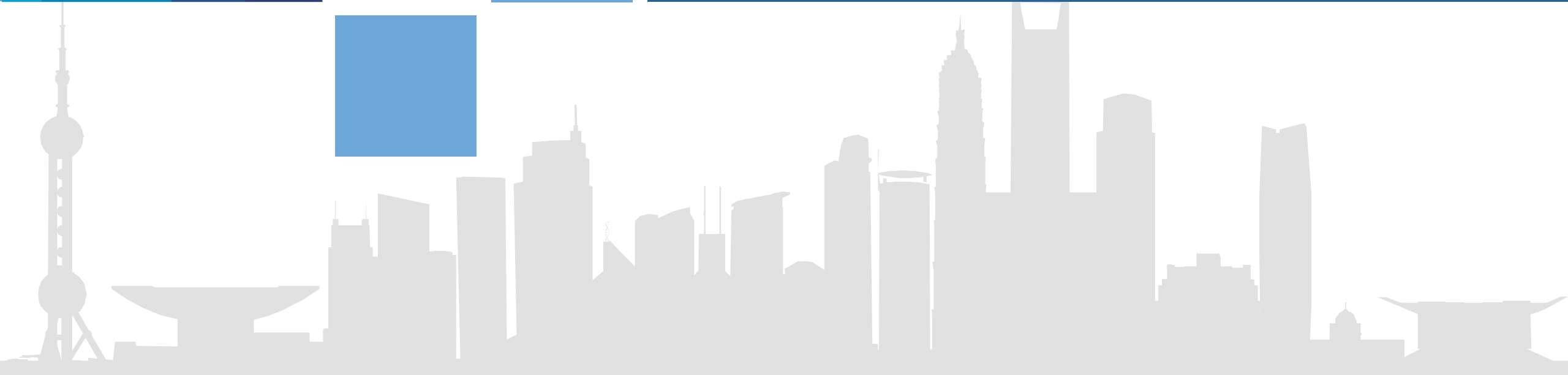




2019

Citi Bike Business Report

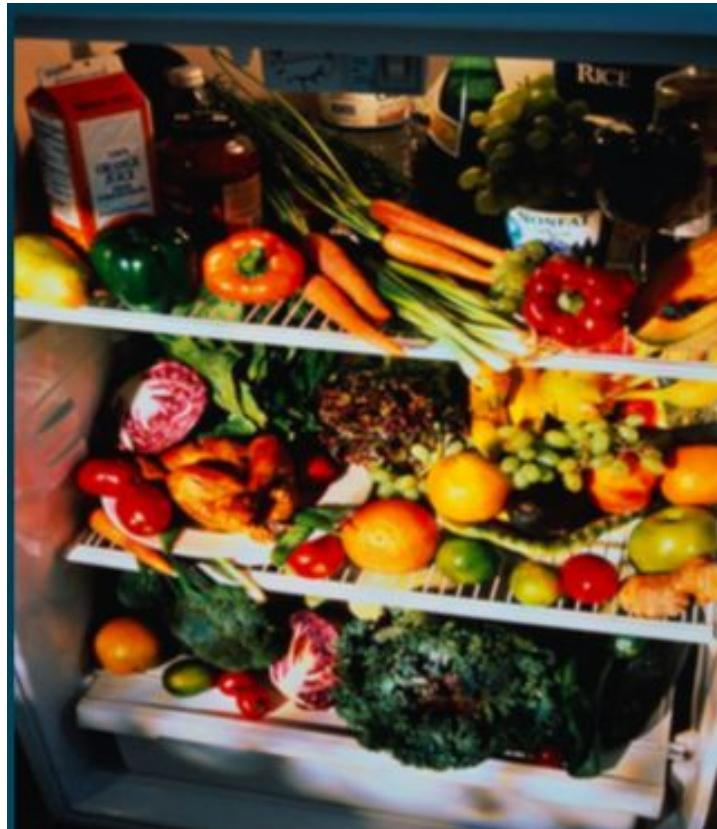
Zhichao (Catherine) Wang



Full - Empty Refrigerator Dilemma

01

Some are FULL of food,
waiting to be rotten



02

While others are empty, leaving nothing
for upset people in urgent need



Citi - Bike Rebalancing Problem

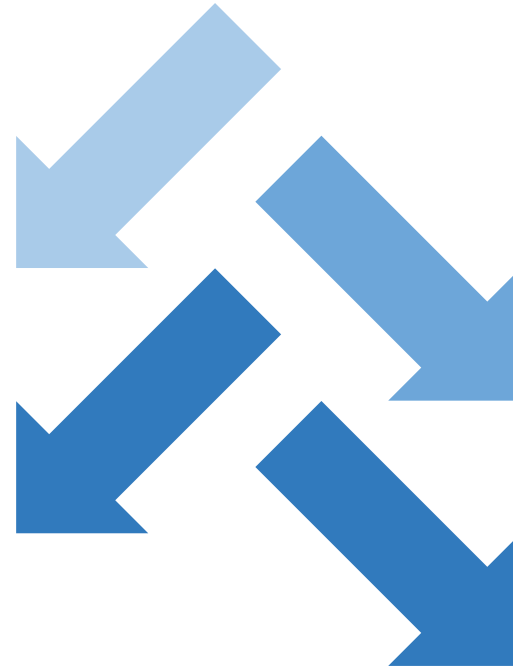
Dislike: One station is **not enough stations** for Park Slope.

