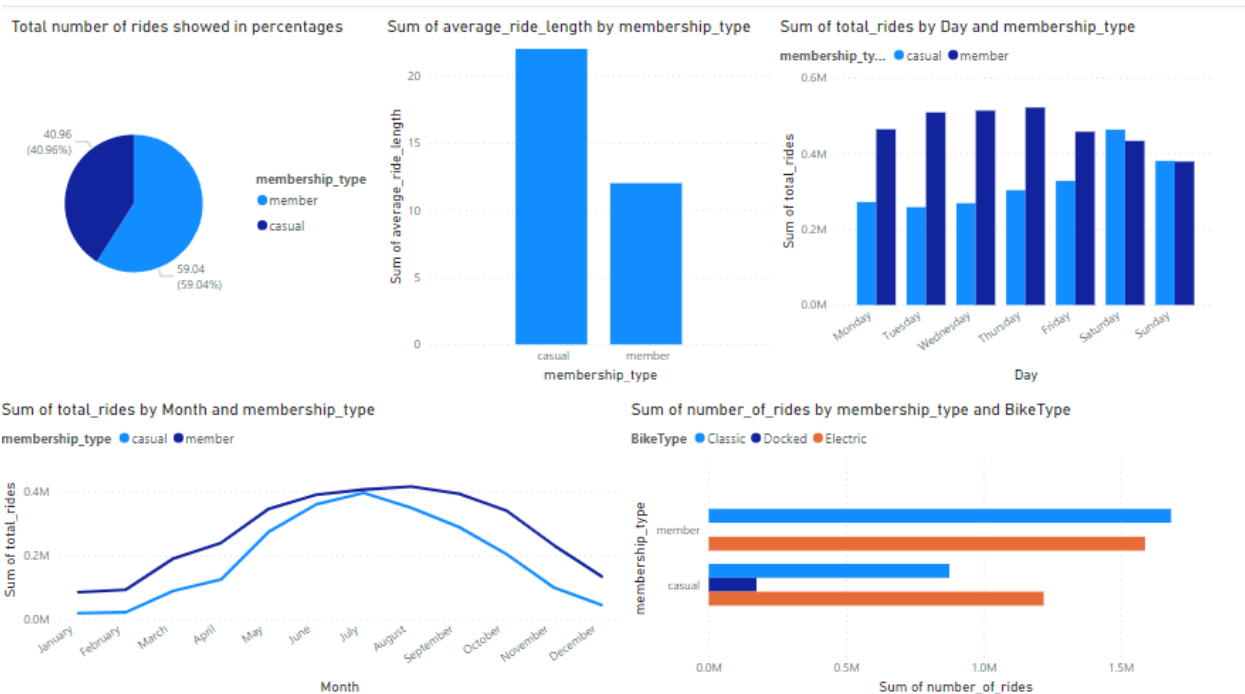


## Power BI Visualization and Insights



1. In consideration of the aggregate rides conducted throughout the year 2022, it is observed that 59.04% of the total rides were availed by registered members, whereas 40.96% were attributed to non-registered or casual riders.
2. Throughout the duration of the year, an analysis of the data reveals that casual riders enjoyed an averaged ride duration of approximately 22 minutes, which was nearly double the average duration of 12 minutes observed for member riders.
3. By carefully analyzing the data on the number of rides per day, an interesting pattern emerges. It is evident that most rides during weekdays (Monday to Friday) were taken by members, whereas on weekends, casual riders had a slight edge. This suggests that casual riders tend to use bikes more for leisurely purposes, while members are more likely to use them for commuting to work or running personal errands.
4. Upon analyzing the line chart depicting the total rides per month, it becomes evident that member riders consistently utilize bicycles for a longer duration throughout the year, with their usage remaining relatively steady from May to October. In contrast, the season for casual riders is comparatively shorter. Notably, there is a substantial surge in

casual ridership observed in May, which reaches its peak in July before experiencing a rapid decline starting in September.

5. When analyzing the data on bike usage by different rider types, we can observe that member riders tend to lean slightly towards classic bikes, while casual riders show a stronger preference for electric bikes.