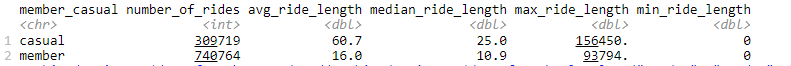
A graph of a schedule

Description automatically generated with medium confidence



Casual riders avg ride time is roughly an hour while members avg is 16 minutes. Members seem to ride longer on the weekends while casual drivers ride longer on Thursday, Friday and Sunday

A graph with red and blue bars

Description automatically generated

Trips tend to get shorter in the hotter months for casual riders but the opposite is true for members

A graph of blue and pink bars

Description automatically generated

Casual riders use the service more on weekends while members use it the most in the middle of the week

A graph with blue and red bars

Description automatically generated

Casual riders appear to ride more frequently during the summer months

A pie chart with text

Description automatically generated

Almost half of the total number of riders for casual riders occurs on the weekends

A pie chart with a blue circle

Description automatically generated

For members only 25% of total rides occur on the weekends

Suggestions:

Create monthly or seasonal passes

Create weekend passes