“Park Slope’s bike share demand has been emptying out its only station,” reports Park Slope Stoop.

We pay for two bikes - \$24.00 for 24 hours. We ride for about 20 minutes, re-dock, walk around, **find new bikes...**

★★★★★ 7/19/2019

We need Dockless bikes in NYC. I avoid taking Citibike now because of how often I find myself searchign for a dock when I arrive at my destination, only to **find they are all full.**



THE WALL STREET JOURNAL.

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U.S. | NEW YORK | TRI-STATE AREA

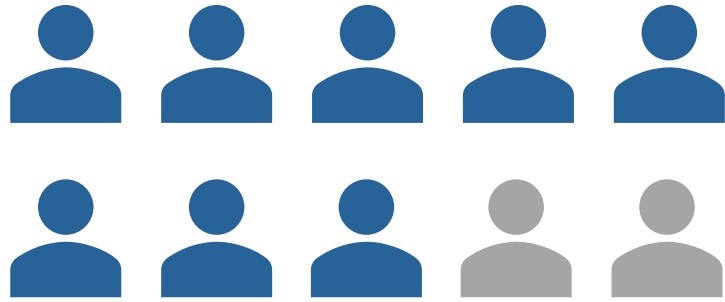
In New York, It's a Crush to Find a Citi Bike During Rush

System struggles to match supply and demand; stations can go long stretches without bikes or parking docks

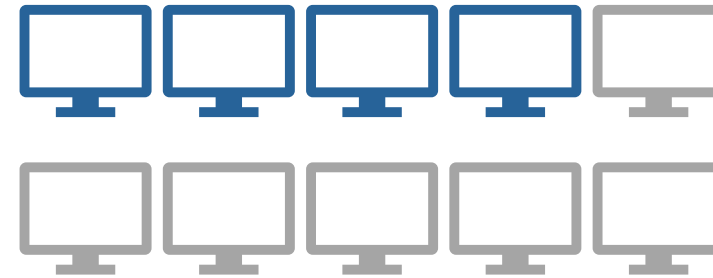
Citi Bike's Demand Challenge

New York City's bike-share system has trouble meeting commuters' demands, a Wall Street Journal analysis shows. Select a neighborhood from the map or list to see bike availability trends.

