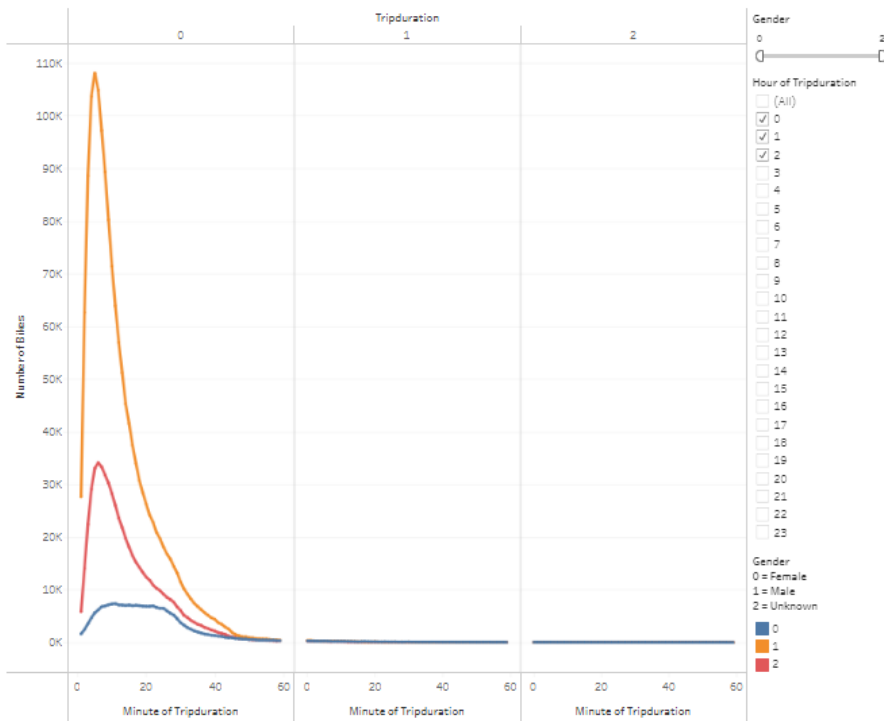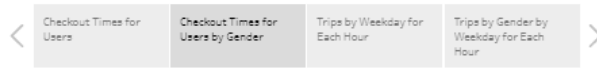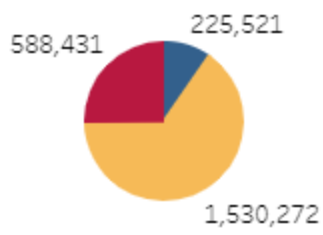Week 14 Challenge
Claire Golden

Overview

This week I was tasked with putting together a visual presentation for investors to pitch the viability of a bike share program in Des Moines, Iowa. I used data from a successful bike share program in New York City to determine if this program could prosper in the Des Moines area. The following link directs to the visualizations I created for this project:
https://public.tableau.com/app/profile/claire.wall

Results

CitiBike data from New York City shows that males are more likely to rent bikes and have longer rental times as well.

225,521

588,431

1,530,272

Checkout Times for Users | Checkout Times for Users by Gender | Trips by Weekday for Each Hour | Trips by Gender by Weekday for Each Hour

Tripduration

0   1   2

Gender
0   2

Hour of Tripduration
☐ (All)
☑ 0
☑ 1
☑ 2
☐ 3
☐ 4
☐ 5
☐ 6
☐ 7
☐ 8
☐ 9
☐ 10
☐ 11
☐ 12
☐ 13
☐ 14
☐ 15
☐ 16
☐ 17
☐ 18
☐ 19
☐ 20
☐ 21
☐ 22
☐ 23

