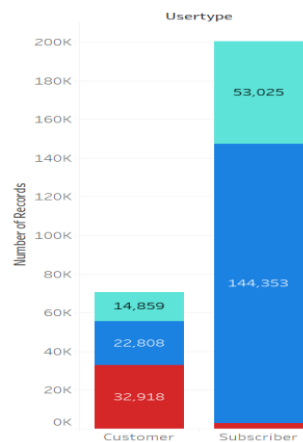
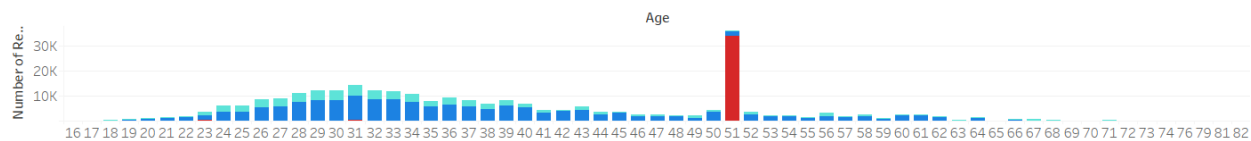


The data analyzed was from January 2020 to December 2020. My first action was analysis on user types (customer or subscribes) and gender (male, female, or unknown). On this period was registered 270.837 trips, being 73.9% from subscriber and only 26.1% from costumer. Looking for the genders, males make up the majority of the users with 61.7% of the trips, females 25.1% and unknown 13.2%.



Looking for the ages, the majority of users and the most users are between the ages 30-33. But looking for the date, you will notice a big spike in the amount of users aged 51 years. The majority of these user identifying as “unknown”. This can be caused by user fraud or wrong data generation.

Riders by Age and Gender



As was expected the number of rides decrease during the winter for subscriber user and a low volume of rides for costumer. The numbers of trips starts to increase in spring and peaks in August.

Growth Over Time