Key Finding 1: Manhattan users are unhappy about rebalancing



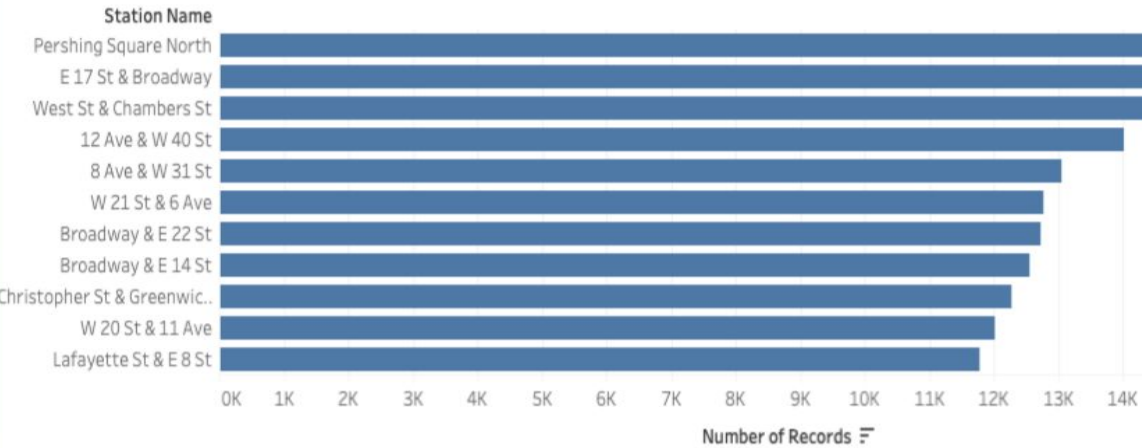
80% Manhattan users



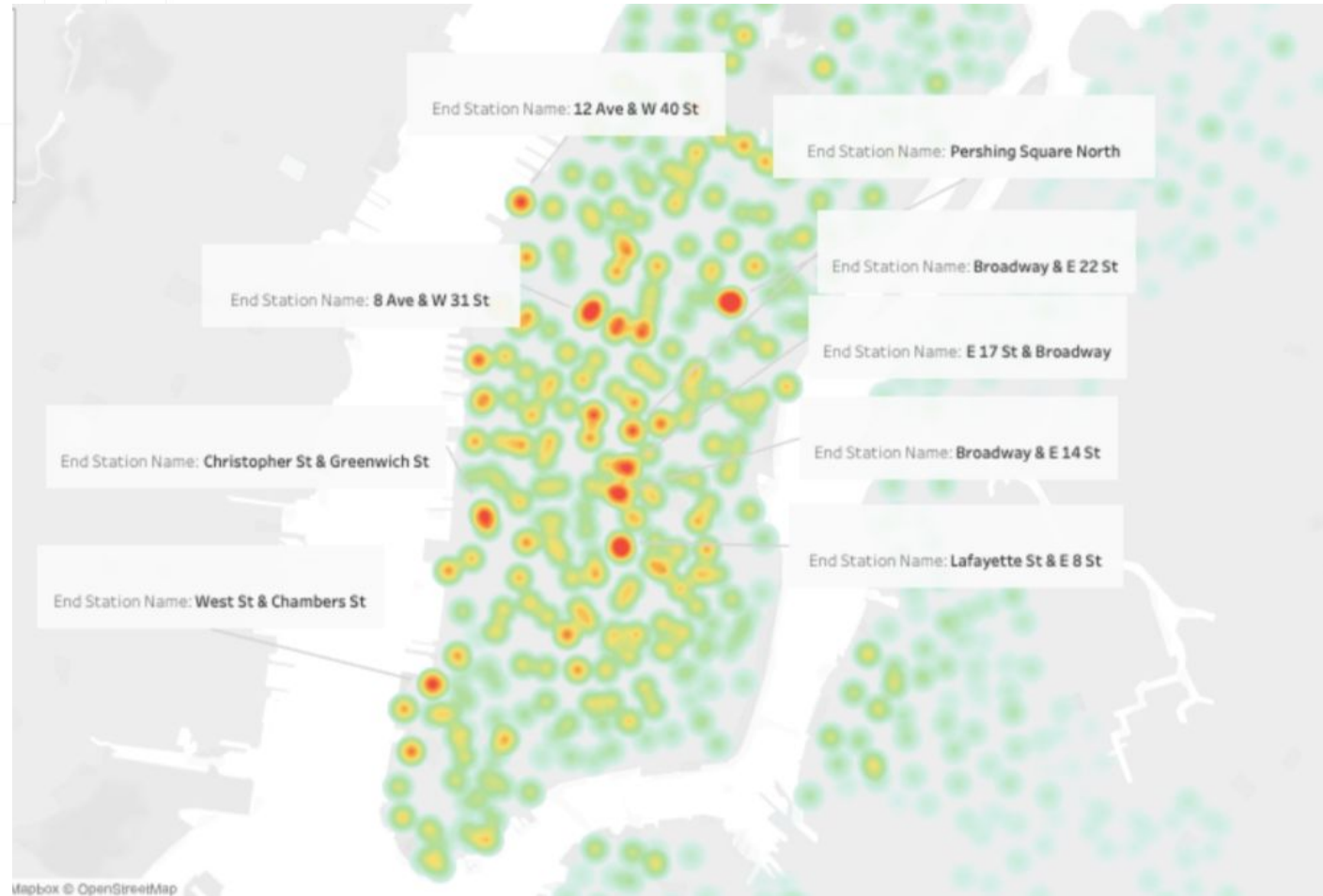
40% Reviews on
Rebalancing Problem

Key Finding 2: 80% of most popular stations are in Midtown

Station Name and Its Counts



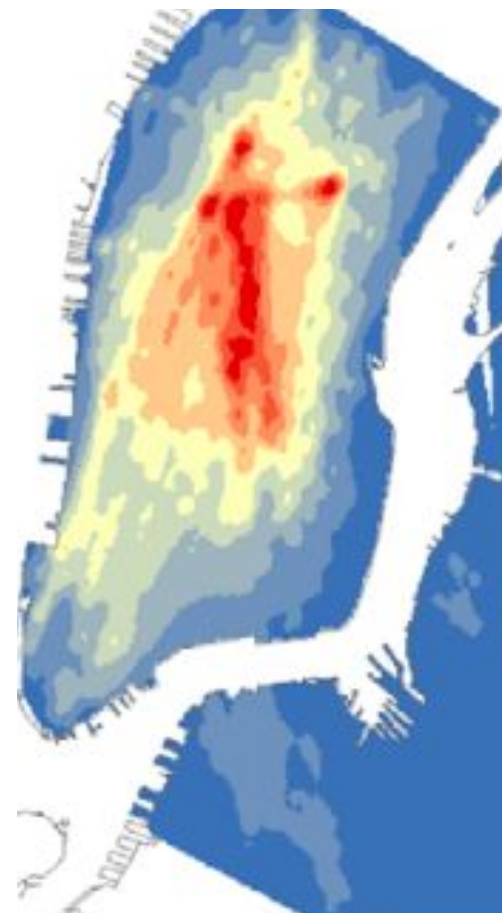
8 out of top 10 popular stations are in Midtown



