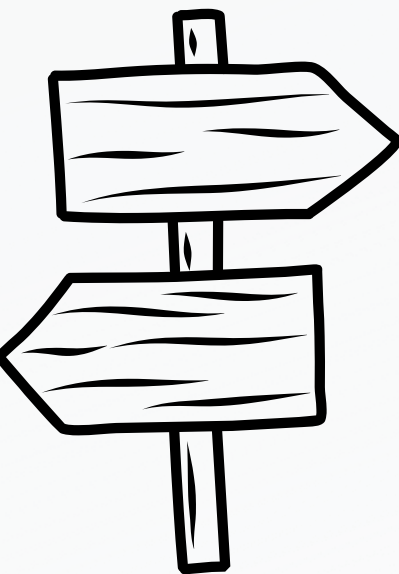




NEW-YORK BIKE DATA ANALYSIS

EXCEL



PROJECT GOALS

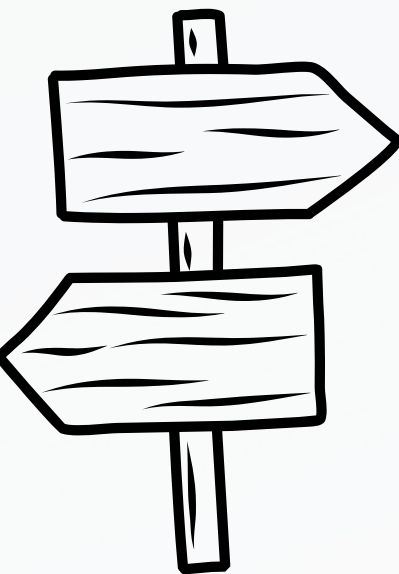
- **TO BETTER UNDERSTAND THE BEHAVIOR OF CITI BIKE'S CUSTOMER BASE (BOTH ONE-TIME USERS AND SUBSCRIBERS) AND HOW THEY USE CITI BIKES**
- **THIS WILL HELP US TO:**
 - IDENTIFY WHERE MORE BIKES SHOULD BE INSTALLED
 - CREATE TARGETED MARKETING CAMPAIGNS THAT WILL APPEAL TO DIFFERENT CUSTOMER SEGMENTS

