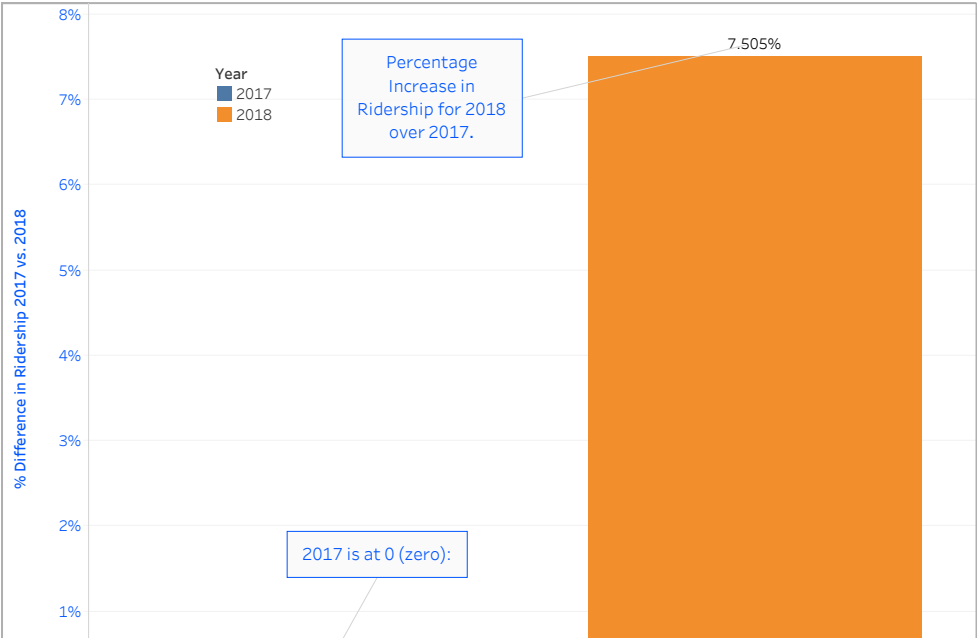


Citibike Analysis

2018 Ridership Growth over 2017.	Short-term memberships are higher proportion in warmer months of 2018.	Notice the peak numbers of rides taken in the SUMMER are 8 to 10 AM and 5 to 8 PM.	Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.
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2017 VERSUS 2018 CITI BIKE RIDERSHIP



# Citibike Analysis

2018 Ridership Growth over 2017.

Short-term memberships are higher proportion in warmer months of 2018.

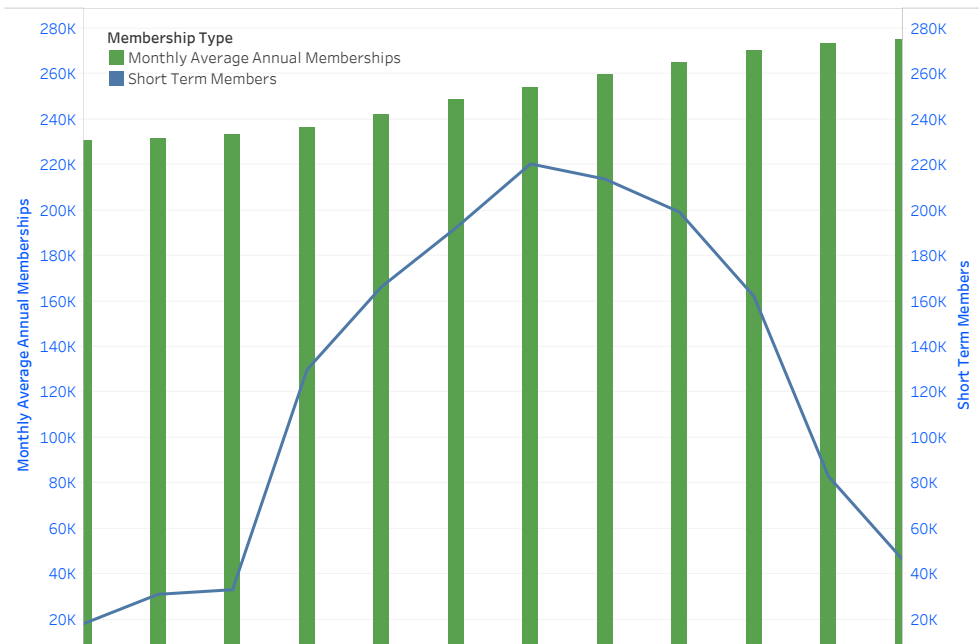
Notice the peak numbers of rides taken in the SUMMER are 8 to 10 AM and 5 to 8 PM.

Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.

Top 10 stations where a journey begins.

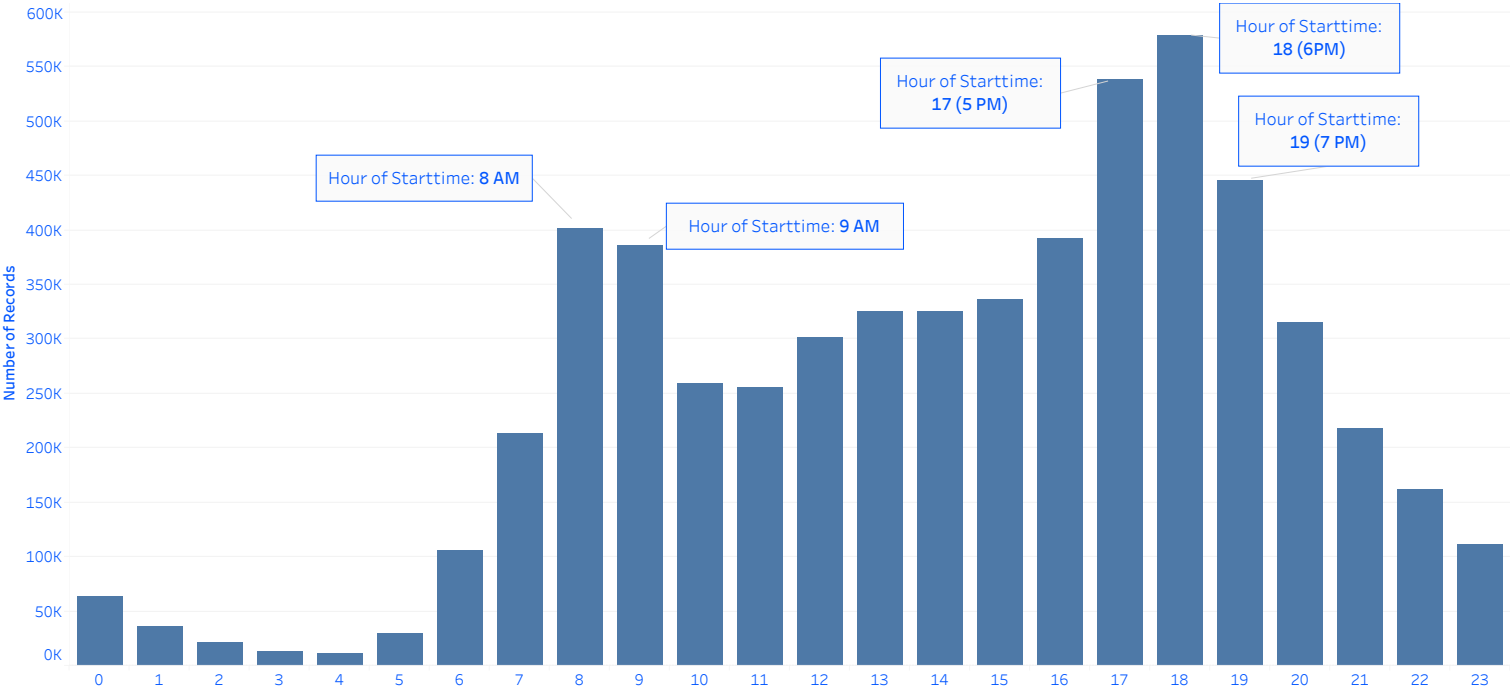
Top 10 stations where a journey ends.

