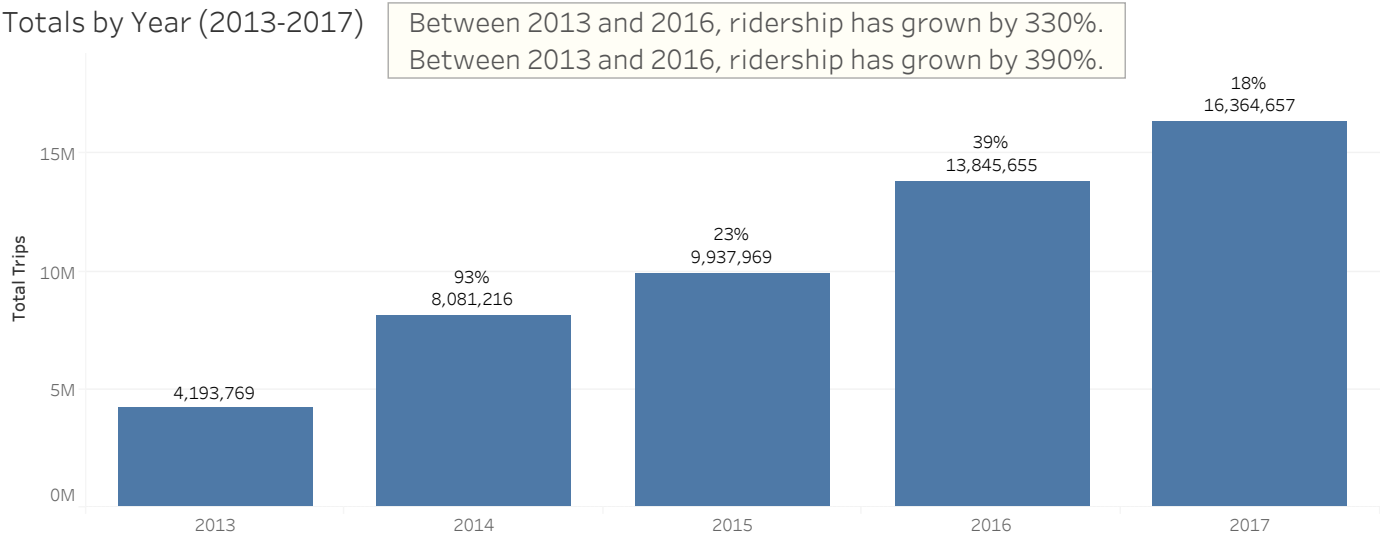


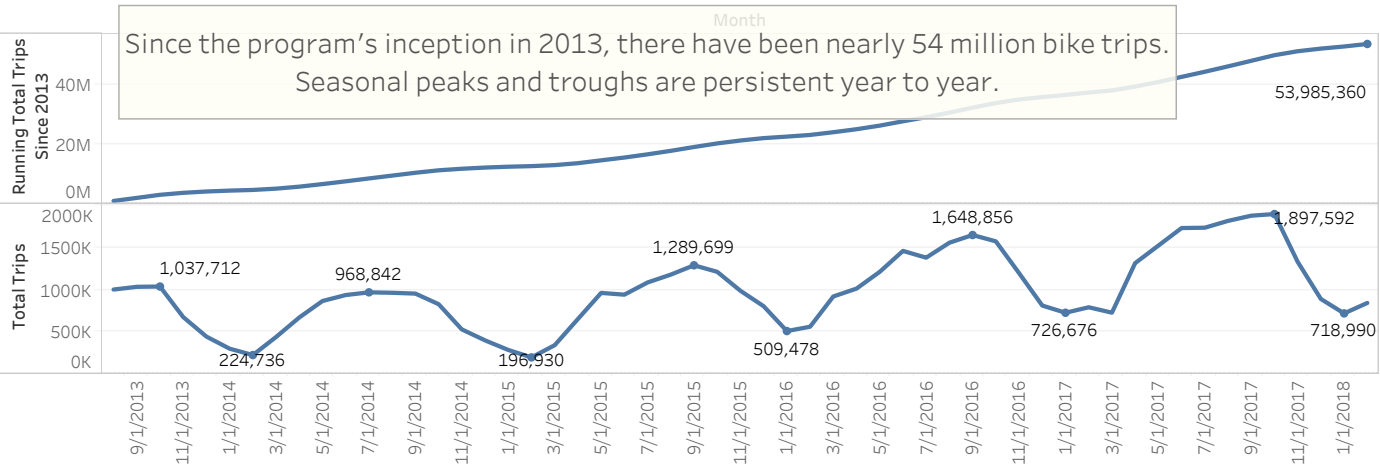
Main Story

Totals	Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)
--------	---------------------------	--------------------------------	---	----------------------------------	--------------------------------------	---

