

Key Question:	Answer or Insights:	Action Points:	Visualization:	The Referred Charts	
What are the most popular pick-up locations across the city for Citi Bike rental?	Start Station Name, Grove St PATH, Exchange Place, Sip Ave, Hamilton Park, Morris Canal, Newport PATH, City Hall, Van Vorst Park, Newark Ave, Warren St	Install More bikes at these locations	Bar Chart (Created in Tutorial 4. Task 1, Located in the "task 2.1" tab of the data set)		
How does the average trip duration vary across different age groups?	-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)	We need to market to other age groups to promote longer riding sessions.	Column Chart (Created in Tutorial 4. Task 2, Located in the "task 2.2" tab of the data set)		
Which age group rents the most bikes?	35-44	Encourage more people to ride bikes for cleaner energy and less carbon foot print	Bar Chart (Created in Tutorial 4. Task 3, Located in the "task 2.3" tab of the data set)		
How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?	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.	Upsale subcriptions to one-time users, to get more long time riders	Stacked stepped area chart		
Does user age impact the average bike trip duration?	Yes, because the 75+ rides the longest and the 65-74, rides the least	Encourage younger age groups to ride bikes for cleaner energy and excercise	Column Chart (Created in Tutorial 4. Task 2, Located in the "task 2.2" tab of the data set)		