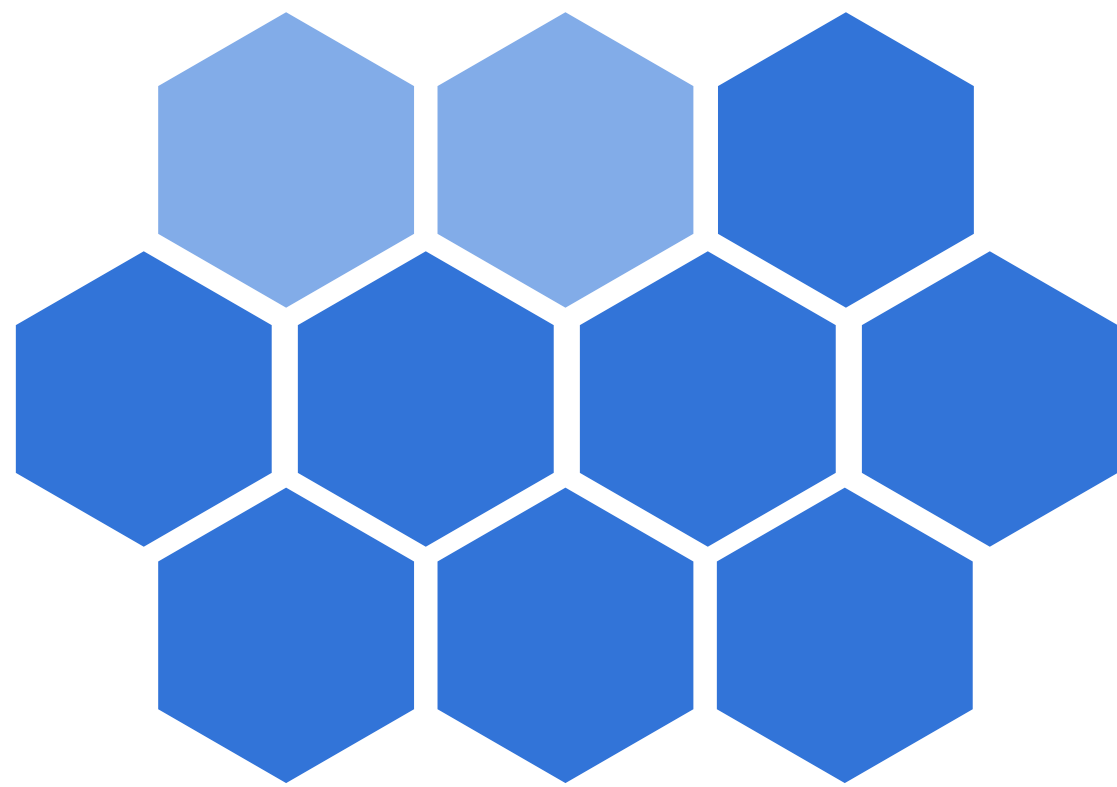
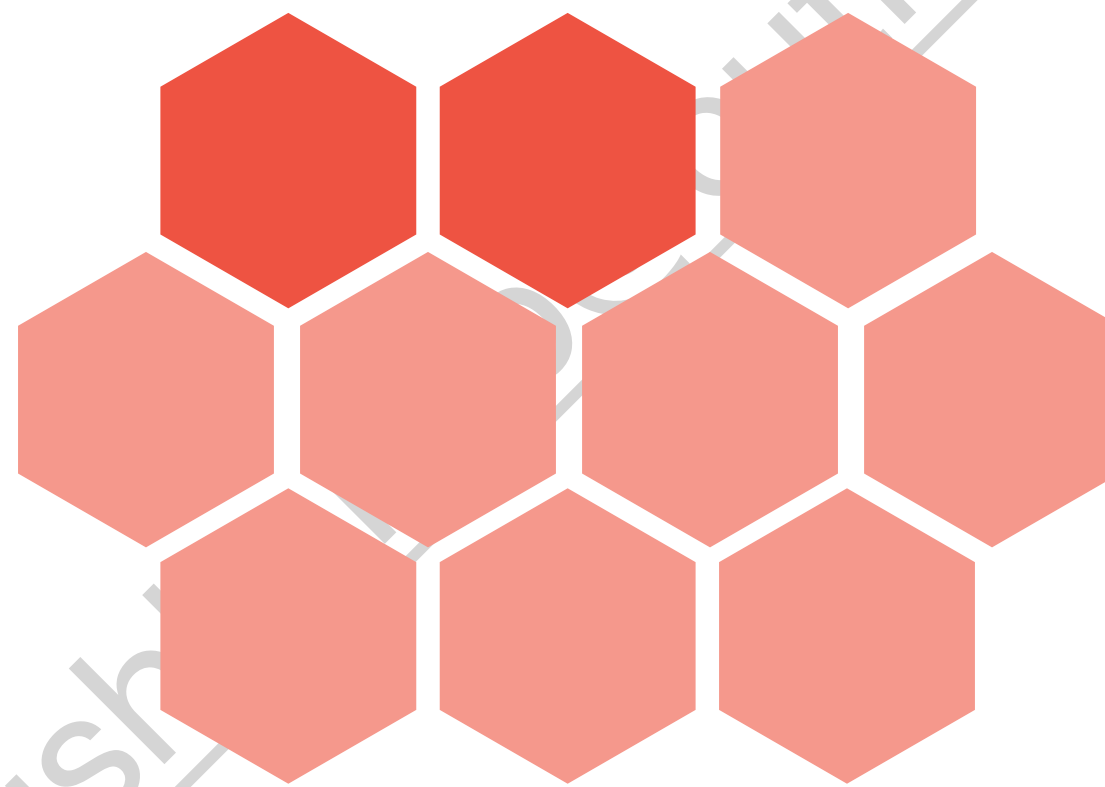


