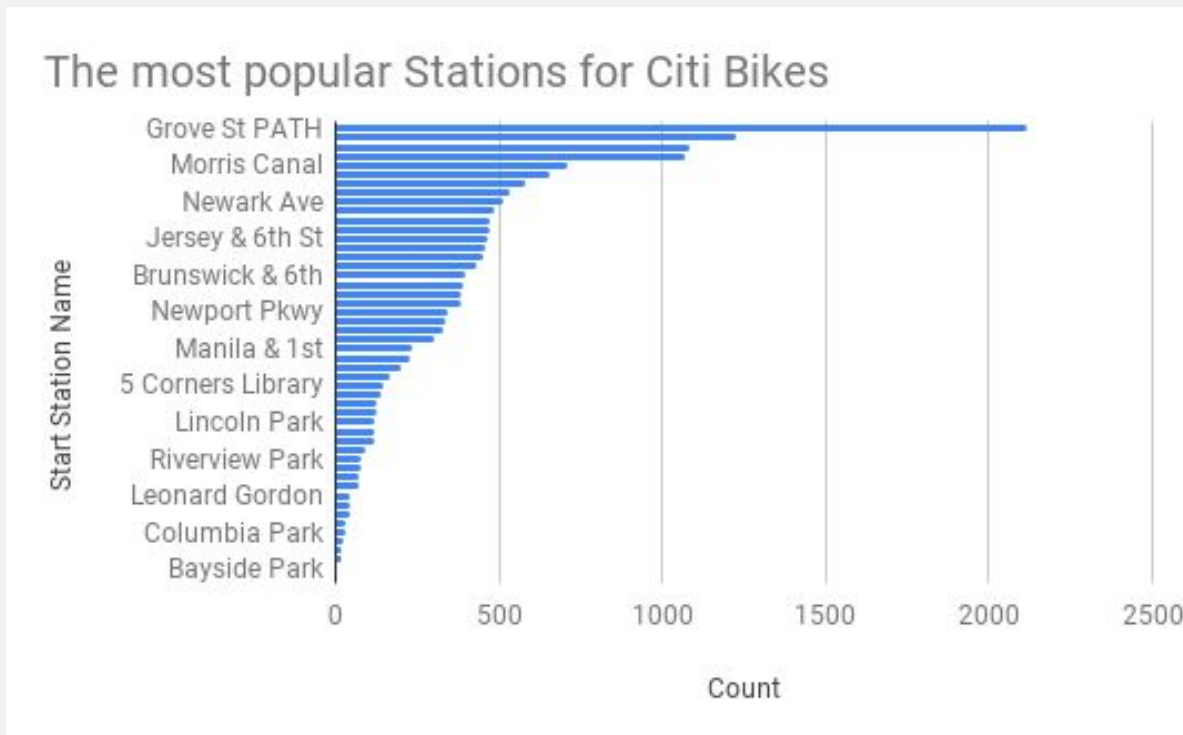# Citi Bike Data Analysis

By: Adebusayo Oyeleye

Project Goal:

- *To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes*

- *This will help us to:*
    - *Identify where more bikes should be installed*
    - *Create targeted marketing campaigns that will appeal to different customer segments*
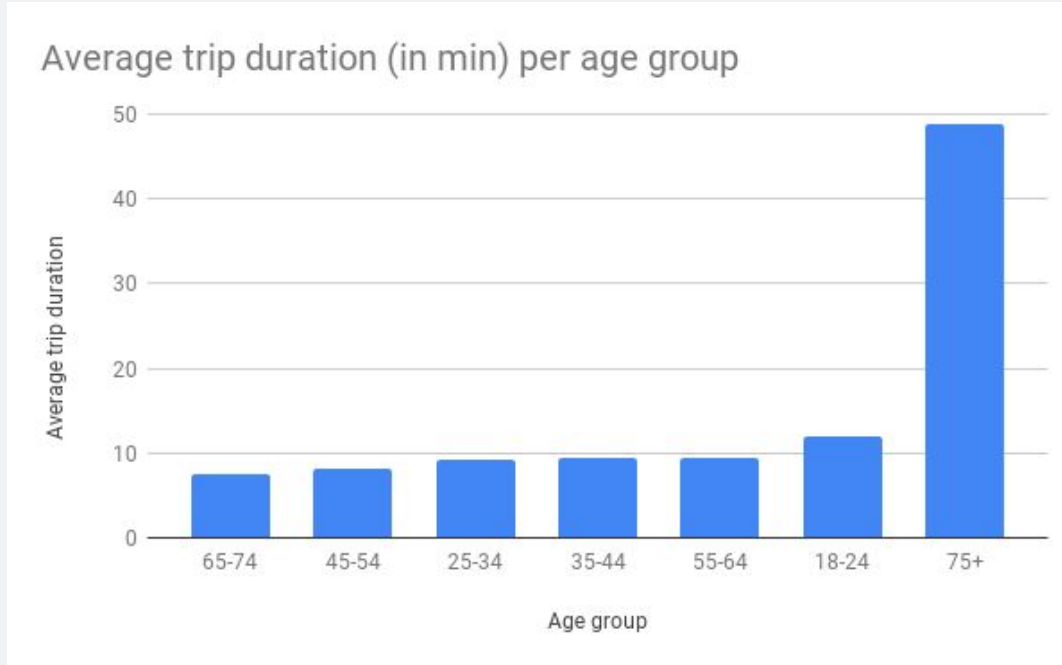
Key questions:

- What are the most popular pick-up locations across the city for Citi Bike rental?

- How does the average trip duration vary across different age groups?

- Which age group rents the most bikes?

- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

- Does the factor of user age impact the average bike trip duration?

CF × citi bike

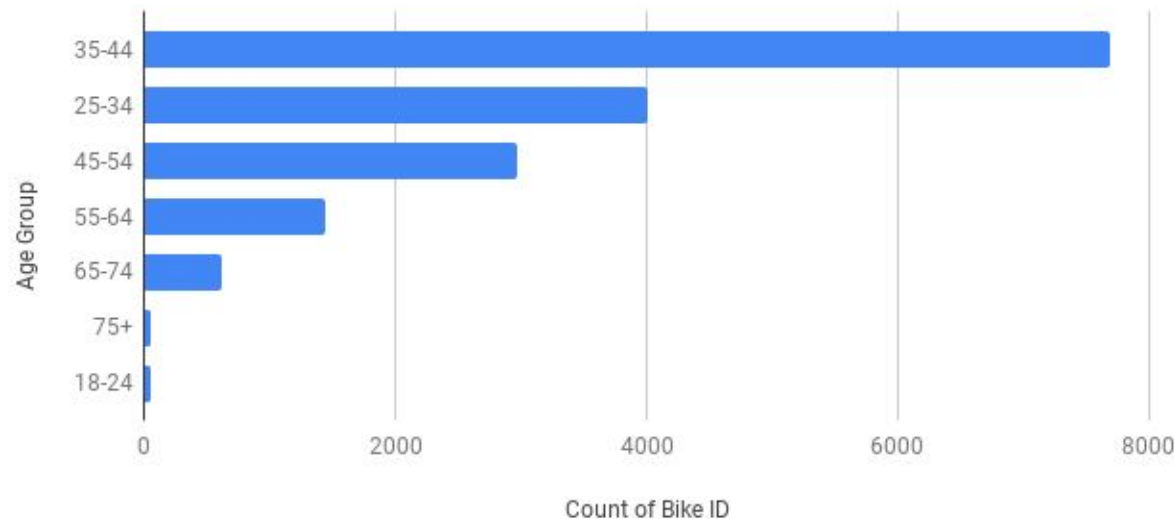# 1. What are the most popular Citi Bike pick-up locations?

The most popular Stations for Citi Bikes

2. How does the average trip duration vary across different age groups?

Average trip duration (in min) per age group

- People 75+ are riding bike longer than any other age group.
- 65-74 age group of people are riding the least out of all the groups.
- The 18-24 yr olds are riding 3 or 4 minutes more than the other groups (25-34, 35-44, 45-54, 55-64)