Totals by Year (2013-2017)

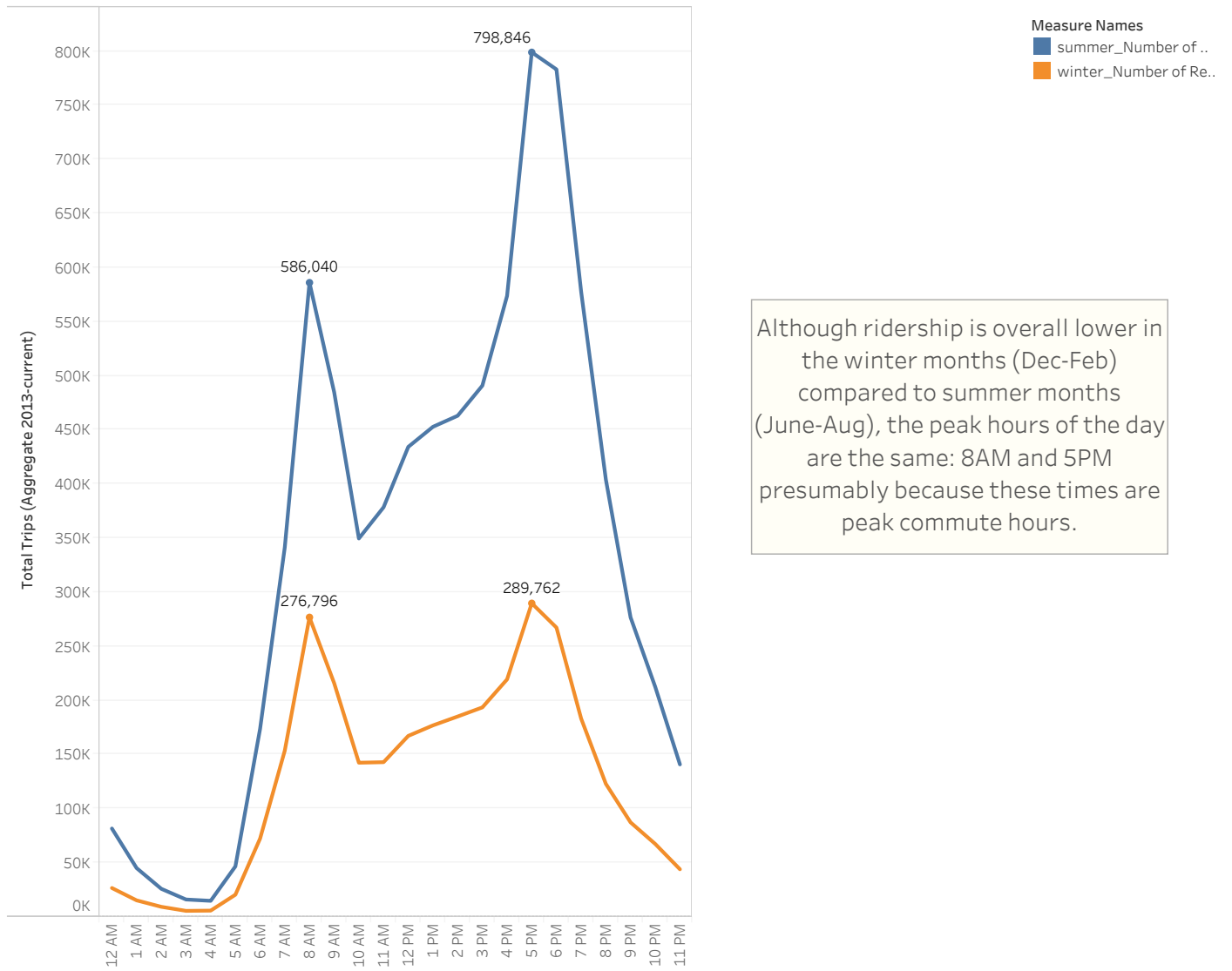


Totals by Month



Main Story

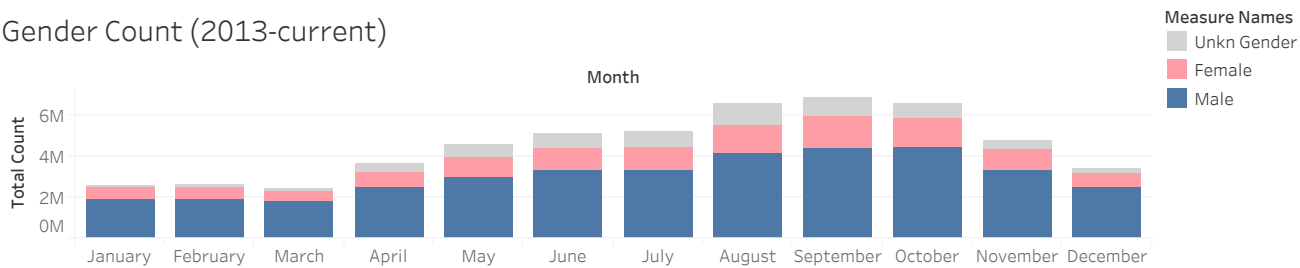
Totals	Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)
--------	------------------------	-----------------------------	---	-------------------------------	-----------------------------------	-----------------------------------



