



San Francisco Bike Share Dashboard

Manny Brar

Explorations

Who are the customers?

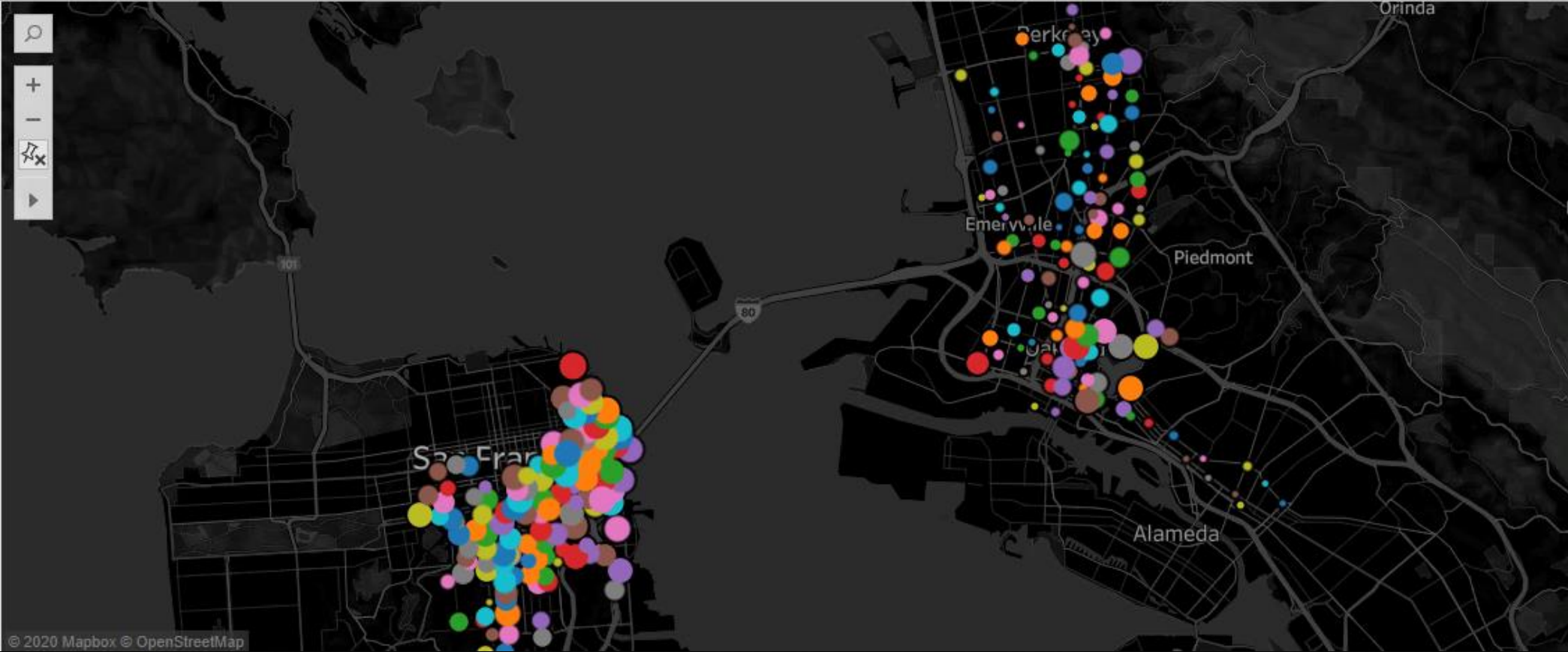
Which Stations are the busiest?

What days have the most rentals?

