Short-TermVsSubscriberCustomers

Observations Looks like the percentage of short term customer is very seasonal, peaking at summer months, and dip during winter.

Also short-term customer perentage is highest on 2015 but dropped in following years.

There is some data collection issue on end of 2016 and beginning of 2017, indicating by unkown user type.

UserType
- Annual Subscriber
- Short-Term Customer

Year	Month	Annual Subscriber	Short-Term Customer
2013	7	79.26%	20.74%
2013	8	81.43%	18.57%
2013	9	85.97%	14.03%
2013	10	90.61%	9.39%
2013	11	93.49%	6.51%
2013	12	95.63%	
2014	1	97.59%	
2014	2	97.01%	
2014	3	94.79%	
2014	4	90.60%	9.40%
2014	5	87.58%	12.42%
2014	6	87.38%	12.62%
2014	7	87.71%	12.29%
2014	8	85.90%	14.10%
2014	9	89.59%	10.41%
2014	10	91.66%	8.34%
2014	11	94.71%	
2014	12	95.87%	
2015	1	98.03%	
2015	2	98.85%	
2015	3	96.24%	
2015	4	89.85%	10.15%
2015	5	82.58%	17.42%
2015	6	86.15%	13.85%
2015	7	83.39%	16.61%
2015	8	81.26%	18.74%
2015	9	83.71%	16.29%
2015	10	87.91%	12.09%
2015	11	89.81%	10.19%
2015	12	91.56%	8.44%
2016	1	95.18%	
2016	2	94.68%	
2016	3	89.86%	10.14%
2016	4	87.12%	12.88%
2016	5	86.80%	13.20%
2016	6	89.26%	10.74%
2016	7	85.37%	14.63%
2016	8	85.99%	14.01%
2016	9	86.58%	13.42%
2017	4	85.64%	14.36%
2017	5	87.54%	12.46%
2017	6	87.60%	12.40%
2017	7	84.92%	15.08%
2017	8	85.79%	14.21%
2017	9	87.49%	12.51%
2017	10	89.20%	10.80%
2017	11	93.29%	6.71%
2017	12	96.14%	
2018	1	96.93%	
2018	2	96.04%	
2018	3	93.96%	6.04%
2018	4	88.58%	11.42%
2018	5	86.71%	13.29%