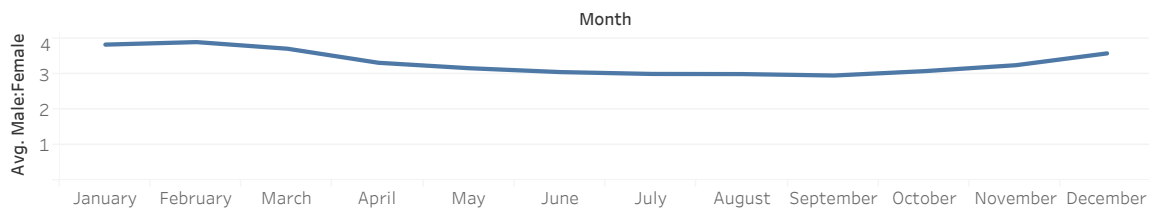
Main Story

Totals	Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)
--------	------------------------	-----------------------------	---	-------------------------------	-----------------------------------	-----------------------------------

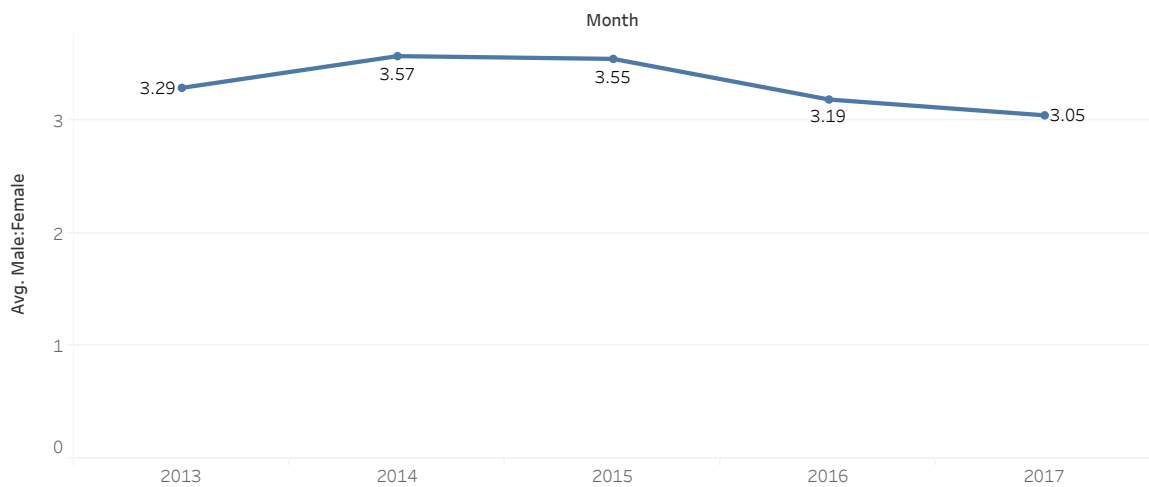
Gender Count (2013-current)



