

Largest segment of users/subscriber type in Jan 2021 - Feb 2022, most trip came from Student Membership. Local365, Local31, 24 Hour Walk Up Pass are worth it to be include in our campaign because contribute up to 47% of the total duration.

	subscriber_type	duration_minutes	trip_id
1.	Local31	1,4 jt	42,7 rb
2.	Local365	1,3 jt	55,7 rb
3.	Student Membership	1,3 jt	72,6 rb
4.	24 Hour Walk Up Pass	1,2 jt	19,3 rb
5.	Single Trip (Pay-as-you-...	857,6 rb	14,8 rb
6.	Pay-as-you-ride	844,9 rb	17,9 rb
7.	Explorer	809,6 rb	18,5 rb
8.	3-Day Weekender	462,5 rb	13,4 rb
9.	U.T. Student Membership	60,4 rb	4,5 rb

Source Data: bigquery-public-data.austin\_bikeshare.bikeshare\_trips

Our increasing trip count throughout Sep and Oct 2021 were contributed by users with Student Membership.

Despite having the most trip count, our student membership are among the lowest average trip duration (~18 minutes)

Business have shown an increasing growth in Sep and Oct 2021 as trip counts, but average minutes was decreasing. But we closed Feb 2022 with more than 50% growth on trip counts.