How Weather Affects Bixi Usage



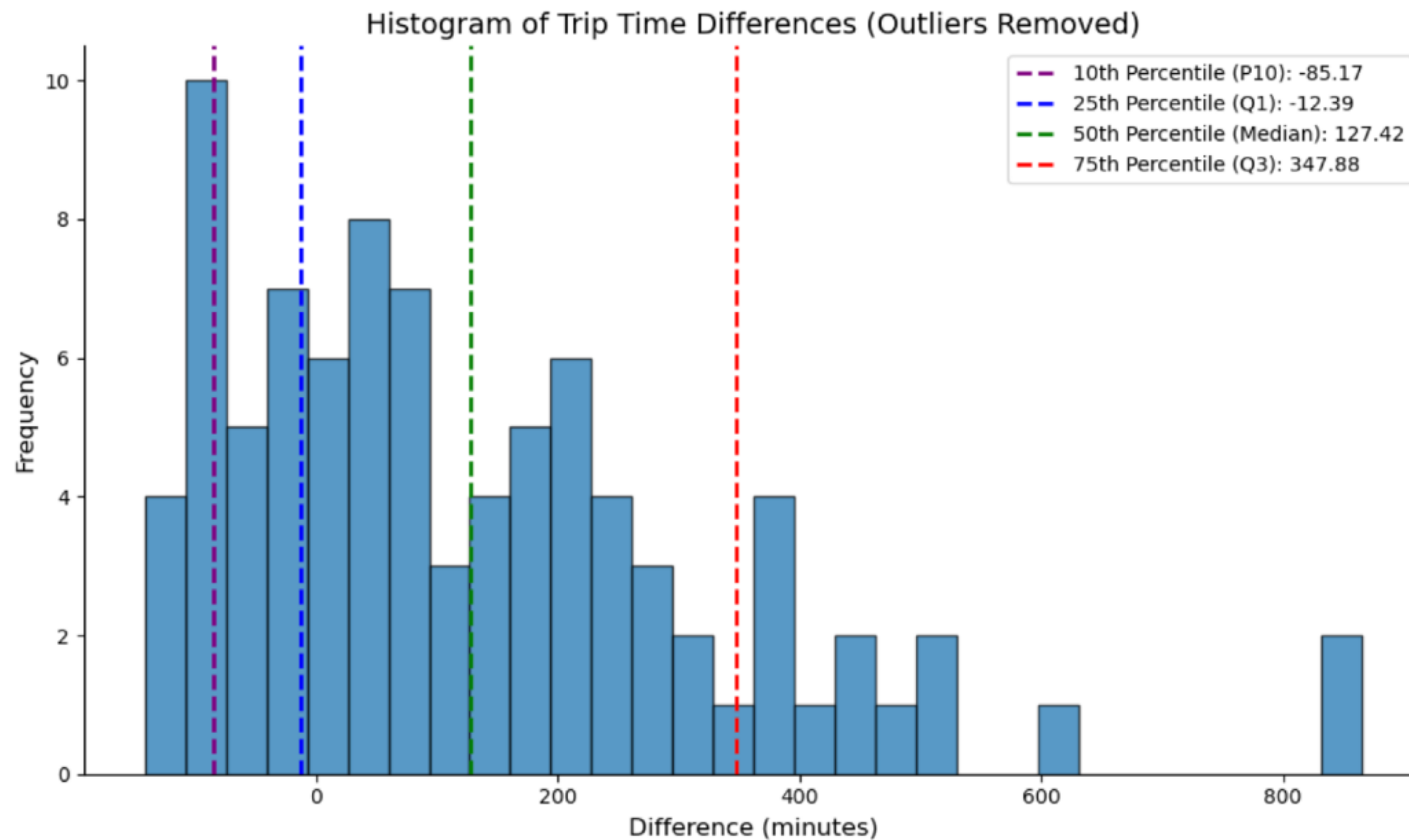
Rainy day trips are 4 times more than **dry day trips**



Low humid day trips are 4 times more than **humid day trips**

- Rain and high humidity significantly reduce trip volumes.
- Other factors like temperature, wind speed, and cloud cover have minimal impact on overall ridership.
- Understanding these effects helps in planning the event during favorable weather conditions.

Understanding User Physicality



- 40% of trips done by users with good physicality, 15% by those with strong physicality.
- Analysis suggests these users are prime candidates for a sporting event.
- Opportunity to convert non-member users into committed members.