Male:Female Ratio By Month (2013-current)



Male:Female Ratio By Year



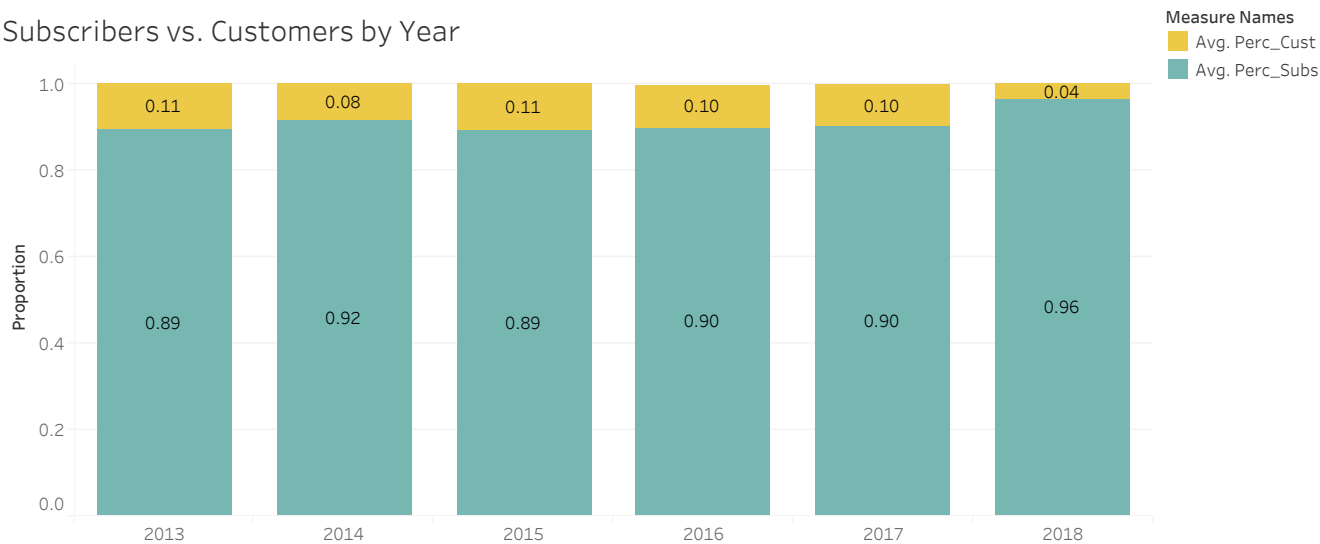
The Male:Female ratio is highest in the winter months. The increase of ridership from perhpas tourist help boost the relative proportion of female ridership.

Year over year, that ratio has decreased very slightly from it's highest of 3.57 in 2014 to 3.05 in 2017. This might suggest that efforts to increase female ridership were mildly successful at best.

