

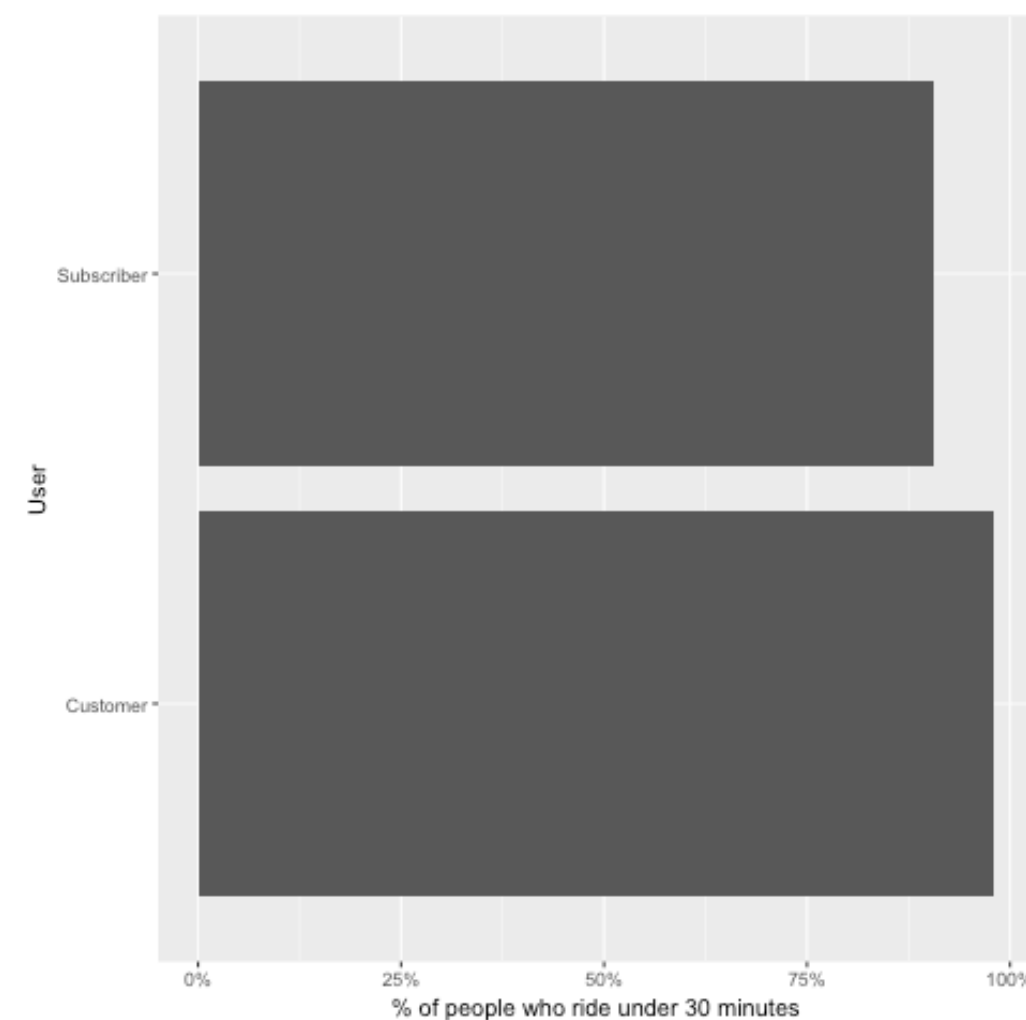
Looking Back Hubway Short Trips in 2015

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Hubway is a bike sharing program in Boston, Brookline, Cambridge, and Somerville area. It offers 30 minutes free for each ride outside of the membership fee. Using the 2015 Hubway trip data, we want to discover some facts about this bike sharing program, especially for its short trip (under thirty minutes trip). Did most people ride more than 30 minutes? When people usually did the short trip using Hubway during the year? What was the user demographic? The data is retrieved from Hubway System Data¹, with total number of observations is **1,122,158 observations** with **15 variables**. The user types in this poster are Customer (casual, 24 or 72-hour pass user) and Subscriber (annual or monthly member).