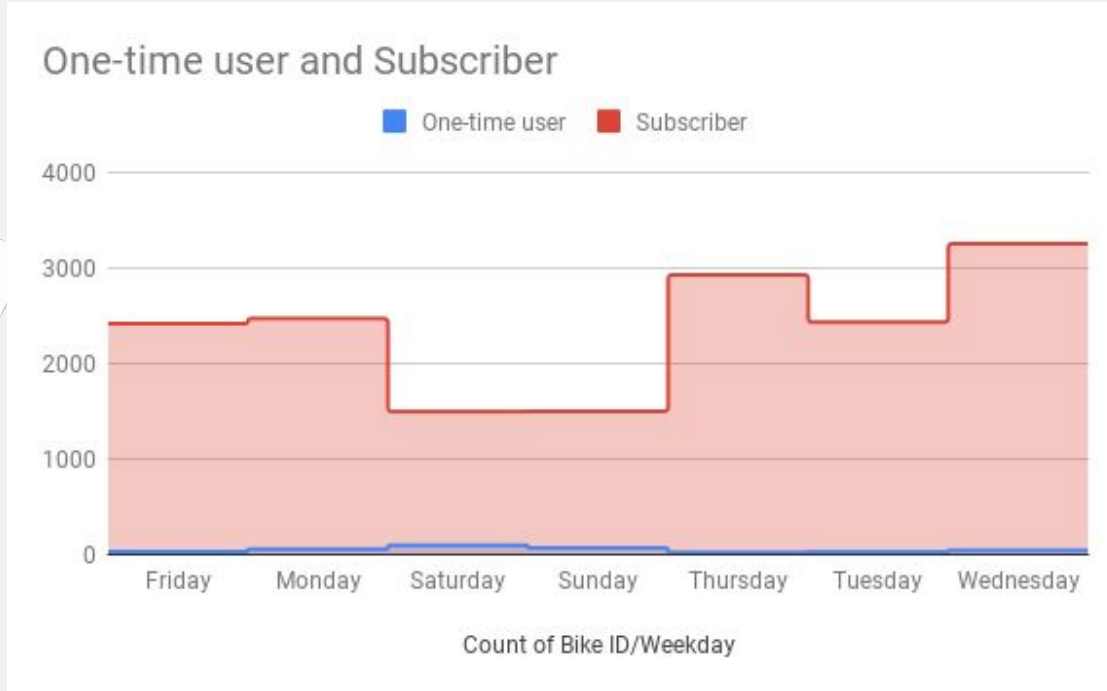CF × citi bike

3. Which age group rents the most bikes?

Number of bikes rented cross different age groups

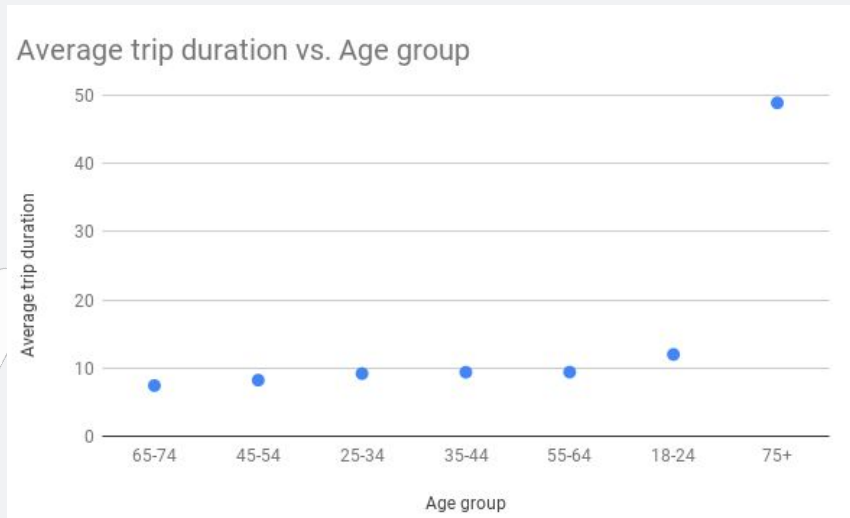Age Group 35-44 rents the most bikes and 18-24 rents the least

Findings & Insights

4. How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

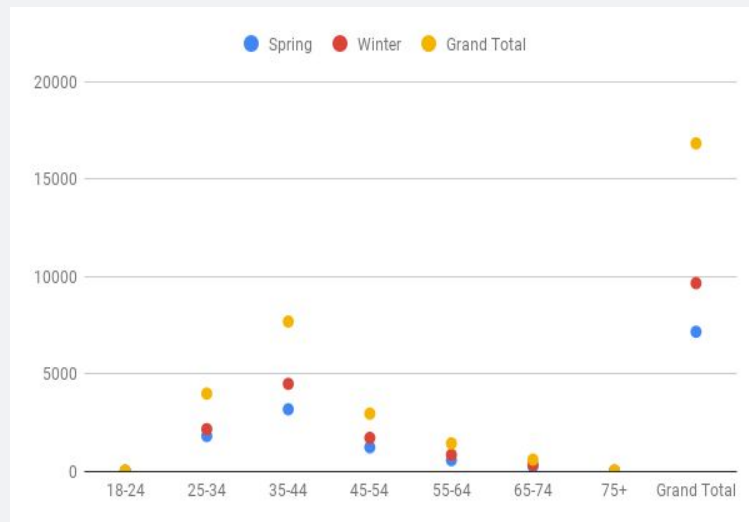One-time user and Subscriber

Count of Bike ID/Weekday

Subscribers are renting more bikes than the one- time users. Subscribers rent bikes less on the weekends and one- time users rent a little more on Saturdays than other days. But subscribers still rents out more bikes than the one- time users.

5. Do factors like weather and age impact the average bike trip duration?

Average trip duration vs. Age group

Spring · Winter · Grand Total

75+ age group rides longer than the others

Depending on the weather, age group 35-44 rides the most in Winter and in both seasons

Summary

Summary of findings:

- ***Top 5 pick-up locations for bikes:***

    - *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*

- ***Customer base:***

    - *Based on your findings, how would you describe Citi Bike's customer base? Think in terms of characteristics like age and user type*

- ***Citi Bike customer behavior:***

    - *Who takes the longest and shortest trips on average?*

Thank you!

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