**City Bike Analysis Tableau**

Period analyzed: February 2021 – February 2022

Tableau link <https://public.tableau.com/app/profile/daniela.c7935/viz/CityBikeD/BikeStationsMap?publish=yes>

Tableau file: City Bike D.twbx

Phenomenon

1. **February 2021 vs February 2022**

In February 2022, there are 31,911 rides in total which is 6.5 more than the previous year same month.

Timeline

Description automatically generatedTimeline

Description automatically generated

The number of rides increased in February 2022 for members from 3951 to 23499 and from casuals from 930 to 8412 trips.

The rides number for members was 1337 on 23 February 2022 with only 222 rides recorded on the same day previous year.

On 6th February 2021 there was a record in duration of rides for casuals. It could be related to an event organized on Valentines’ Day in McGinley Square. The number is significantly lower in 2022 probably due to restrictions for the Covid pandemic that would not permit big gatherings.

Graphical user interface, text

Description automatically generated with medium confidence

Graphical user interface, application, Word

Description automatically generated

Chart, line chart, histogram

Description automatically generated

1. Stations

The rides start at the various available stations but not all trips end at a station. Some stations are more popular than others.

Graphical user interface, text, application

Description automatically generated

Map

Description automatically generated

A picture containing text

Description automatically generated

Map

Description automatically generated

Top 10 start stations.

Chart, bar chart

Description automatically generated

Top 10 end stations

Chart, bar chart

Description automatically generated

1. Member or casual preferences

Chart

Description automatically generated

Chart, bar chart

Description automatically generated

Rides by month – August and September are the preferred months by casuals – corresponding with the holiday period in Europe and US. Members record the highest number of rides in October.

Graphical user interface, chart

Description automatically generated with medium confidence

Chart

Description automatically generated

1. Ride Duration

Chart, line chart, histogram

Description automatically generated

Graphical user interface, text, application

Description automatically generated

Longest duration is recoded for rides around 5 -6 pm.

Chart, histogram

Description automatically generated

The duration of rides around 6 pm is higher for casuals than members.

Chart, bar chart

Description automatically generated

Ride duration has the highest value for those starting at South Waterfront station.

1. Weekday and ride count by member type

The maximum rides for casuals is recorded on Sundays with members preferring Wednesdays, closely followed by Mondays.

Chart, bar chart

Description automatically generated

Dashboards

1. Ride count by month visualizing total rides by month and stations map with total rides highlighted with different colors.

A picture containing map

Description automatically generated

1. Rides by member type – shows the preferred hours and stations and highlights the differences in parallel charts and color mapped stations.

Chart

Description automatically generated

1. Maps of bike stations, the start and end locations for the rides Map

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City Official Map

Map

Description automatically generated

Map

Description automatically generated

Stories

Chart, timeline

Description automatically generated

Chart, bar chart

Description automatically generated