Citi Bike Analytics

Casual VS Frequent Member DB: For the month of March 2022, we can see that the total trip count for casual riders is 114,402 while the trip count for frequent members is 372,874. We can see that the total trip count for both casual and frequent members is 487,276. About 23% of the total trips in March were from casual members. There are 2 types of bikes members can choose to ride, the classic bike or electric bike. Both casual and frequent members prefer to ride the classic bike with 61,129 and 235,404 trips taken respectively.

Casual VS Frequent Member Ride Frequency: Depending on the day of the week and the time we can see the trend in which casual members and frequent members use Citi Bike. Monday-Friday 5 A.M-8 A.M has an increase in trip count most likely due to members commuting to work. There is also another increase in trip count from 4 P.M- 6 P.M most likely due to members commuting home from work. Friday and Saturday have the most trips peaking at around 7 P.M.

Rideable Type Area Chart: Both types of members prefer to choose classic bikes over electric bikes. On Thursday there is a decrease in overall trips but on Friday & Saturday there is an increase in trip count and electric bikes rides.

Member Start Location: Both casual and frequent members mostly use the start stations on the south side of Manhattan Island as well as the surrounding areas. This is due to the high volume of people in downtown Manhattan.

Member End Location: For both casual and frequent members we can see that the end stations are clustered closer inland. More casual members end their trip inside central park while frequent members end their trip closer to downtown.