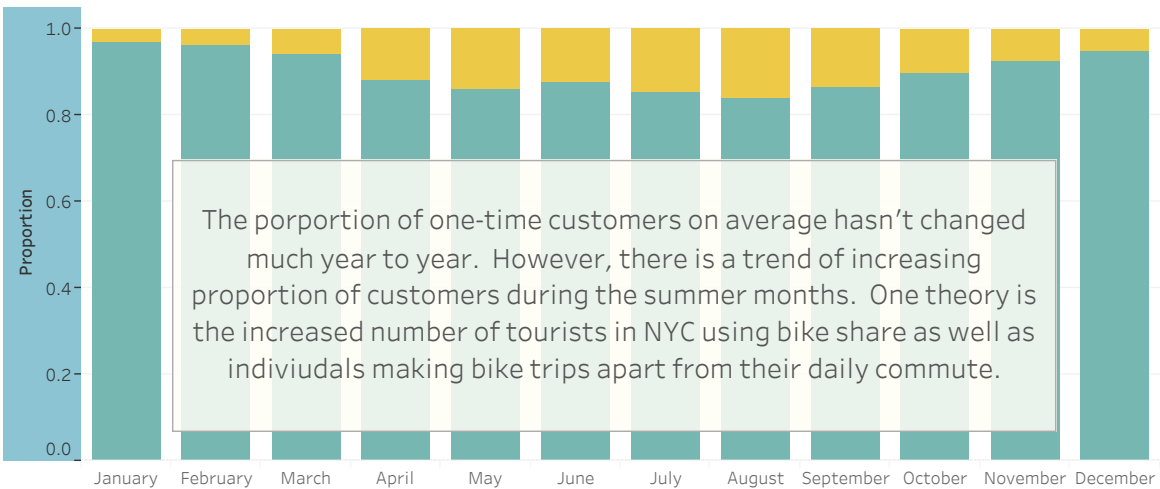
Main Story

Totals	Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)
--------	------------------------	-----------------------------	---	-------------------------------	-----------------------------------	-----------------------------------

