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Citi Bike Analytics Paper

The map visualization primarily shows the longitude and latitude of the start stations that customers go to. To better show how certain locations have more customers, locations with customers are represented by bubbles that scale in accordance to number of customers. The map shows that most customers will begin at a start station around 40.723 Latitude and -74.047 Longitude. In addition, hovering over the bubbles of the map will give additional details such as start time and stop time information.

The story highlights the similarity between stations with high quantities of total customers and high quantities of unique customers. While one of the dashboards shows how there are differences between unique customers and total customers, the story shows that, when comparing stations, the difference is negligible.

The dashboards give important insights on a variety of information regarding the data. The TripDuration dashboard showcases the positive relationship between younger customers and longer trip durations, while disproving the notion that the stop time or start time will majorly affect the overall trip duration. The CustomerType dashboard shows that, while there are an almost equal amount of subscriber and non-subscriber customers, subscribers make up a vastly larger part of the overall usage of the service.