KEY QUESTIONS

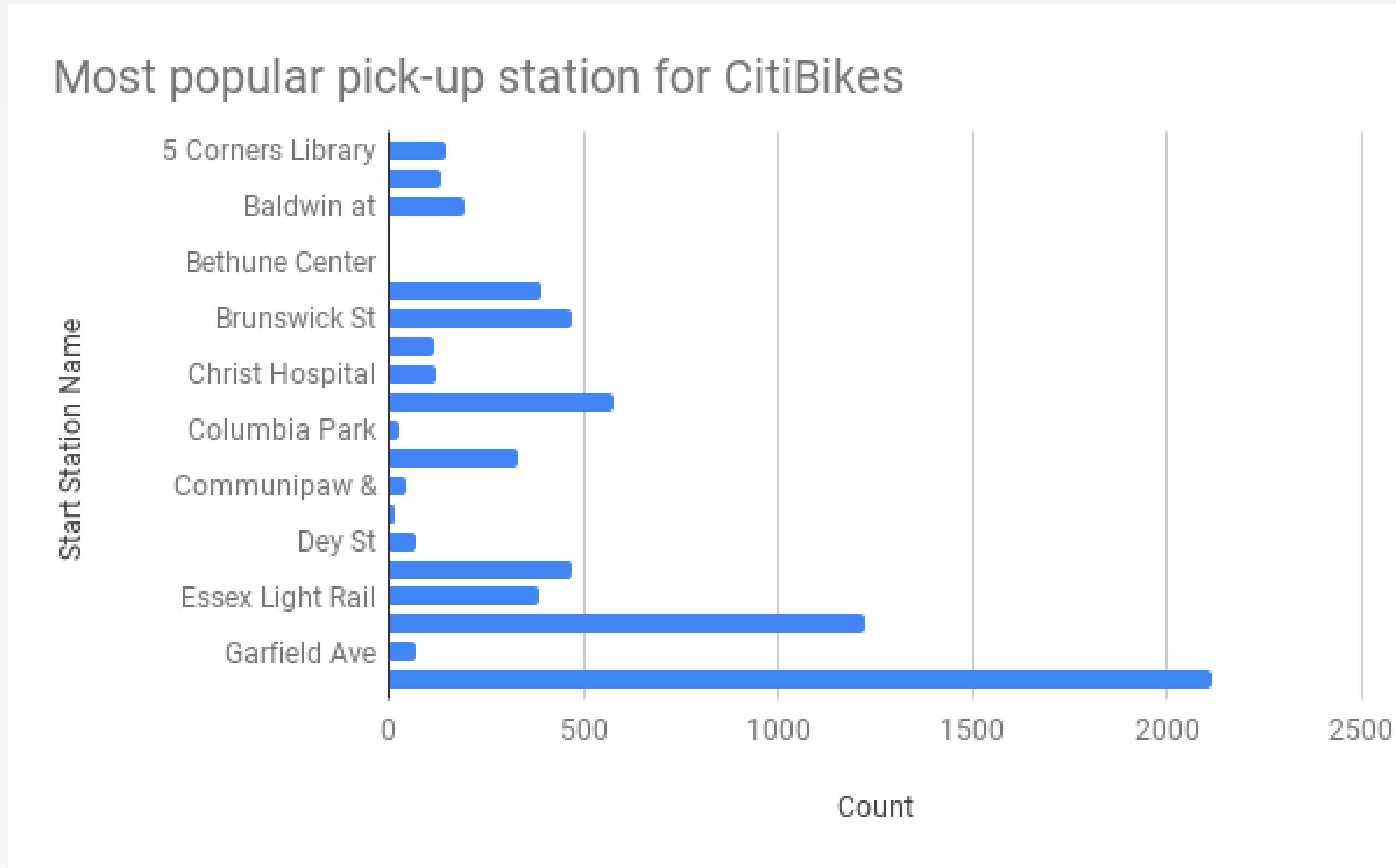
- **WHAT ARE THE MOST POPULAR PICK-UP LOCATIONS ACROSS THE CITY FOR CITI BIKE RENTAL?**
- **HOW DOES THE AVERAGE TRIP DURATION VARY ACROSS DIFFERENT AGE GROUPS?**
- **WHICH AGE GROUP RENTS THE MOST BIKES?**
- **HOW DOES BIKE RENTAL VARY ACROSS THE TWO USER GROUPS (ONE-TIME USERS VS LONG-TERM SUBSCRIBERS) ON DIFFERENT DAYS OF THE WEEK?**
- **DOES THE FACTOR OF USER AGE IMPACT THE AVERAGE BIKE TRIP DURATION?**