Subscribers vs. Customers by Year

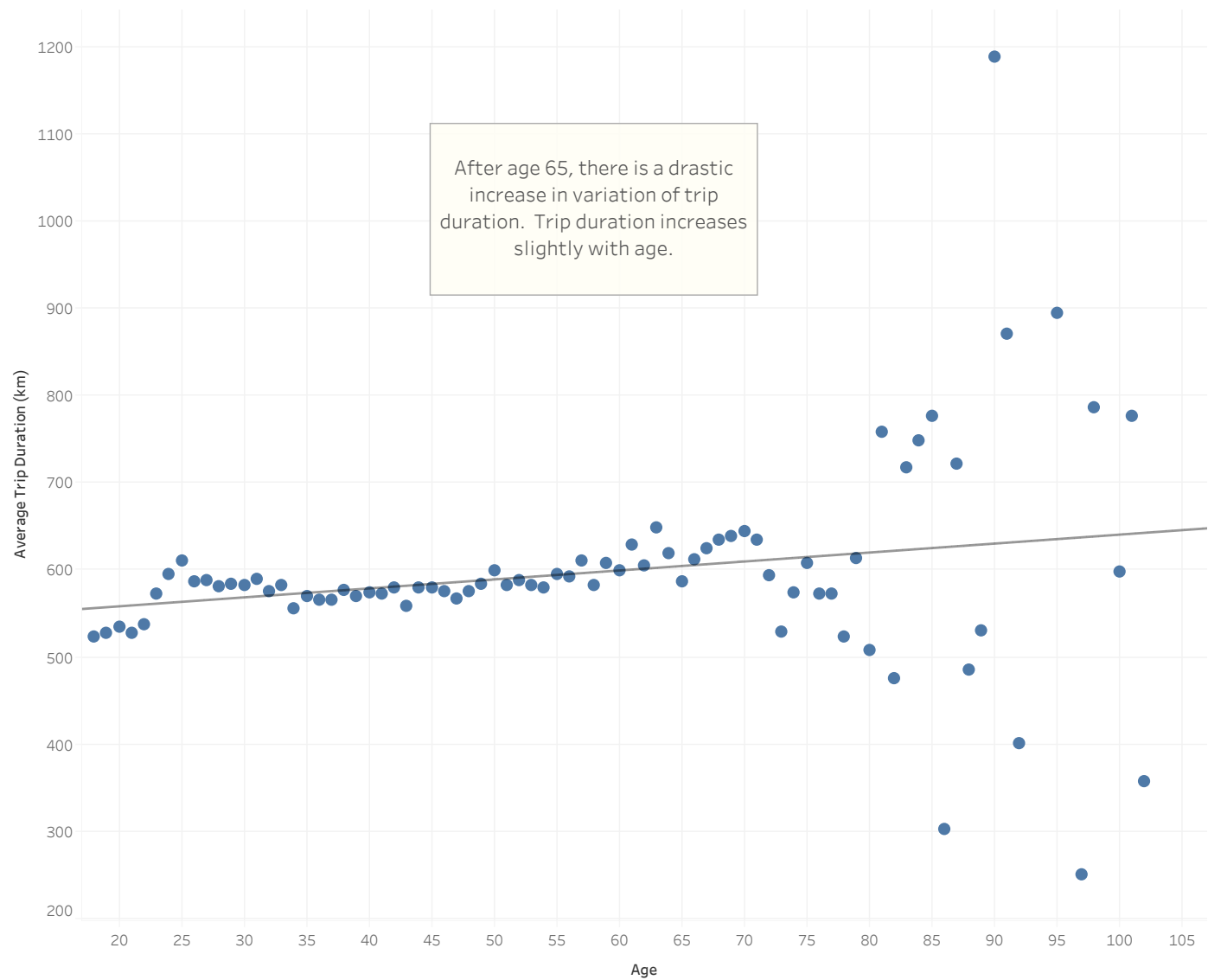


Subscribers vs. Customers by Month (2013-2018)



Main Story

Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)	Start & End Stations
---------------------------	--------------------------------	---	----------------------------------	--------------------------------------	--------------------------------------	----------------------

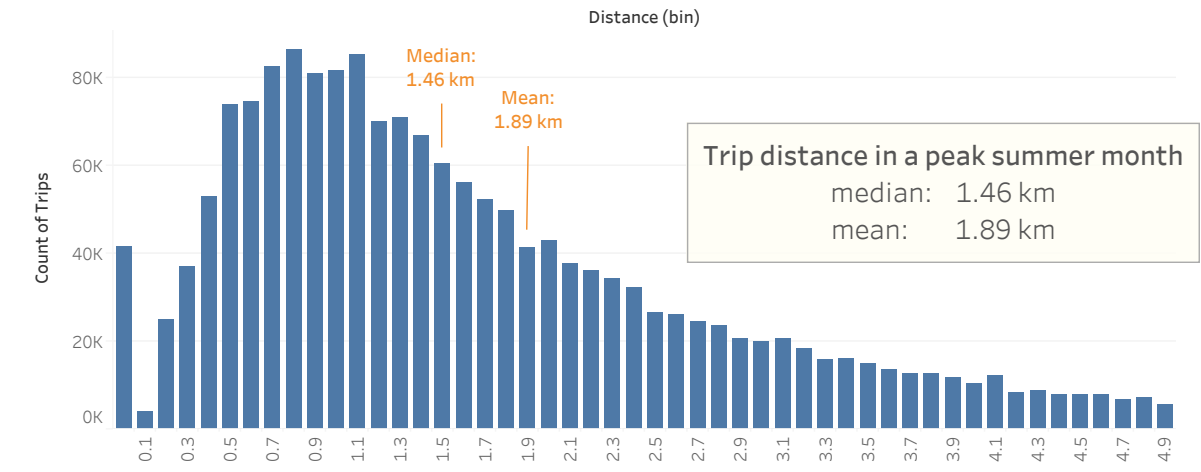


Main Story

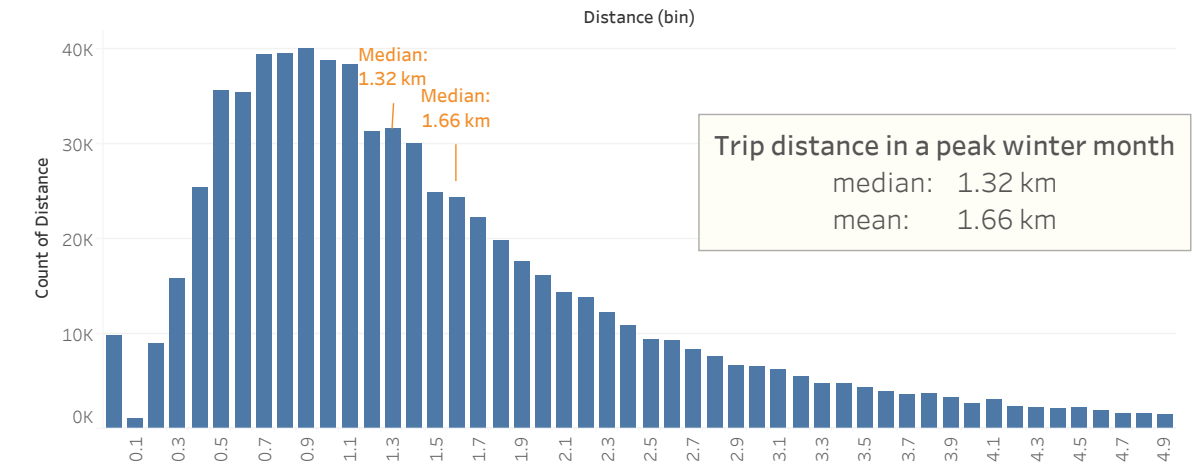
Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)	Start & End Stations
---------------------------	--------------------------------	---	----------------------------------	--------------------------------------	--------------------------------------	----------------------

