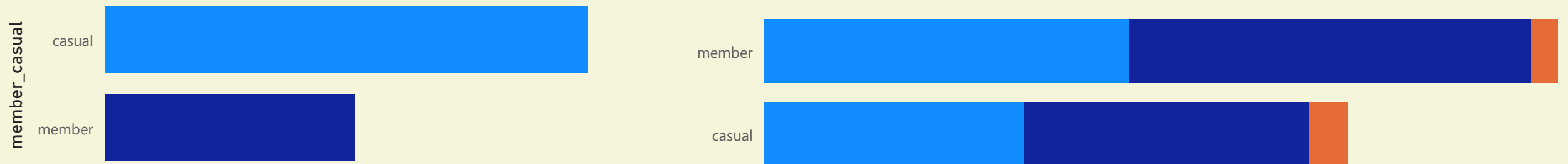




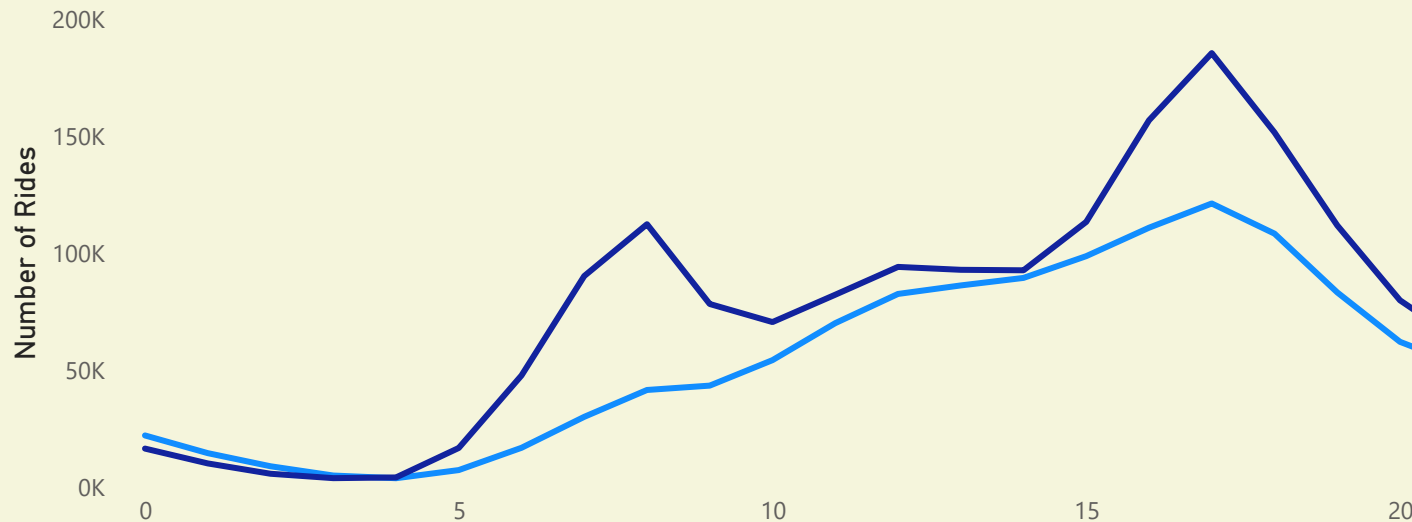
Ride Patterns of Casual and Member riders



● classic_bike ● electric_bike ● electric_scooter

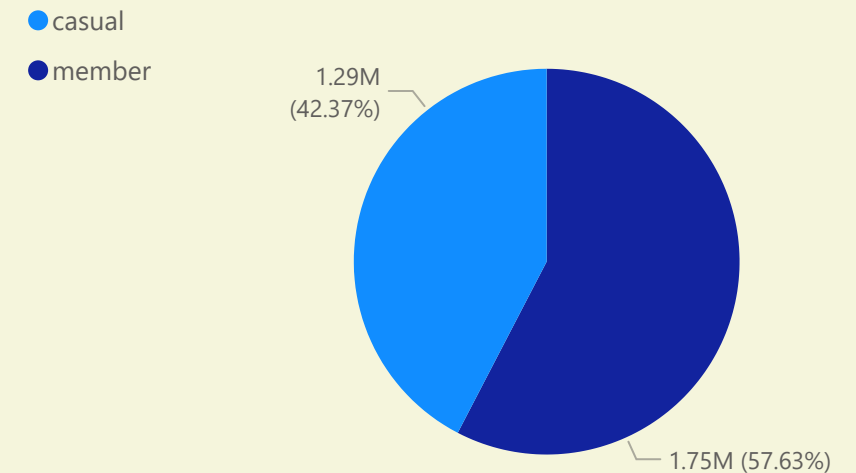


Peak Traffic Hours



Number of Trips

Membership Distribution



Ride patterns of casual and member riders :

1. **The average ride journey time of casual riders is approximately 50% higher than the member riders.**
2. **Even though classic and electric bikes need physical activity to ride, they were easily the most popular types of bikes in all the category of riders.**
3. **8 AM and 5 PM were the peak hours for the bikes. This demonstrate that most of the bikes were used by the riders to go to work and homes.**
4. **Members have low journey time but more frequent journeys than the casual riders.**
5. **42.3% of the total bikers had not taken the annual membership yet.**