Gender
0 = Female
1 = Male
2 = Unknown
■ 0
■ 1
■ 2

Number of Bikes

110K
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K

0   20   40   60   0   20   40   60   0   20   40   60

Minute of Tripduration   Minute of Tripduration   Minute of Tripduration

Another conclusion to be drawn from this data is that the highest traffic of check in and check outs of bikes occur in the business district.
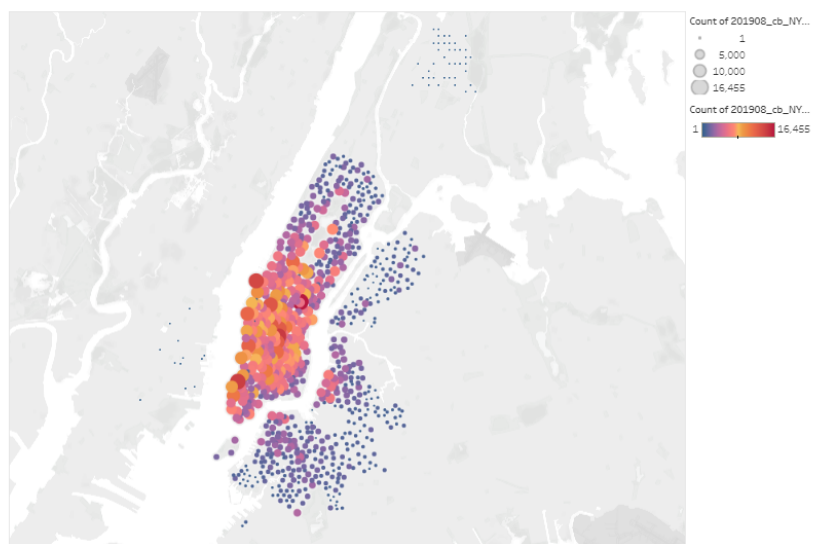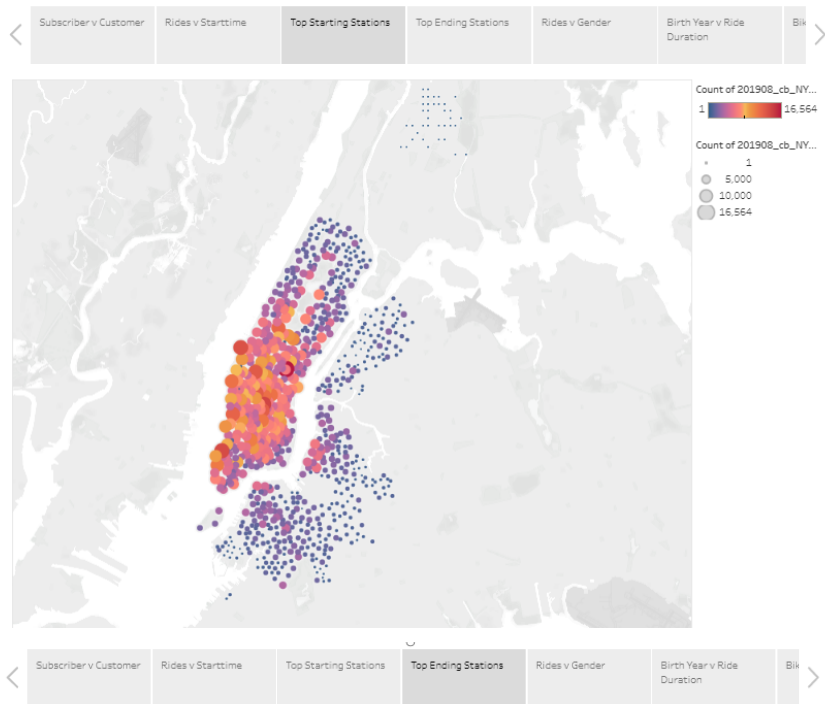
I was also able to find that young adults (age 25-35) have the longest ride duration times compared to riders of other age groups.
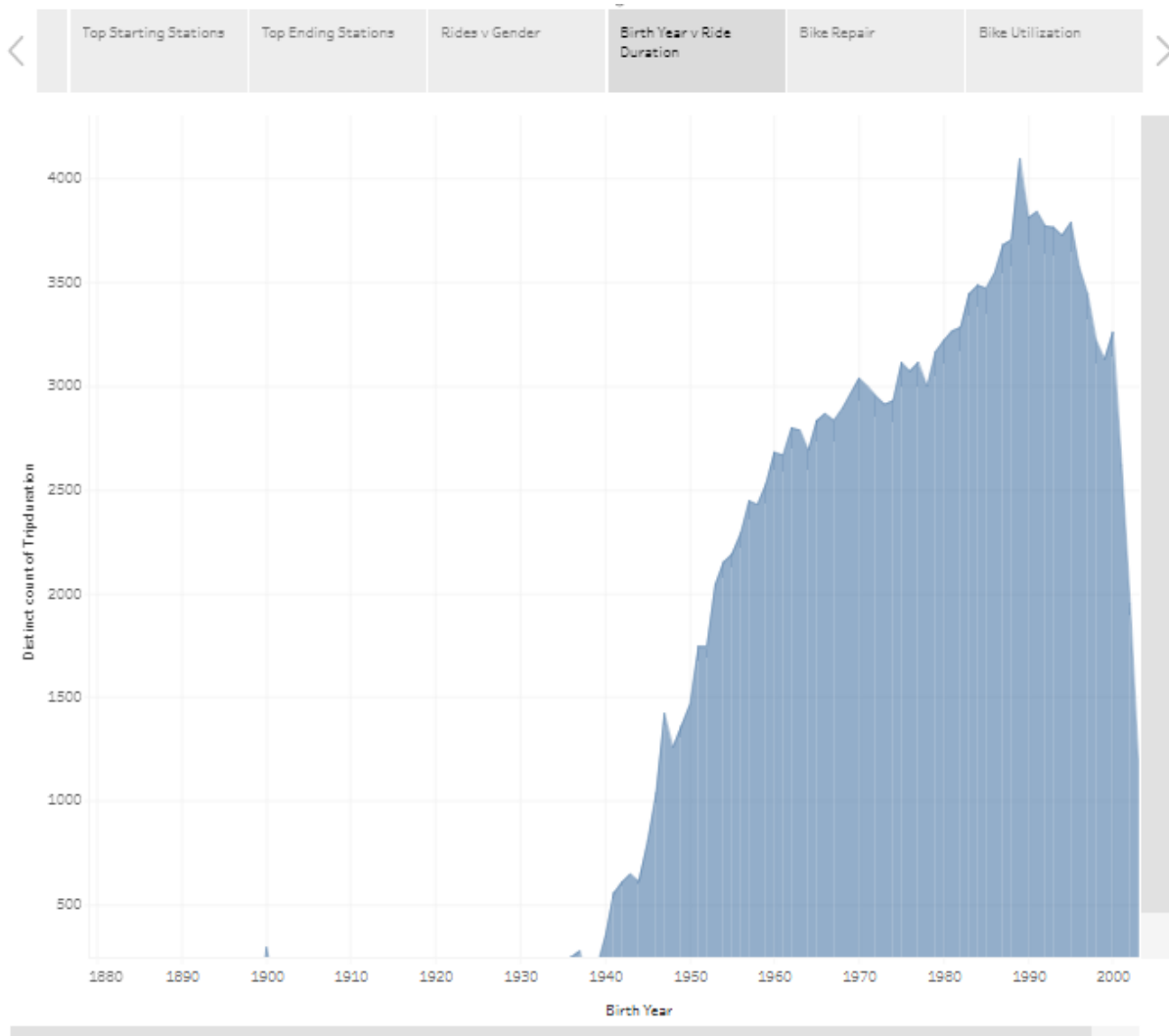
        Summary

Using these findings, the clear conclusion is that the target demographic for a successful bike share program is young men that live close to the business district and commute to work. When comparing census data between New York City and Des Moines. (https://www.census.gov/quickfacts/fact/table/newyorkcitynewyork,desmoinescityiowa/PST0452 21), Des Moines has a higher percentage of males than NYC. The census data also shows that Des Moines has a much shorter average travel time to work. WIth all the gathered data showing Des Moines has a larger target demographic for this business, it is easy to see that Des Moines has the potential to be even more successful than NYC with a bike sharing program.