Key Finding 3: 10% of docks have available bikes in Midtown



10% Bikes are available in
Midtown in every time
period



Key Finding 4: Citi Bike is more reachable than subway in NYC



01

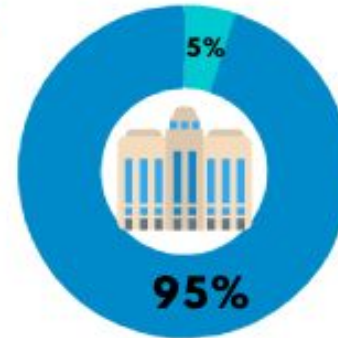
Access

548 residential buildings
more than a half-mile
from a subway entrance
in Manhattan



Citi Bike reaches to 93%
of these residential
buildings

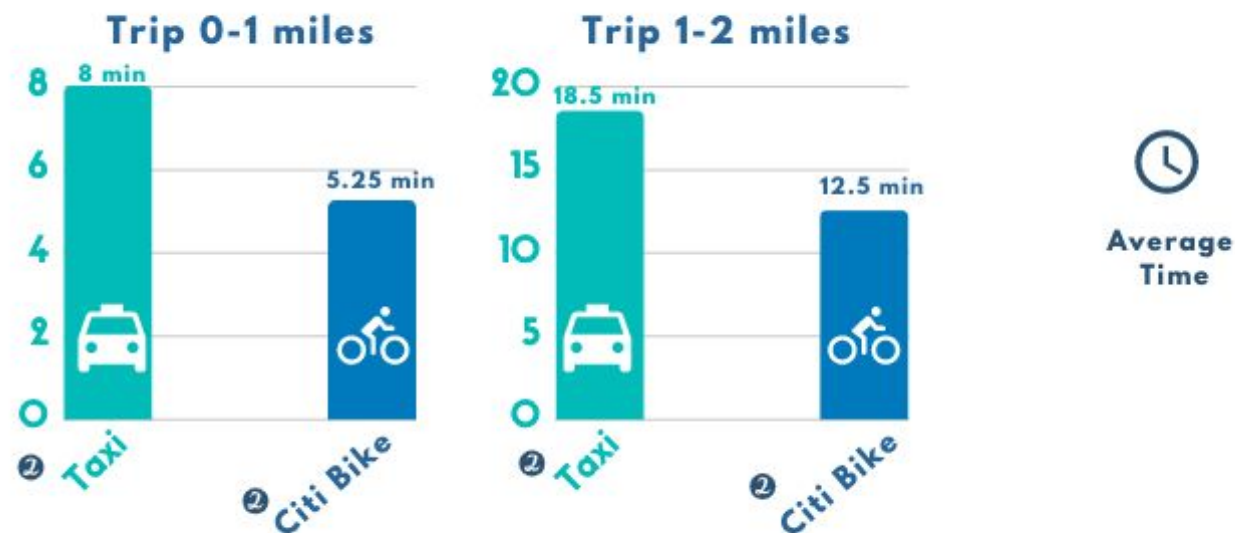
192 commercial buildings
more than a half-mile
from a subway entrance
in Manhattan



Citi Bike reaches to 95%
of these commercial
buildings

Key Finding 4: Citi Bike is faster and cheaper than taxi in NYC

02 Speed



2. Millard, E. (2019, September 6). Which Is Faster for Getting Through the City: Bikes or Cabs? Retrieved November 10, 2019

03 Cost



2. Millard, E. (2019, September 6). Which Is Faster for Getting Through the City: Bikes or Cabs? Retrieved November 10, 2019

Promising future needs further actions and your support



Area 1

Calculate and set up the number of docks and bikes at each station

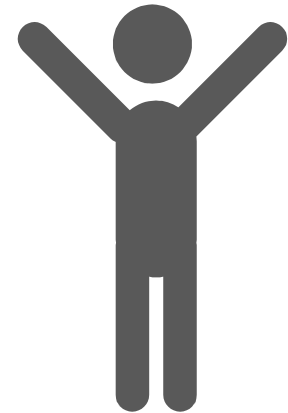
A simple and easy way to get the most of New York City!

Area 2

Third-party transportation companies to move bikes from one station to another

Area 3

Funding and Talent support



A Better Citi Bike

Come and join us! Thank you!

