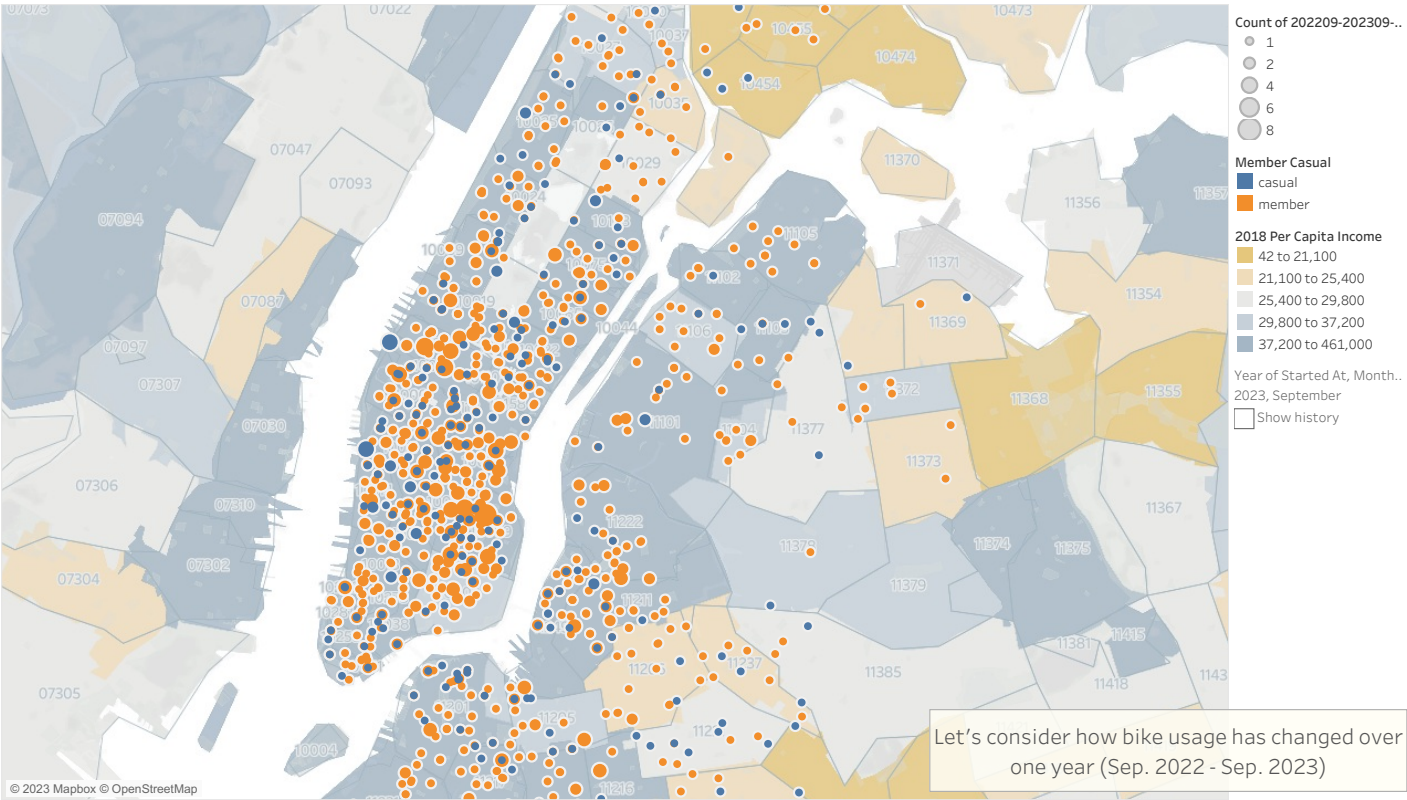


Bike usage Analysis Sep. 2022 - Sep. 2023

A general change over time of bike usage.	Members and Casuals are filling different n...	Classic bikes are the most influential bike...	Determining who is using bikes.	Where to consider the focus?
---	--	--	---------------------------------	------------------------------



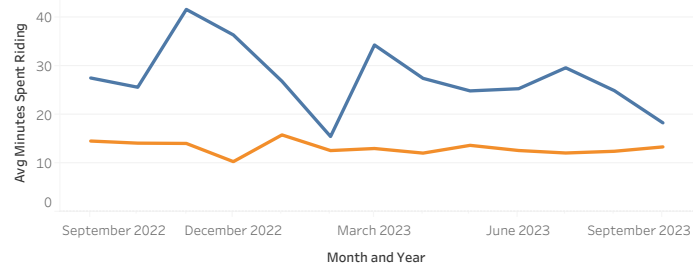
Bike usage Analysis Sep. 2022 - Sep. 2023

A general change over time of bike usage.	Members and Casuals are filling different n..	Classic bikes are the most influential bike..	Determining who is using bikes.	Where to consider the focus?
---	---	---	---------------------------------	------------------------------

Member Casual
casual
member

Casual users tend to have longer rides with less frequency, while members are taking short rides with greater frequency.

