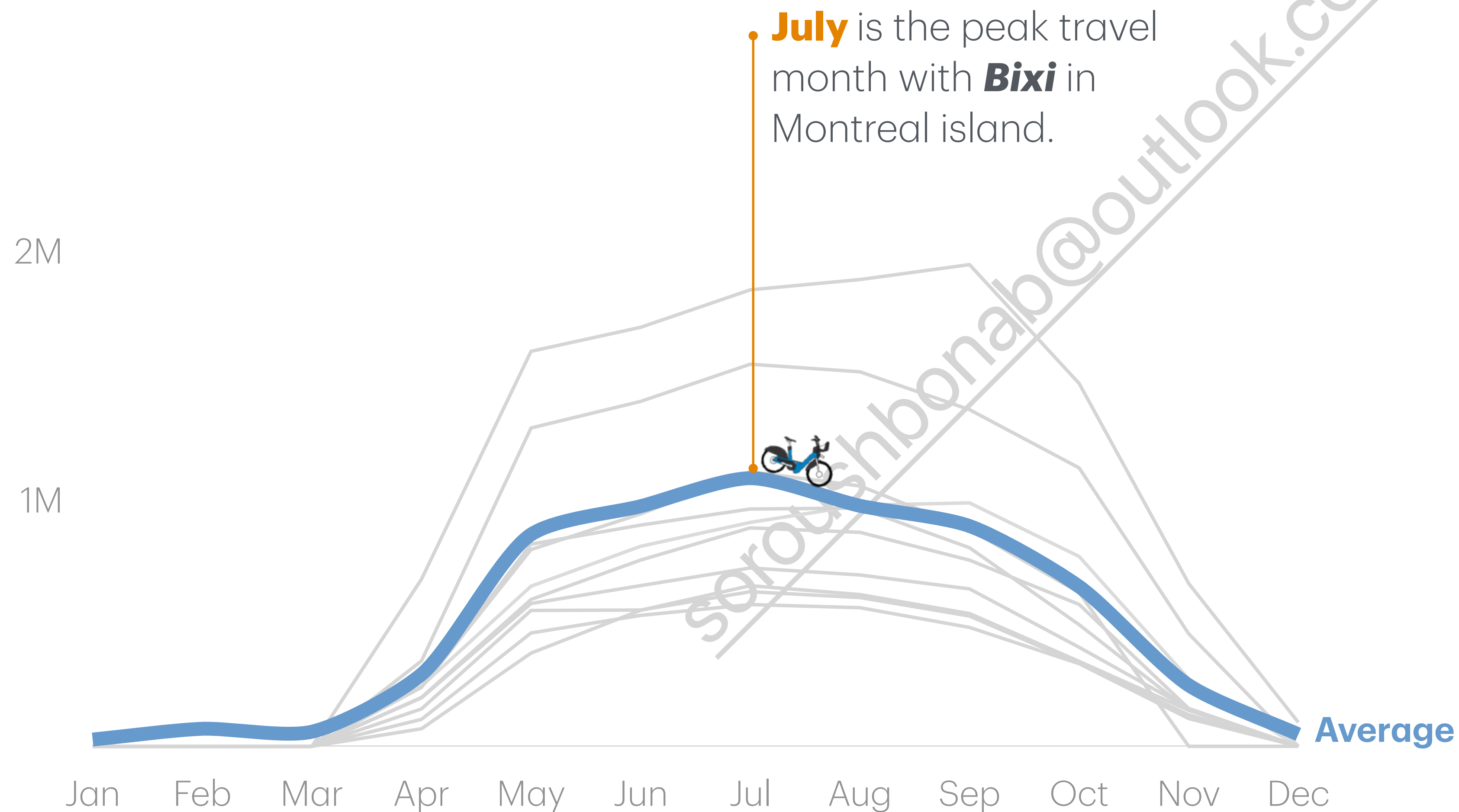
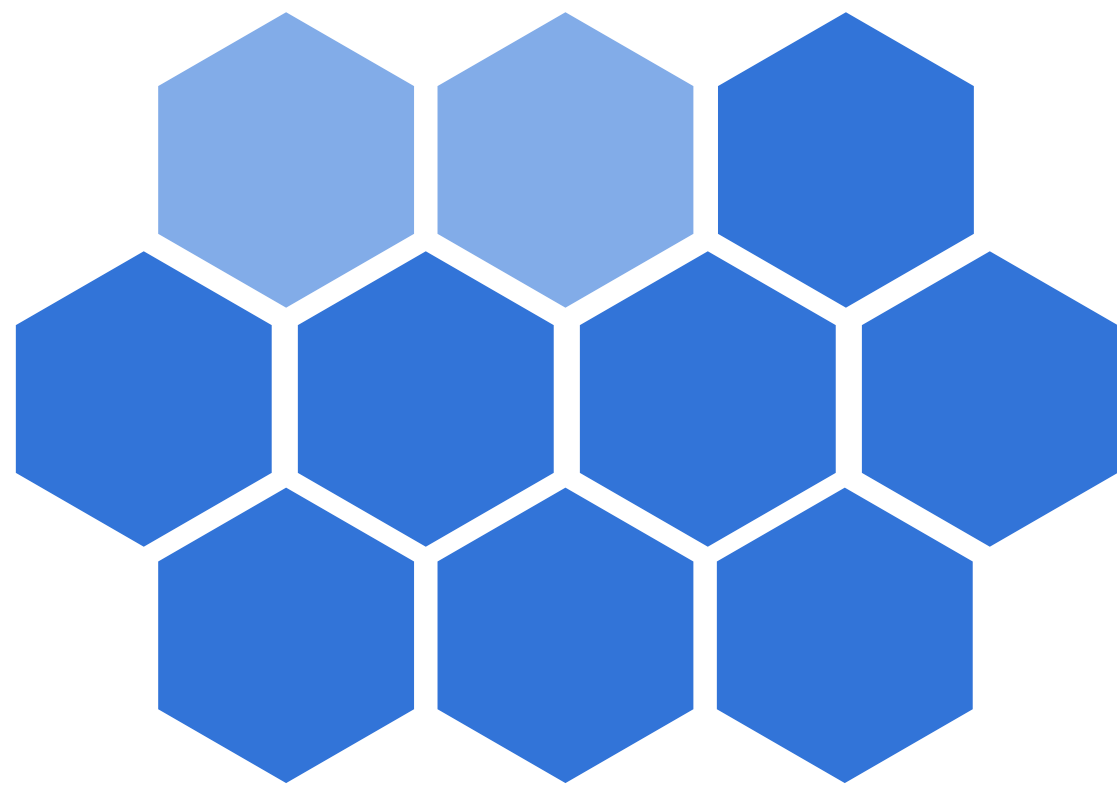