Distance (Aug 2017)

Parameter 1
1.296842775



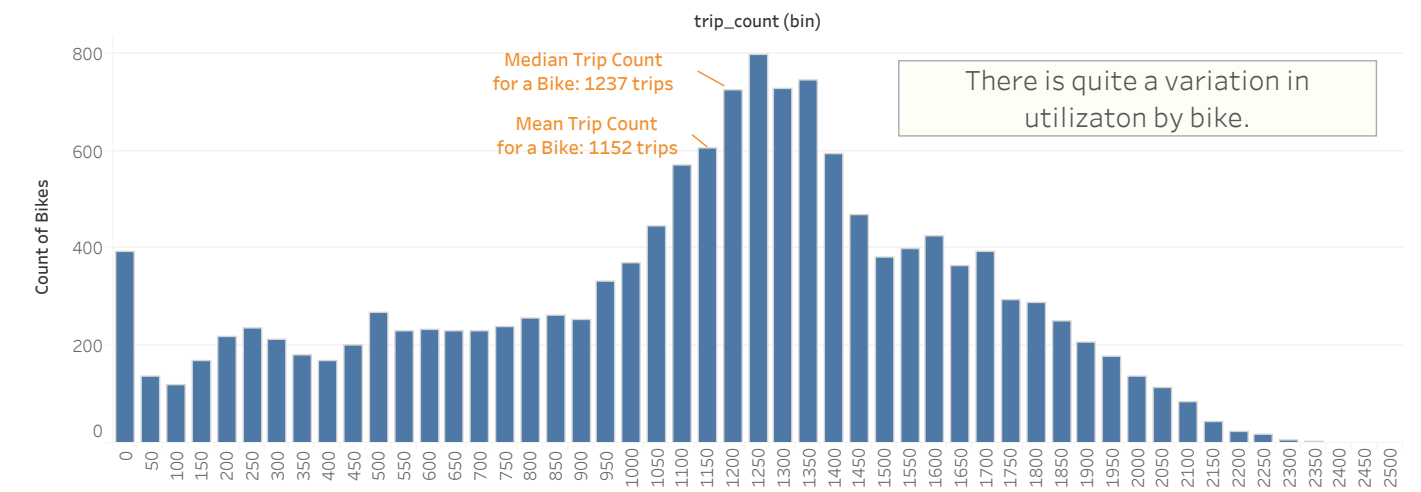
Distance (Jan 2018)



