How many trips have been recorded total since the inception of data recording in 2017?

* 16,365,695

By what percentage has total ridership grown between January 2017 - December 2017?

* January 4.440%
* February 4.837%
* March 4.446%
* April 8.037%
* May 9.307%
* June 10.580%
* July 10.606%
* August 11.099%
* September 11.484%
* October 11.595%
* November 8.130%
* December 5.438%

How has the proportion of short-term customers changed between January 2017 - December 2017?

* Short-term customers was defined as customers who purchased 24-hour passes and 3-Day Passes. Between the months of March and April, jumps from 11,000 to 70,000. Between October and December the number of purchases decreases.

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?