## PROPORTION OF SHORT-TERM VERSUS LONG-TERM MEMBERS



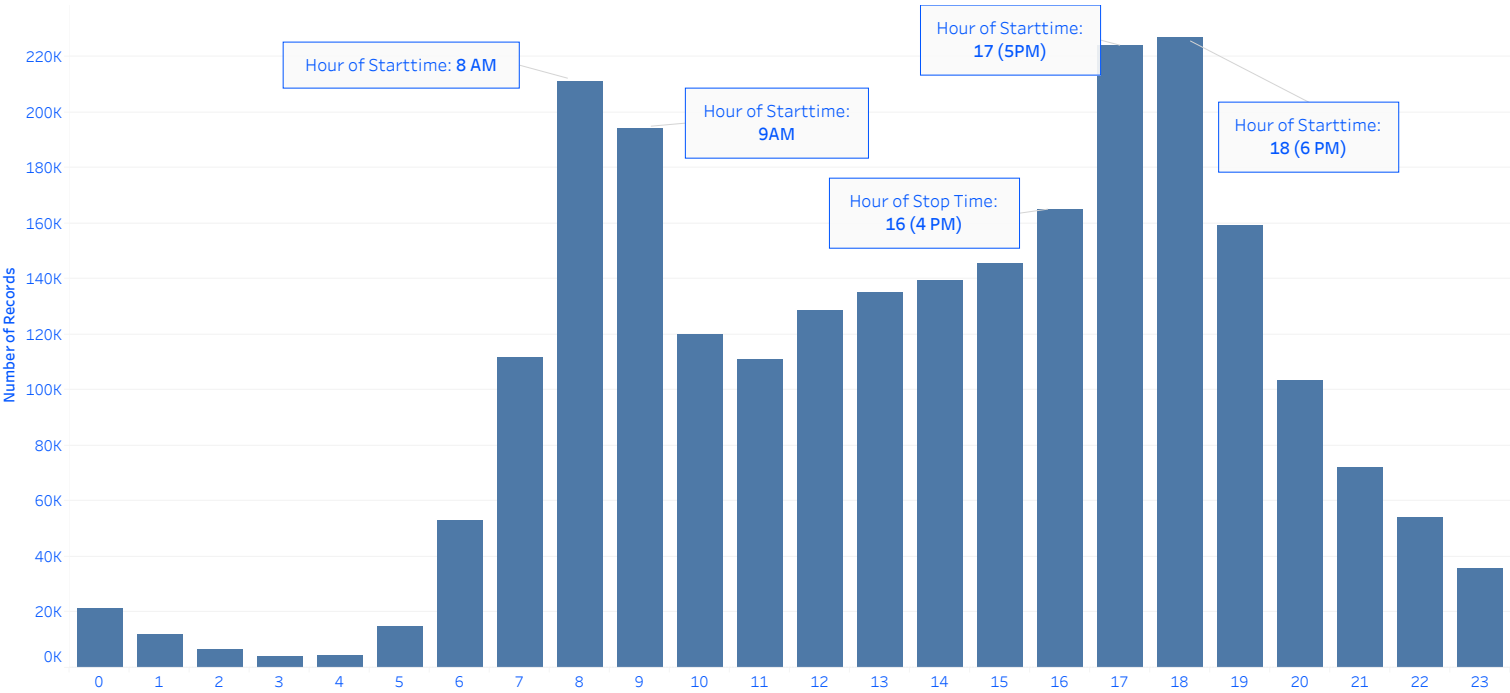
Citibike Analysis

2018 Ridership Growth over 2017.	Short-term memberships are higher proportion in warmer months of 2018.	Notice the peak numbers of rides taken in the SUMMER are 8 to 10 AM and 5 to 8 PM.	Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.
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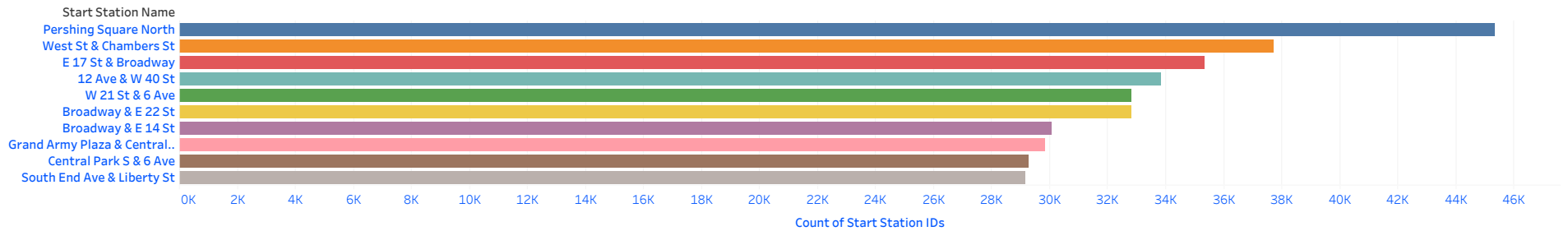
# Citibike Analysis

