TABLEAU ANALYSIS

**Gender Usertype Dashboard**

1. **Gender Bar Graphs Analysis**

The bar graphs are exploring the phenomenon between gender and trip duration in our data.

The first graph explores total trip duration by gender. We find male customers use the Citibikes for a total duration of 34,495,914 million (seconds), compared to 25,078, 094 of female customers and 25,255,280 (seconds) of unknown referring customers who did not wish to reveal their gender. Female and unknown customers seem to use the bikes for almost the same amount of trip duration.

On the contrary, the second bar graph explores the average trip duration by gender. This graph reveals the unknown customers use the bikes for an average time of 2,840 (seconds) compared to females 1,808 and males 1,110. The second graph shows a better usage of the bikes by customers. It is interesting to see by using different measurements we find varying out come of bike usage by gender.

**2. Winter Motion Graph**

This line graph shows the usage of bikes in real time. The aim of this graph is to show which hours are peak hours for customers and subscribers. The peak hours for subscribers are 8 am and 6pm, while that of customers is 6 pm. Subscribers also tend the bikes at a higher rate than customers.

**Age and Bikes Dashboard**

1. **Usertype and Age Analysis**

The first bar graph is exploring the use of bikes by customers and subscribers against age. Not surprising, customers of age 20 those born the year 2000 on average make trip durations of 2,896 (seconds) the highest in this category. Interestingly, subscribers of age 40 those born the year 1980 on average make trip durations of 2,129 (seconds) highest in this user type. This contrast can be attributed to the life choices of subscribers who are age 40 wanting to lead an active lifestyle, whereas their younger counterparts customers of age 20 taking advantage of the bikes as a cheap and convenient form of transportation around the city.

1. **Most Used Bikes**

This line graph displays the frequency of the bikes used by bikeid against average trip duration. The graph displays the different tiers of care the bikes need and a color code is used for ease of identification.

**Bike station Map**

The bike station map shows the different times of the day the stations are busy. The busiest stations are close to recreational facilities such as parks and close to roads.

**Winter Age Start Time graph**

The winter age start time graph shows the start time of bike users by age. Clearly, 20 years old start using bikes as early as mid-night and their participation increases throughout the day and peaks at 6 pm which is the same for their 30 year old counterparts. On the contrary peak hours for 40-year-old is 5 pm, while that of 60-year-old is 9 am. The difference in peak hours can be attribute their different lifestyles in that 60-year-old are retired or about to retire while, 20,30,40-year-old get off work during this period. On the contrary, the start time for 40-year-olds is 5 am, that of 30-year-old is mid-night and their participation increases across the day with few variance throughout the day.