FINDINGS & INSIGHTS

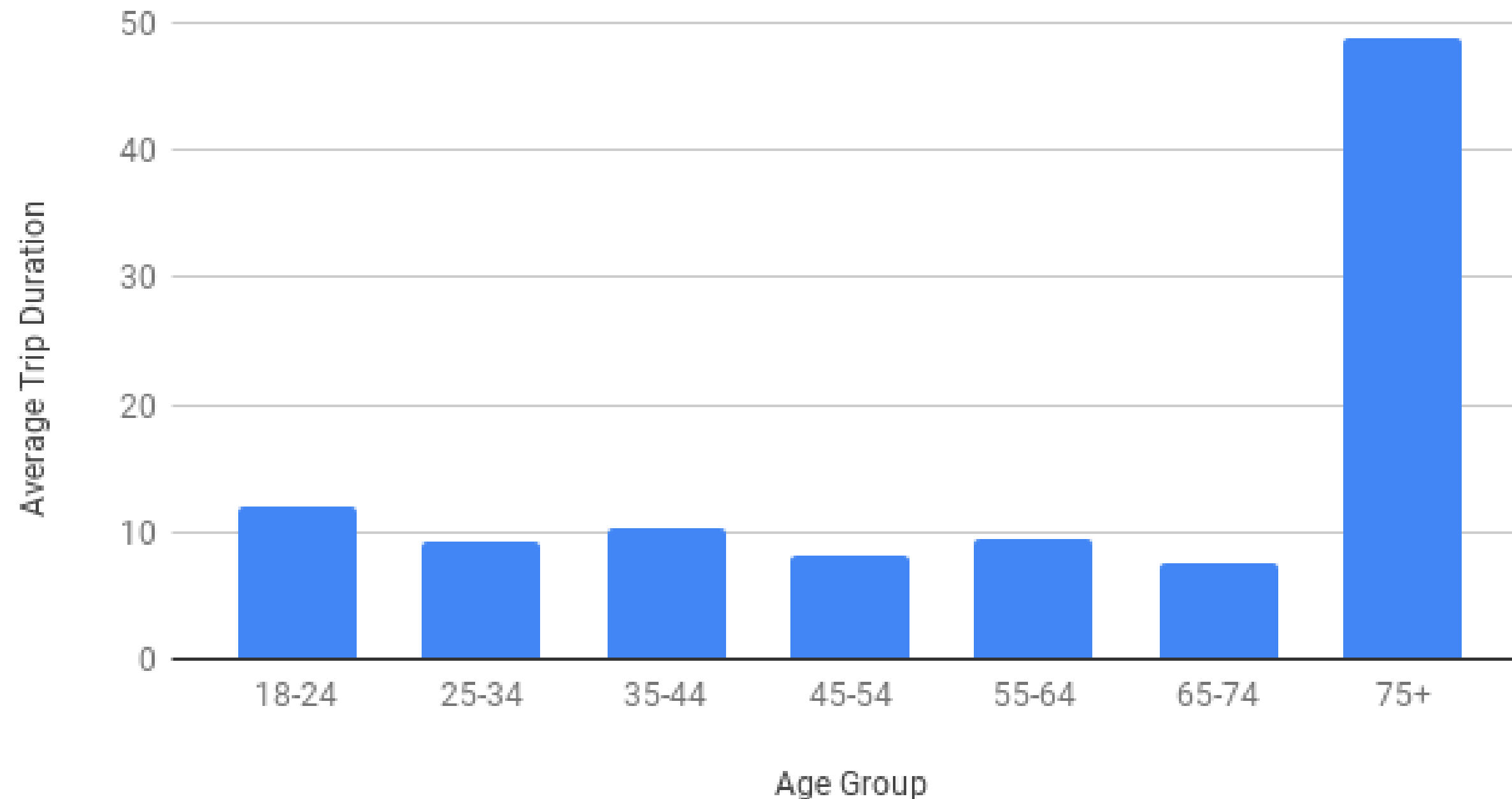


1. WHAT ARE THE MOST POPULAR CITI BIKE PICK-UP LOCATIONS?



