* How many trips have been recorded total during the chosen period?
* By what percentage has total ridership grown?
* How has the proportion of short-term customers and annual subscribers changed?
* Today, what are the peak hours in which bikes are used during summer months?
* Today, what are the peak hours in which bikes are used during winter months?
* Today, what are the top 10 stations in the city for starting a journey? (Based on data, why do you hypothesize these are the top locations?)
* Today, what are the top 10 stations in the city for ending a journey? (Based on data, why?)
* Today, what are the bottom 10 stations in the city for starting a journey? (Based on data, why?)
* Today, what are the bottom 10 stations in the city for ending a journey (Based on data, why?)
* Today, what is the gender breakdown of active participants (Male v. Female)?
* How effective has gender outreach been in increasing female ridership over the course of the past three years?
* How does the average trip duration change by age?
* What is the average distance in miles that a bike is ridden?
* Which Bikes (by ID) are most likely due for repair or inspection this year?
* How variable is the utilization by bike ID?

**Additionally, city officials would like to see the following visualizations:**

* A static map that plots all bike stations with a visual indication of the most popular locations to start and end a journey with zip code data overlaid on top.
* A dynamic map that shows how each station's popularity changes over time (by month and year) -- with commentary pointing to any interesting events that may be behind these phenomena.