Rental Count per Station

Rentals per Station

www.BANDICAM.COM



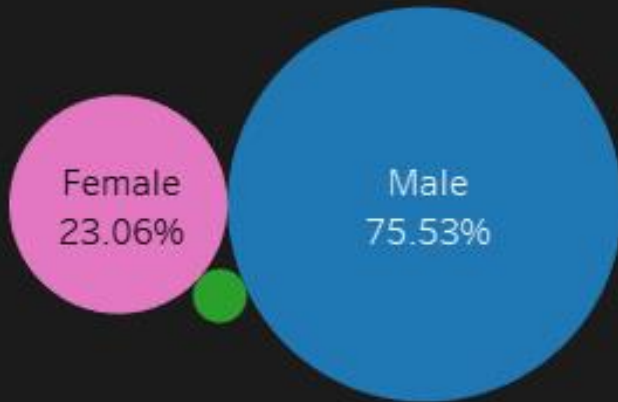
Total Rentals per Month/Year

Rentals per Month www.BANDICAM.com



Subscription & Gender Breakdown

Gender Breakdown

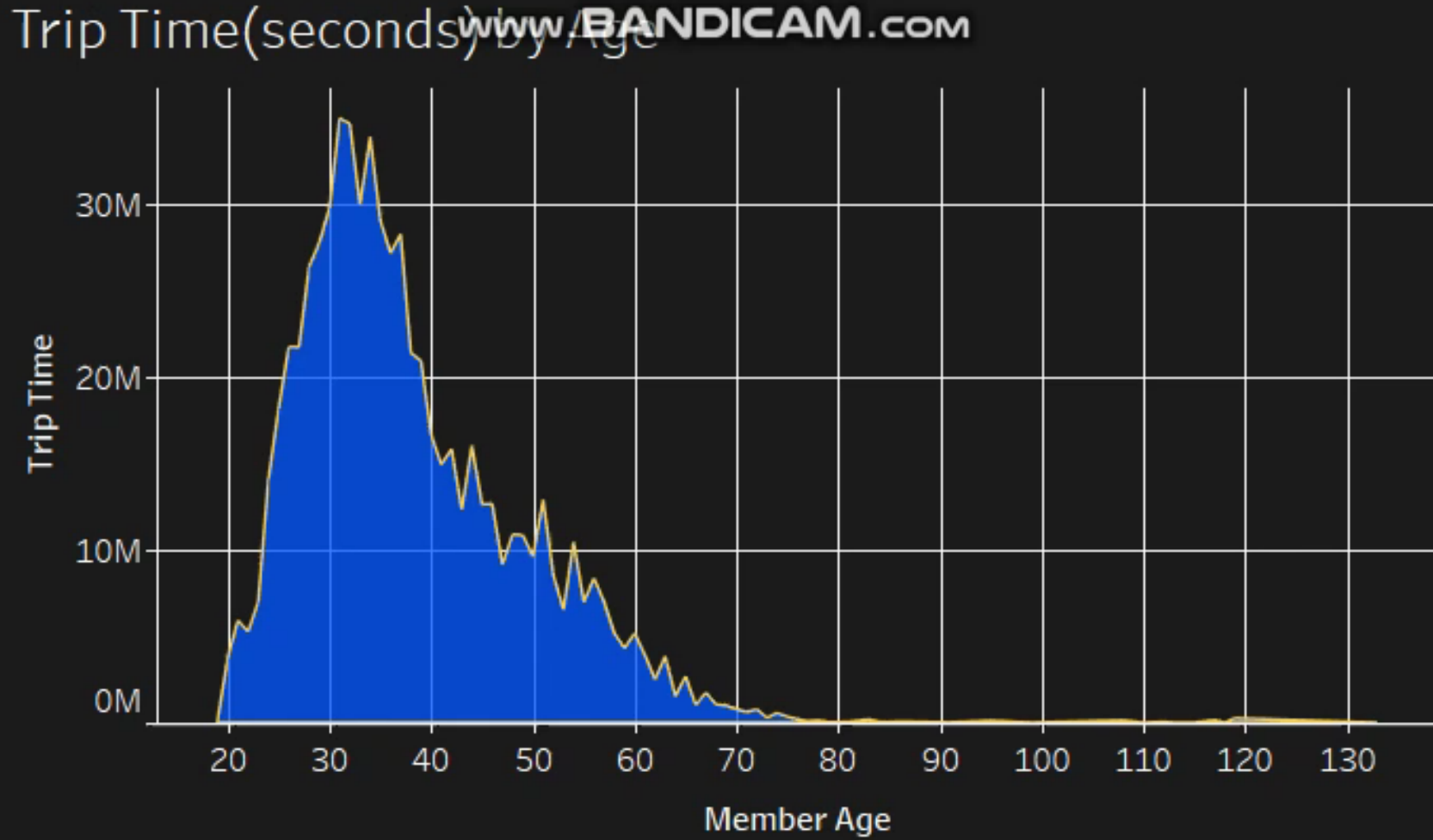


Subscription Breakdown

Subscriber Type