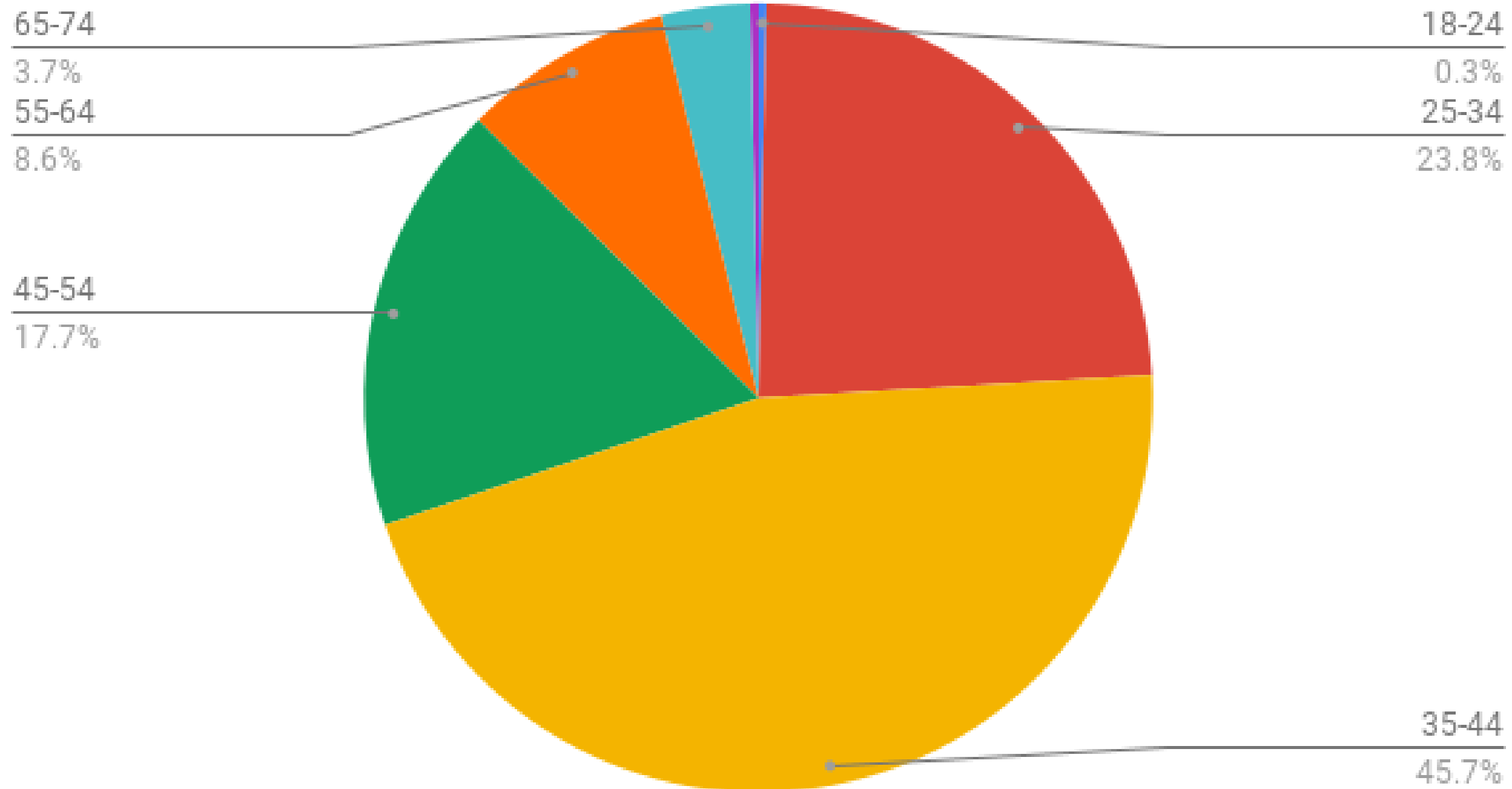
2. HOW DOES THE AVERAGE TRIP DURATION VARY ACROSS DIFFERENT AGE GROUPS?

