**Insights:**

* Ridership growth was positive during the warmer months and it was negative for colder months.
* Peak hours in summer and winter times are during 7am-9am and 4.30-6pm.
* Grove Street Path is the busiest station to rent the bike and also the busiest station to end it.
* Under the assumption that the lower bounds we have computed are a good proxy for the underlying user demand, optimization of management decisions for the system becomes possible. We can frame the question of how many bikes to place at a station before the rush hour as an optimization problem
* Having computed the desired fill levels for stations before the morning and evening rush-hours, as well as analyzing their behavior during these rush-hours, we address the problem how to get them there? We take different approaches for both planning for the rush-hour surge and managing this surge in ridership.
* According to the data men likes to ride and rent more bikes than women.
* Average distance was between 0.5 to 1-mile range.
* A lot of bikes rode over 500 miles, and according the research bikes over 500 miles needs maintenance call or service call, city officials needs to figure out how to replace those bikes when they go for maintenance.
* There is some false data for birth year column, if we can get more accurate data for birth year column, we can figure out age group that likes to ride the most.