Average Ride Length



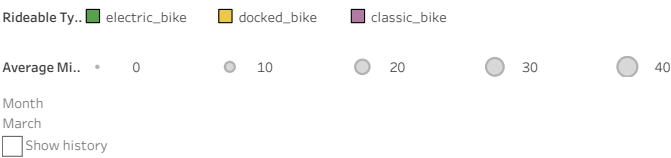
Usage by Member Type



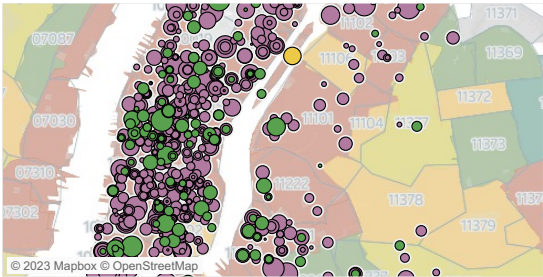
Rather than consider casual users as uncommitted users, we should consider that they fulfill a different market from the members.

Bike usage Analysis Sep. 2022 - Sep. 2023

A general change over time of bike usage.	Members and Casuals are filling different n..	Classic bikes are the most influential bike..	Determining who is using bikes.	Where to consider the focus?
---	---	---	---------------------------------	------------------------------

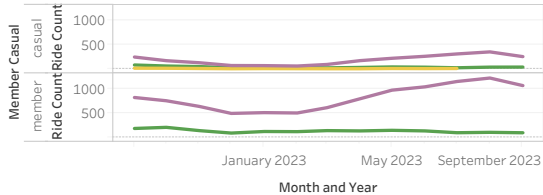


Ride Type by Month - March



Classic bikes comprise the bulk of rides for both casual and member users. Conversely, changes in classic bike usage drives the majority of change in overall bike usage. There is very little pattern in the areas where electric bikes are being used, but its usage is consistent over time.

Bike Type Usage by Month



It is unwise to push the focus towards electric bikes. Classic bikes are still far more preferred across both users and throughout all times of the year.

Bike usage Analysis Sep. 2022 - Sep. 2023

A general change over time of bike usage.

Members and Casuals are filling different n..

Classic bikes are the most influential bike ..

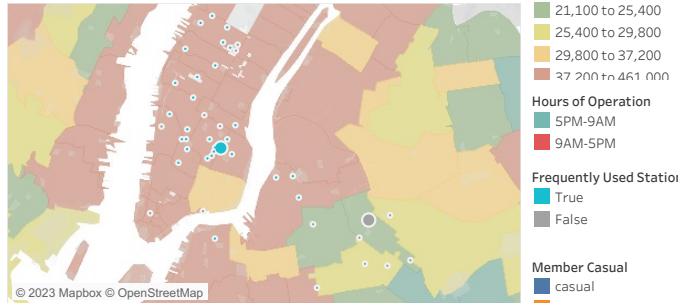
Determining who is using bikes.

Where to consider the focus?

Weekday of Started At
Saturday, 23

☐ Show history

Usage Saturday, 23



Weekday of Started At
Saturday

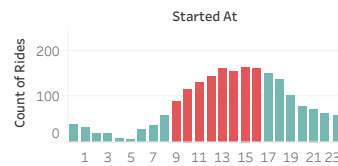
☐ Show history

Stations in higher income zip codes are more frequently used.

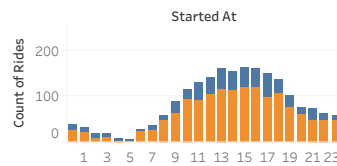
On weekdays ridership is most popular around 9AM and 5PM, which implies a usage driven by individuals with a standard work schedule.

On weekends, ridership skews to be more popular from afternoon to evening, implying more usage for leisure.

Usage over Day - Saturday



Member Usage - Saturday



All taken into consideration, a majority of the demographic are individuals with standard work schedules who live in/ travel around more affluent areas.

Bike usage Analysis Sep. 2022 - Sep. 2023

A general change over time of bike usage.	Members and Casuals are filling different n..	Classic bikes are the most influential bike ..	Determining who is using bikes.	Where to consider the focus?
---	---	--	---------------------------------	------------------------------

