

Bicycle Rentals

- Find patterns and differences in usage by member and casual.
- Find total and average ride duration, timing and popular stations.
- should support to create business strategy, optimize operations, improve user engagement.

1. Usage Patterns: Members vs Casual Riders

These help identify behavioural differences between user types:

1. **What is the average ride length for member's vs casual riders?**
 2. **How many rides were taken by each user type per day of the week?**
 3. **What is the distribution of rideable types per user type?**
 4. **Do members ride more frequently in a month than casuals?**
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2. Ride Duration & Timing

Understand ride times and operational load:

1. **What is the total and average ride duration?**
 2. **What are the peak days of the week for riding (overall and per user type)?**
 3. **What time of day do most rides start? (Hourly trend)**
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3. Popular Stations and Routes

Reveal usage hotspots:

1. **Top 10 most popular start stations:**
 2. **Top 10 most popular end stations by casual vs member:**
 3. **Most common routes taken (start to end station):**
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4. Business Strategy & Optimization Insights

Use data to make strategic decisions:

1. **Which user type has longer average ride durations?**
 2. **Identify underused stations for potential closure or promotion:**
 3. **Which stations have the most one-way drop-offs (not starting again)?**
 4. **Which days have the highest average ride duration?**
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