# Peak Trip Volume Analysis

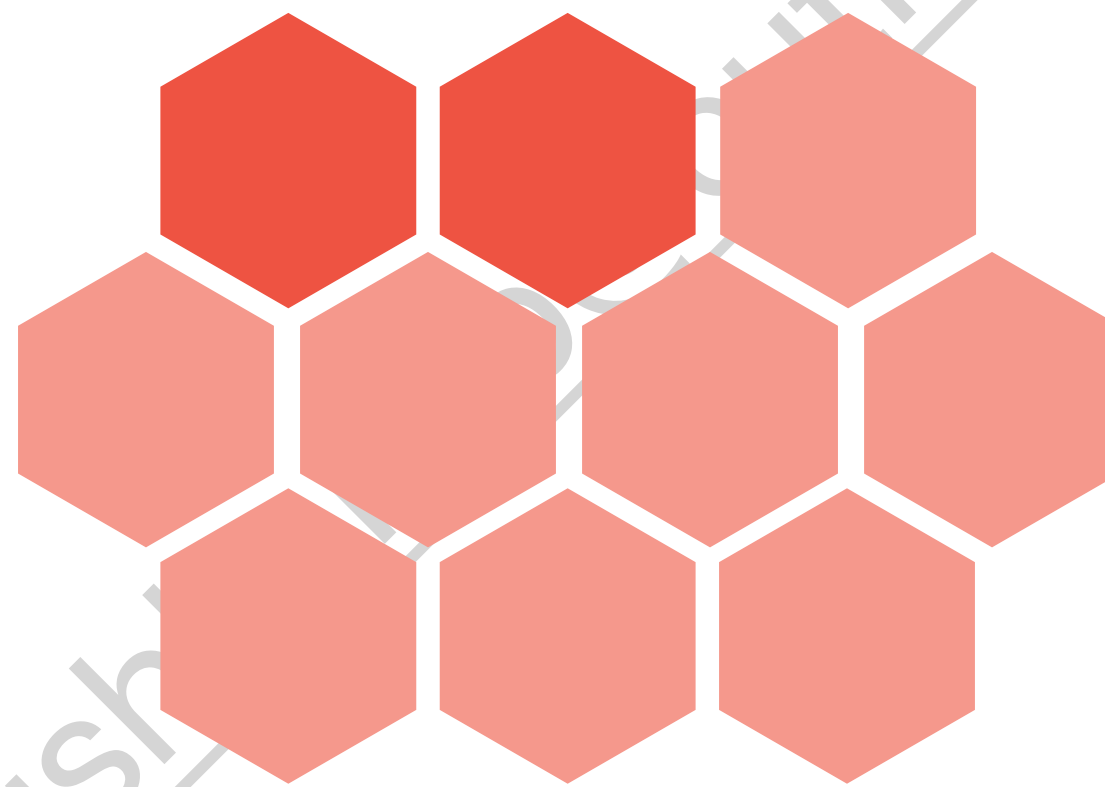


- Trip volumes gradually increase from March, peak in July, then taper off through the fall.
- July's peak is driven by warm weather, longer daylight hours, and festival season in Montreal.
- This makes July an ideal time for hosting engagement activities like a sporting event.

# 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.