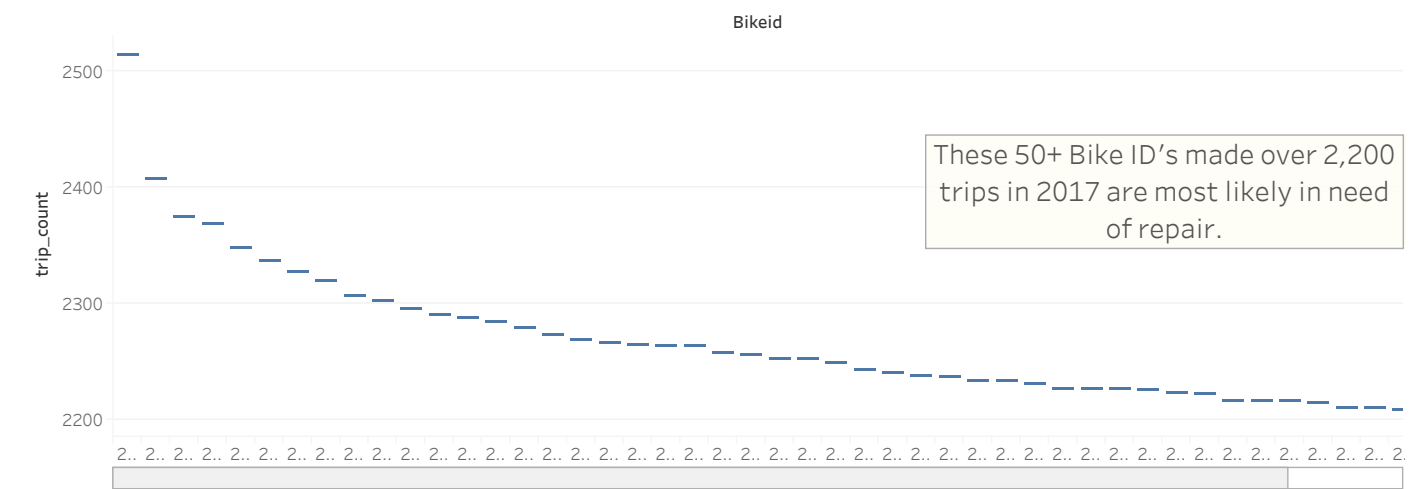
Main Story

Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)	Start & End Stations
---------------------------	--------------------------------	---	----------------------------------	--------------------------------------	--------------------------------------	----------------------

Bikes & Trip Counts (2017)



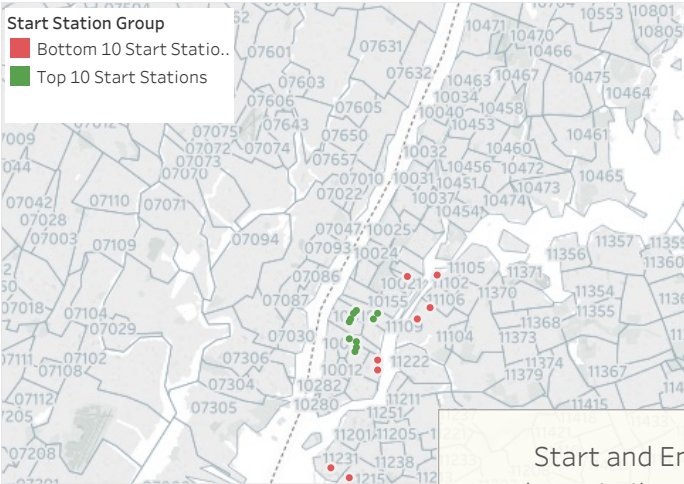
Bikes w /2200+ Trips (2017)



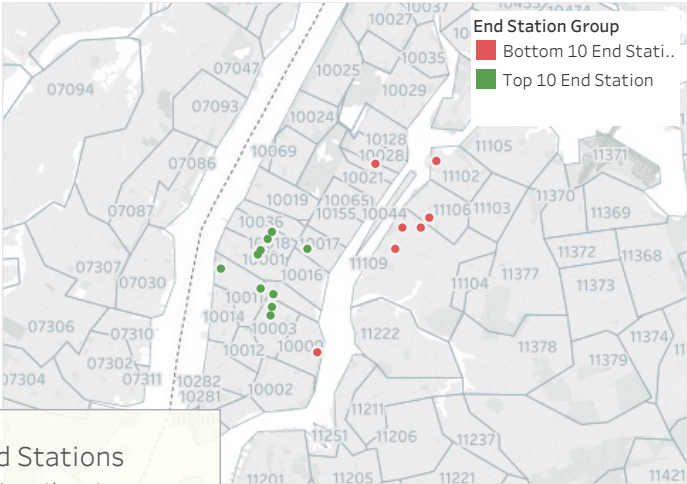
Main Story

Peak Hours (2014-2018)	Rider By Gender (2013-2018)	Rider by Subscriber vs. Customer (2013-current)	Age vs. Trip Durations (2017)	Trip Distance (Summer vs. Winter)	Annual Trip Count per Bike (2017)	Start & End Stations
---------------------------	--------------------------------	---	----------------------------------	--------------------------------------	--------------------------------------	----------------------

Start Stations



End Stations



Start and End Stations
show similar distributions
of popularity.