Customer	87,171
Subscriber	862,886

Trip Duration by Age



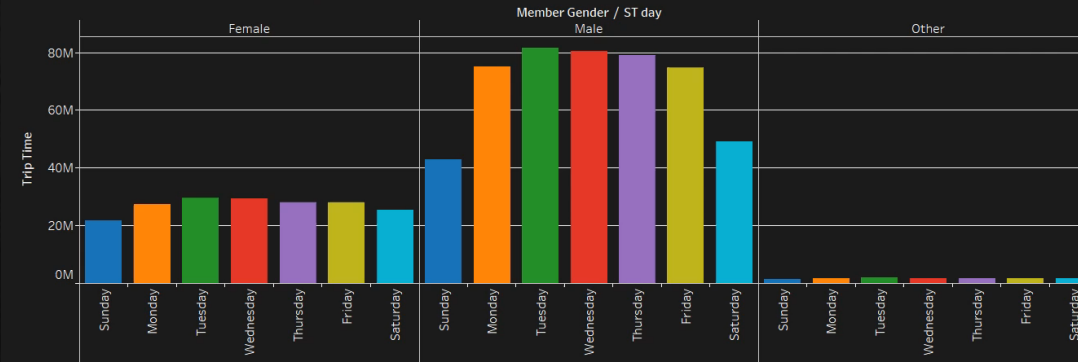
Trip Duration & Total Rentals by Day/Gender



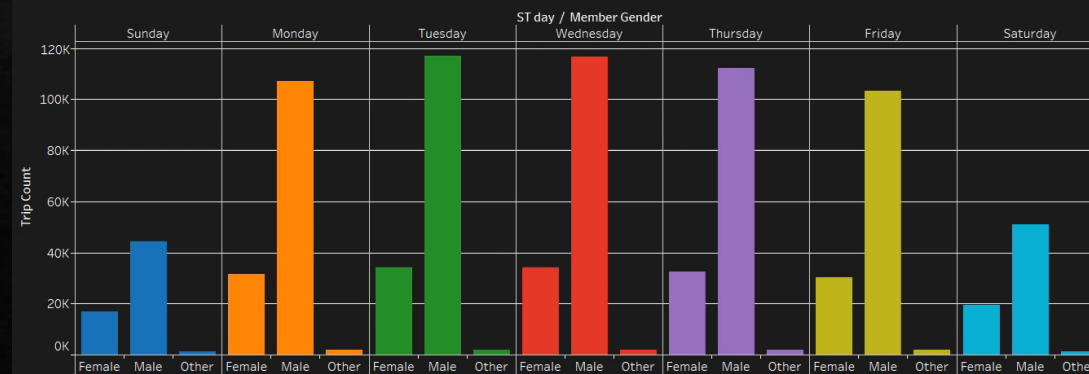
www.BANDICAM.com/day

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Total Trip Time(seconds) by Day/Gender