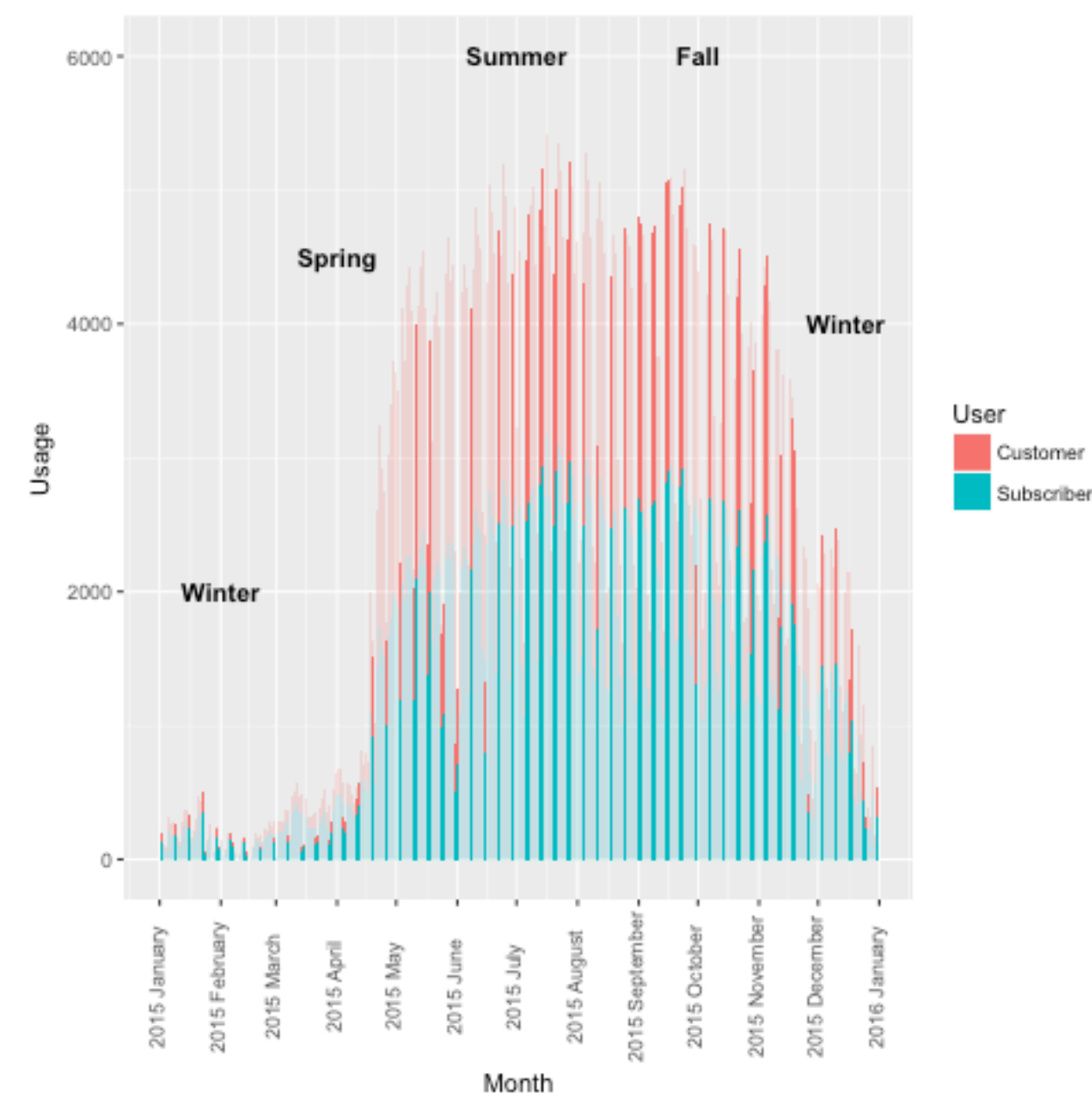
Most trip were under 30 minutes

More than 75 % of all trips usually was less than or equal 30 minutes. The most popular station to start with is **South Station** but **Linear Park to Davis Square** is the most favourite route (probably because of Somerville bike path?)



