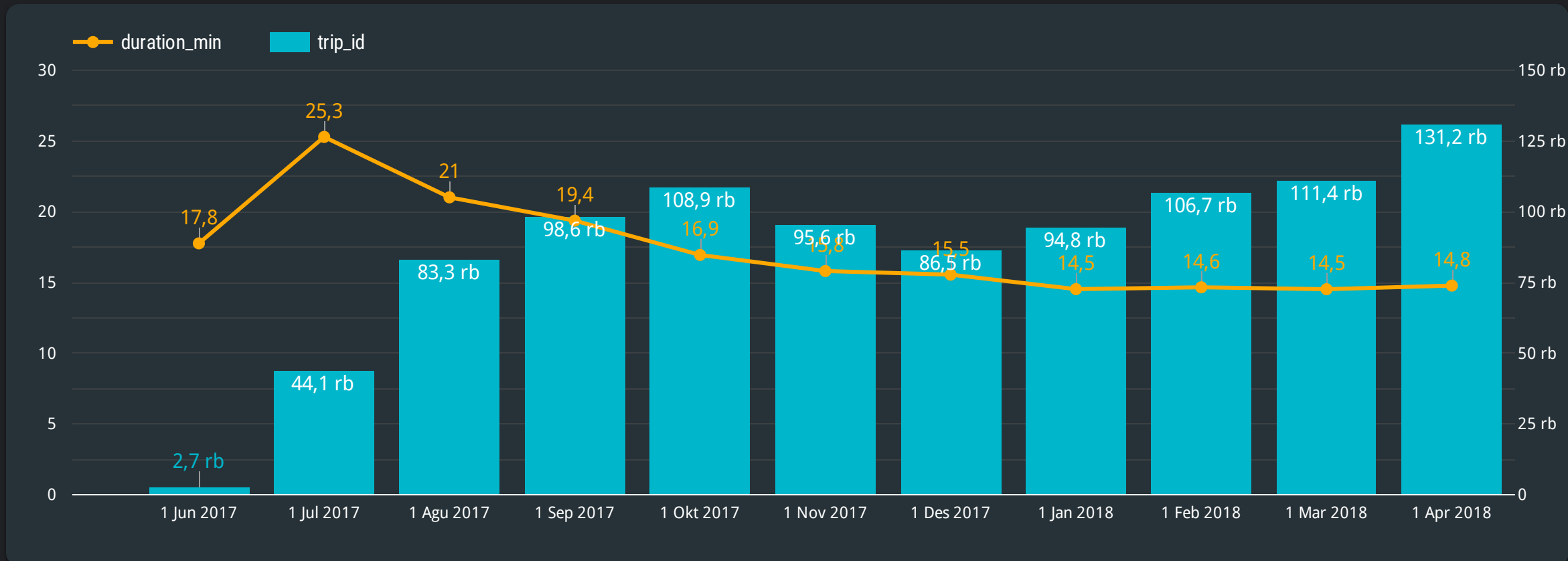


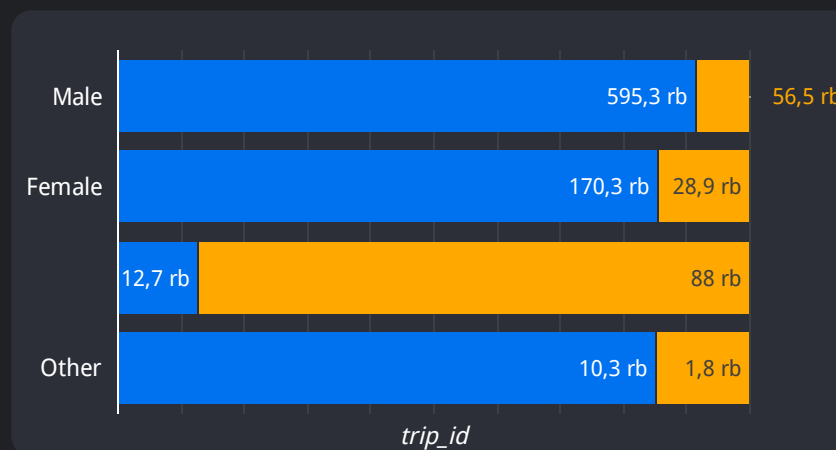
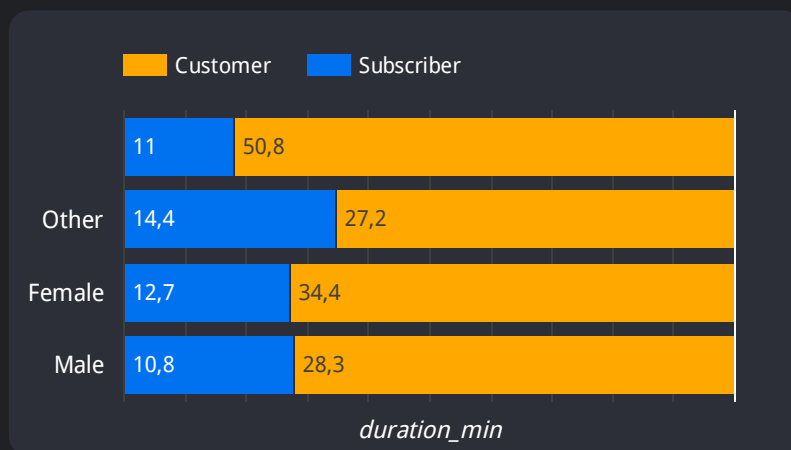
# Trend of the Number of Trips VS the Average Duration in Minute of 2017-2018



The number of trips were **increasing** throughout 2018, but the Average trip duration in minute were eventually **decreasing**



The subscribers contributed to ~82% of total trips throughout 2017-2018, with the highest number of trips came from the male subscriber, although they are **not the biker with the longest trip duration**



## THATS WHY:

The marketing team could focus on targeting the male subscribers, while also thinking **new strategies** for the female subscribers so they could use the service more

The product team could **deploy the mandatory update** for user gender so there would be no more Null data and we company can ensure new strategies and initiatives could be more effective