# CitiBike Analysis of the Month of Launch (June 2013) vs. six years later (June 2019) in New York

Why June 2019 and not June 2020?

Due to the active global pandemic in 2020, this would not give an accurate representation of the steady growth or changes in demographic that our bikes would be experiencing. 2019 was chosen as the comparison since it is the most recent year without a nationwide emergency.

Tableau Story

Look at the first page of the Tableau story, we can see a reduction in the number of bikes used between launch and 2019. This reduction in bikes provided to the public is normal when looking passed the launch of Citibike. The large volume of bikes in 2013 allowed us to gather enough data to understand where bikes were not being utilized most efficiently, what areas were most popular, and who were using the bikes the most. As the number of bikes decrease, so too did the total number of trips. However, those who still used the bike frequently, were more likely to be subscribers on the service instead of just one-time users. This shows to be a 27% increase in subscribers from 2013 to 2019.

The second page of the Tableau story shows the changes in rider demographic and the popularity of stations by year. In 2013, we can see that all popular stations appear in the Manhattan area. This area is also the used during launch since it is the most populated area of New York. During the 2013 launch, we can see a wide variety of age groups utilizing the bikes, however the age most using the bikes are 18 years old. In 2019, we can see clearly see that people ages 17, 22, and 50 are the most frequent users. We also see a change in starting stations to Jersey City.

The Third page gives us two maps showing the popular starting and ending stations by year. While 2013 showed that users stuck primarily in Manhattan during launch, we can see in 2019 that while the start stations were in Jersey City, there were still ending stations utilized in Manhattan.

What does this mean?

Looking at the comparison between 2013 and 2019, we can see that most bikes were moved out of Manhattan over the course of six years. However, looking at 2019’s ending station popularity, can still see some stations being used in Manhattan. Looking into the future, it may be lucrative to reestablish some of the stations previously discontinued to further serve the population that is using it in Manhattan. We can also see a small change in the gender demographic, showing a slight increase in the last six years of women riders. While targeted marketing was used to create that increase in this timeframe, further analysis and user surveying should be utilized to understand why women do not use Citibike.