Average Trip Duration vs Age Group

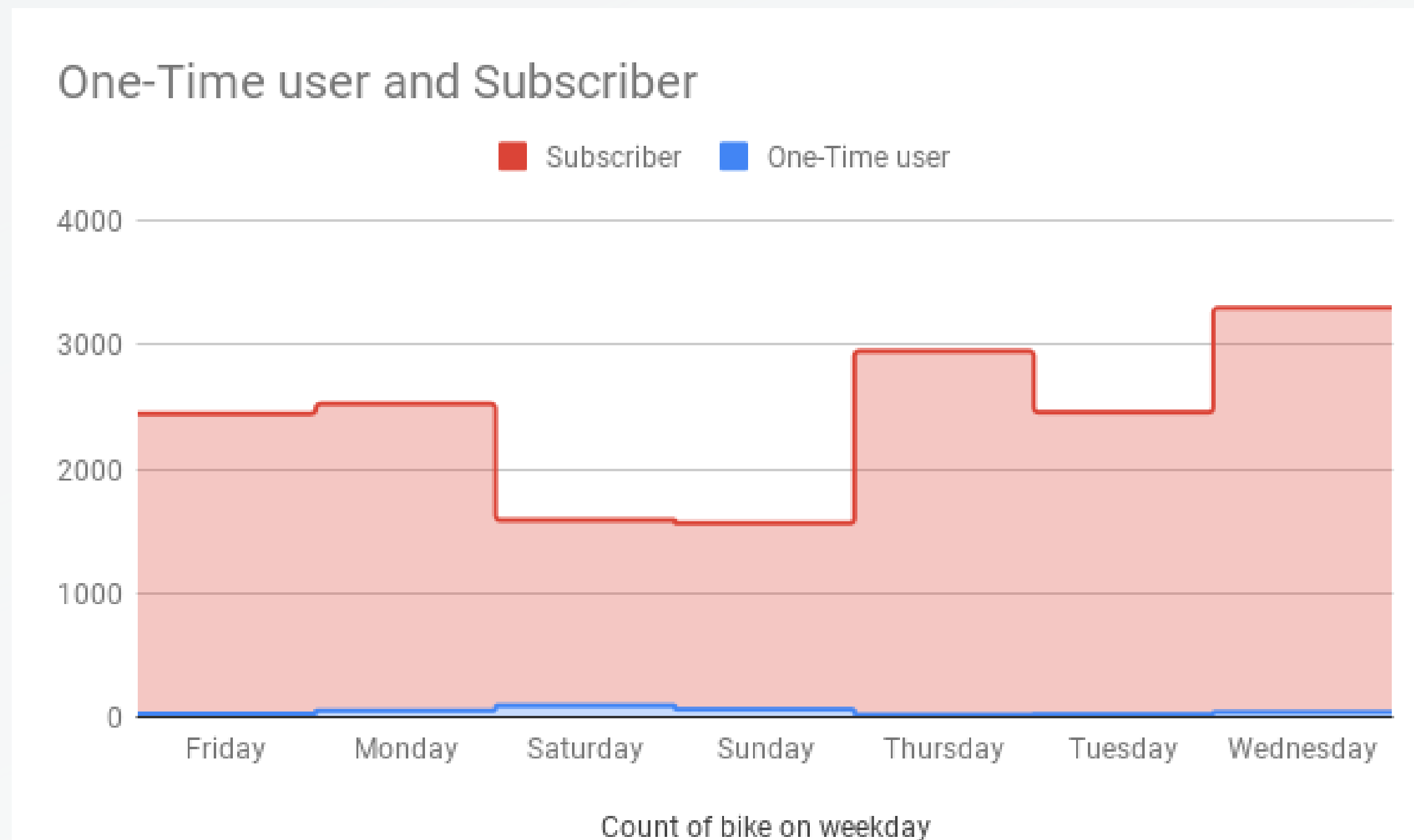


3. WHICH AGE GROUP RENTS THE MOST BIKES?

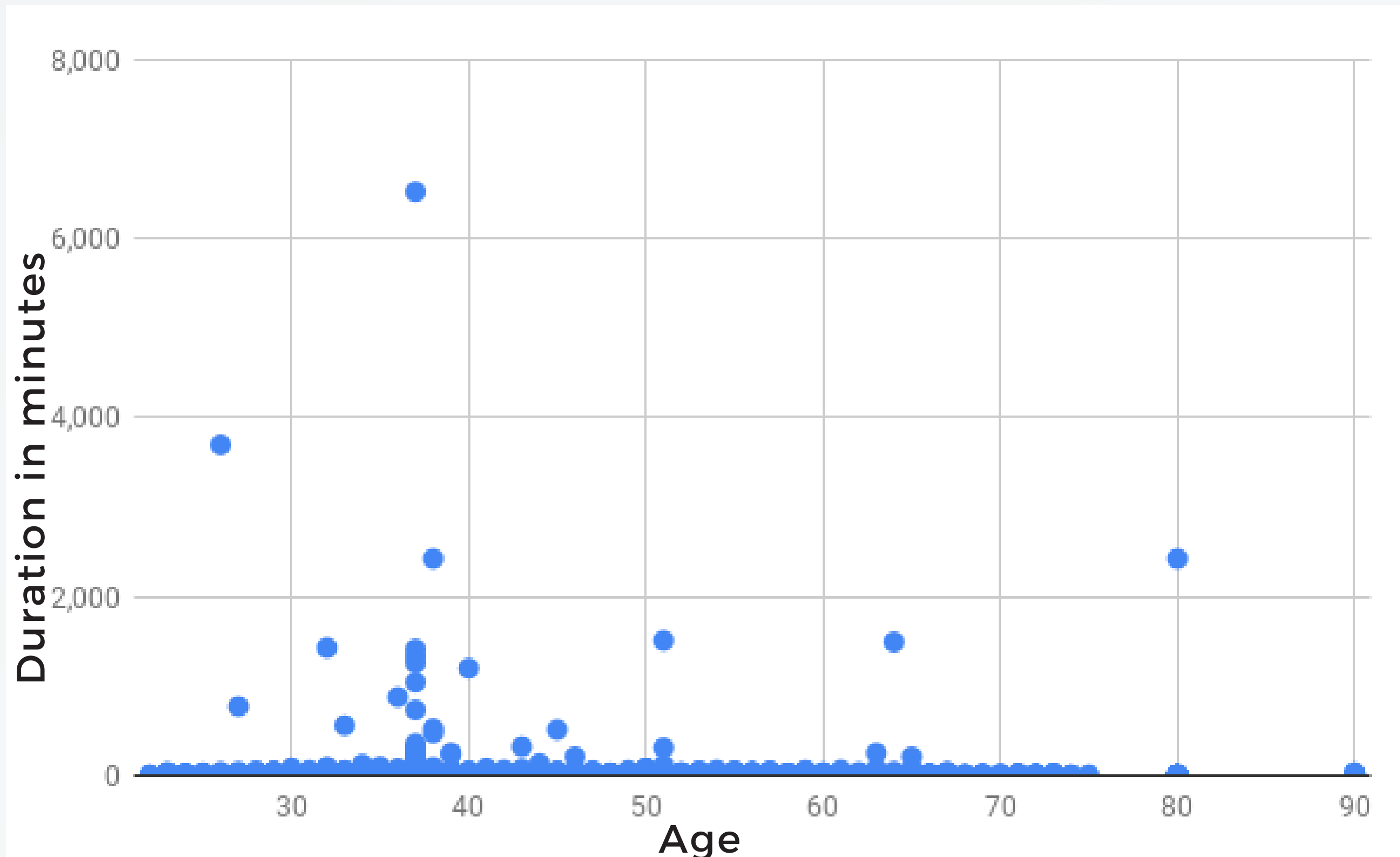
Count of bike



4. HOW DOES BIKE RENTAL VARY ACROSS THE TWO USER GROUPS (ONE-TIME USERS VS LONG-TERM SUBSCRIBERS) ON DIFFERENT DAYS OF THE WEEK?

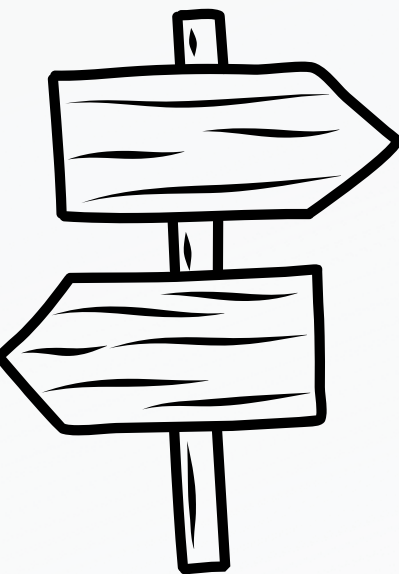


5. DO FACTORS LIKE WEATHER AND AGE IMPACT THE AVERAGE BIKE TRIP DURATION?





SUMMARY



SUMMARY OF FINDINGS:

TOP 5 PICK-UP LOCATIONS FOR BIKES:

GROVE ST PATH, EXCHANGE PLACE, SIP AVE, HAMILTON PARK, & MORRIS CANAL

CUSTOMER BASE:

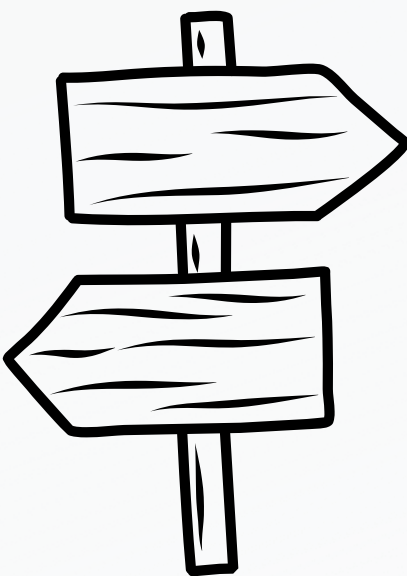
THE AGE GROUP FROM 35-44 RENTS THE BIKES MOST, BUT PEOPLE 75+ YEARS OLD HAVE LONGER TRIP DURATIONS.

CITI BIKE CUSTOMER BEHAVIOR:

SUBSCRIBERS WITH 75+ YEARS TAKE THE LONGEST TRIPS. WHILE SUBSCRIBERS AGED 65 TO 74 YEARS TAKE THE SHORTEST TRIPS.



ACTIONS & RECOMMENDATIONS



RECOMMENDED ACTIONS:

PRODUCT RECOMMENDATIONS:

INSTALL MORE BIKES AT GROVE ST PATH

MARKETING RECOMMENDATIONS:

THE CITI BIKE CUSTOMER BASE IS MOSTLY AGED BETWEEN 35-44 YEARS OLD, WHO ARE MOST ACTIVE ON WEDNESDAY. THIS TELLS US THAT THEY ARE PROBABLY PEOPLE WHO LIVE IN NEW YORK AND USE CITI BIKES TO COMMUTE. MARKETING AND ADVERTISING CAMPAIGNS SHOULD THEREFORE TARGET THIS PARTICULAR DEMOGRAPHIC.



THANK YOU