Total Rentals by Day/Gender



Rental Demographics

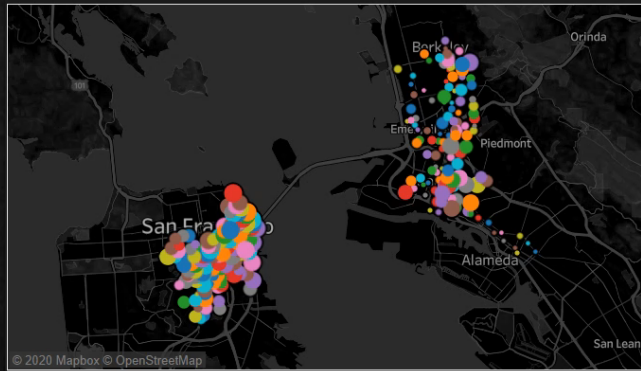
>>[Click here for dashboard](#)<<

San Francisco Bike Share Rental Demographics

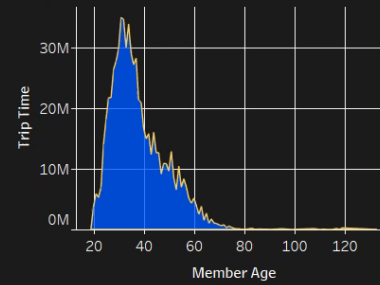


- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

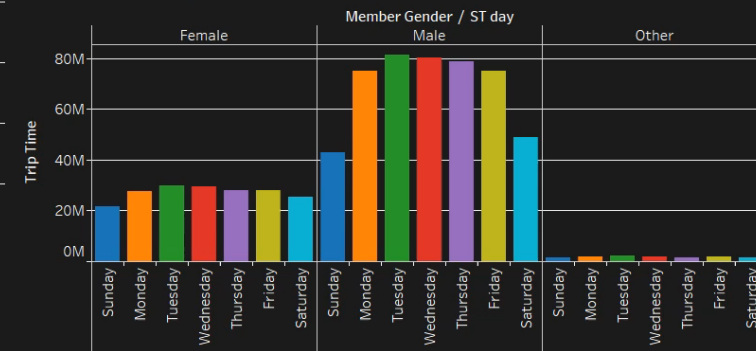
Rentals per Station



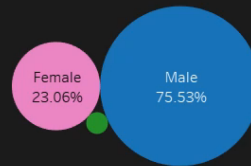
Trip Time(seconds) by Age



Total Trip Time(seconds) by Day/Gender



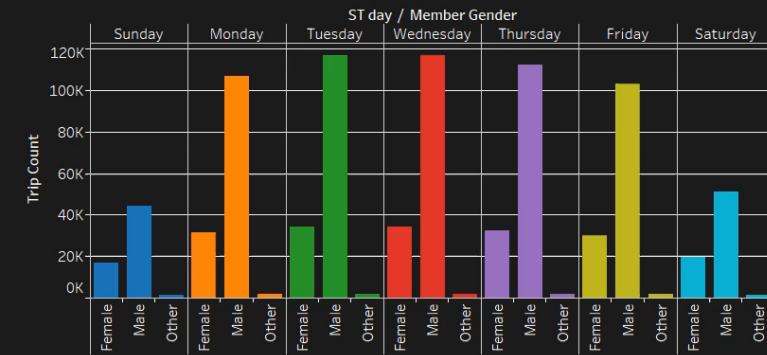
Rentals per Month/Year



Subscription Breakdown

Subscriber Type	Count
Customer	87,171
Subscriber	862,886

Total Rentals by Day/Gender



Conclusion

In conclusion we are able to determine that the ideal target customer is most likely a male between the ages of 26-39 years of age and is likely a subscriber and we can see that the busiest days for rentals are Tuesdays and Wednesdays, although any day during the week has a higher likelihood of rental than compared to weekends. We can also see that stations along the shore are much busier than stations located inland. We can also determine that the usage is much higher on the San Francisco side of the Golden Gate bridge, as opposed to Oakland.