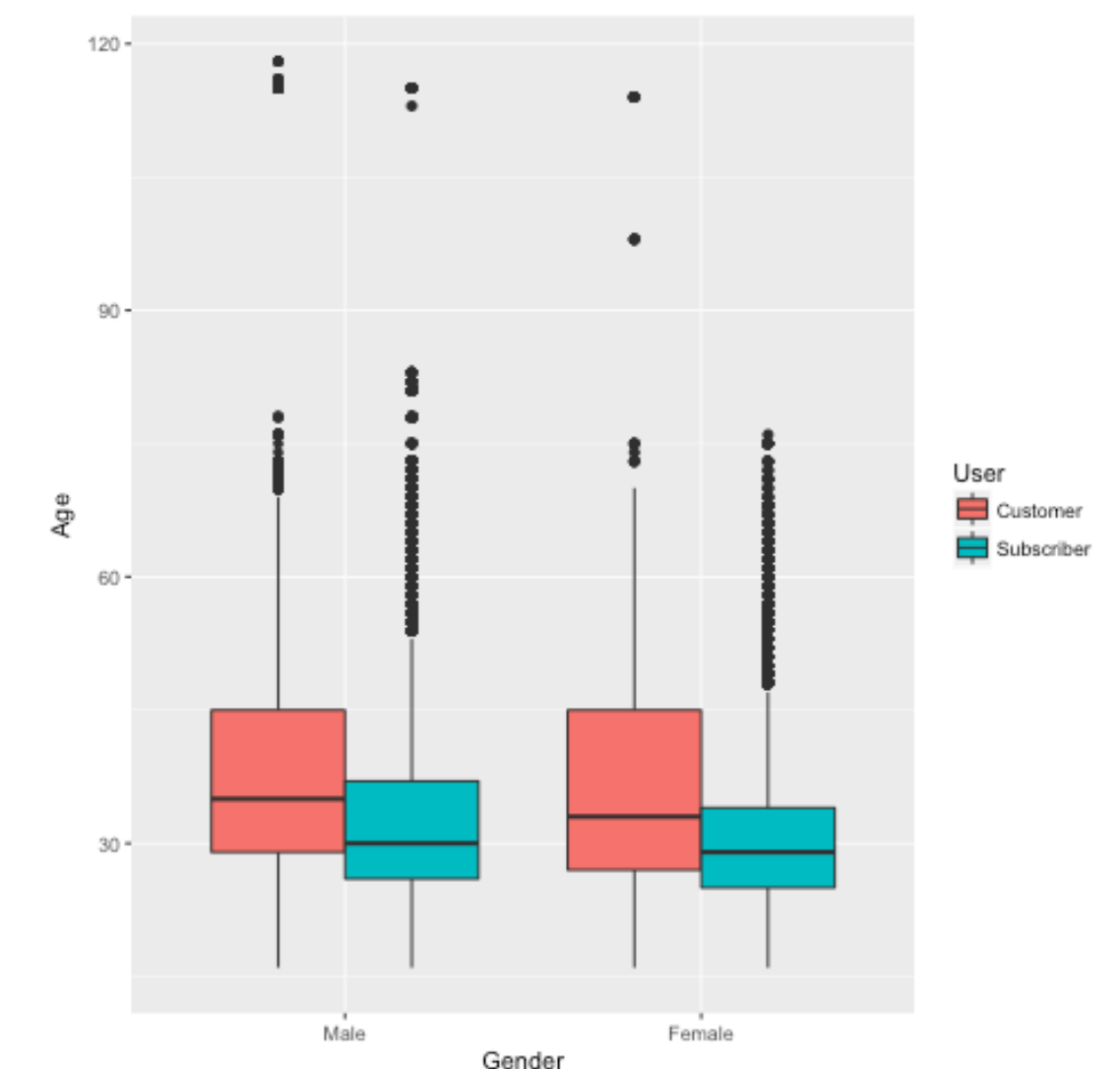
Too cold in winter?

As expected, the number of rides dropped during **Winter**. However, some people still rode the bike during winter. Hubway didn't close all its stations during winter and it was still possible for some people to ride². It reached its peak during **Summer**, and followed by Fall.



30-somethings domination

The average age of short trip riders, regardless their gender and membership status, is **around 30 years old**.



1. Motivate International Inc.. *System Data* [Online]. Available: <https://www.thehubway.com/system-data>

2. Vaccaro, Adam. (2015 March 3). *Who's Riding The Hubway This Winter* [Online]. Available: <https://www.boston.com/news/business/2015/03/03/whos-riding-the-hubway-this-winter>