2018 Ridership Gr..	Short-term memberships are higher proportion in warmer months of 2018.	Notice the peak numbers of rides taken in the SUMMER are 8 to 10 AM and 5 to 8 PM.	Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.	Bottom 10 stations where..
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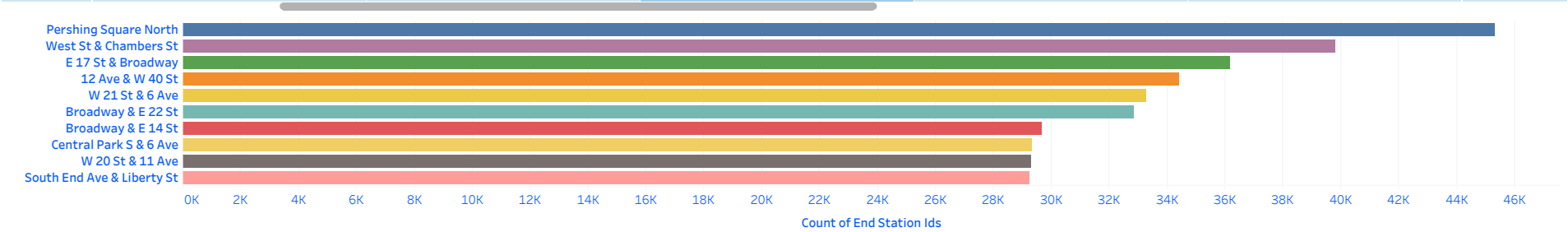
# Citibike Analysis

Short-term memberships..	Notice the peak numbers of rides taken in the SUMMER are 8 to 10 AM and 5 to 8 PM.	Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.	Bottom 10 stations where a journey begins.	Bottom stations where a journey begins.
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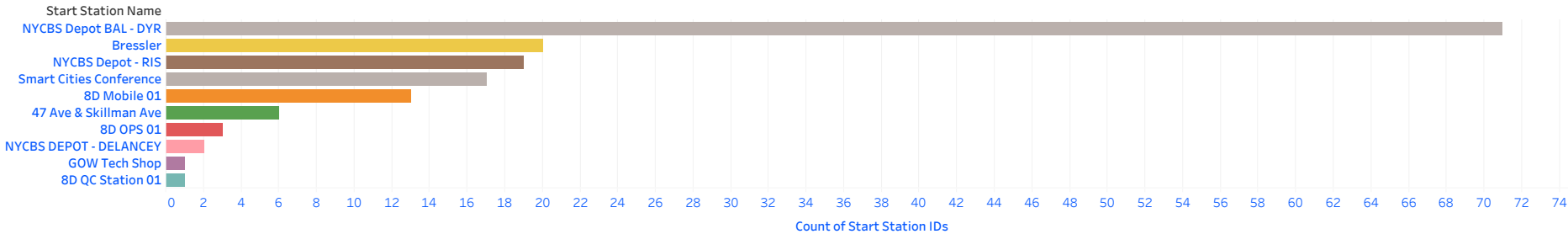
Citibike Analysis

Notice the peak numbe..	Notice the peak numbers of rides taken in the WINTER are 8 to 10 AM and 4 to 7 PM.	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.	Bottom 10 stations where a journey begins.	Bottom stations where a journey ends. Note: Nearly a dozen stations do not have j..	Number of rides by gender.
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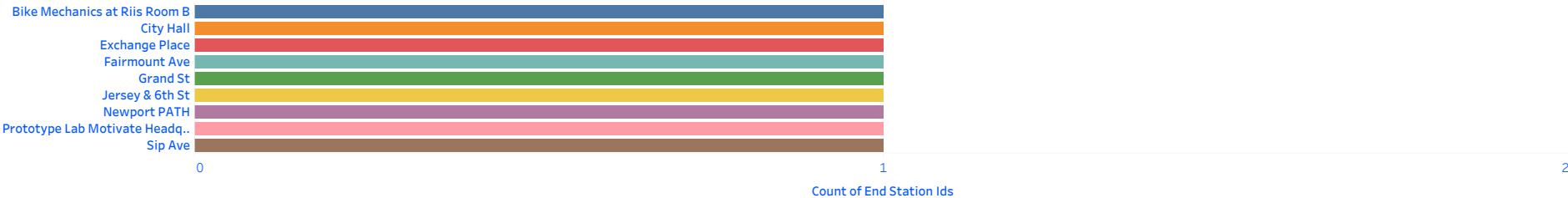
Citibike Analysis

Notice the peak numbe..	Top 10 stations where a journey begins.	Top 10 stations where a journey ends.	Bottom 10 stations where a journey begins.	Bottom stations where a journey ends. Note: Nearly a dozen stations do not have j..	Number of rides by gender.	Female ridership in su..
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Citibike Analysis

Top 10 stations wh..	Top 10 stations where a journey ends.	Bottom 10 stations where a journey begins.	Bottom stations where a journey ends. Note: Nearly a dozen stations do not have j..	Number of rides by gender.	Female ridership in summer of 2018. Female outreach does not look apparent.	Summer 2018 trip duration b..
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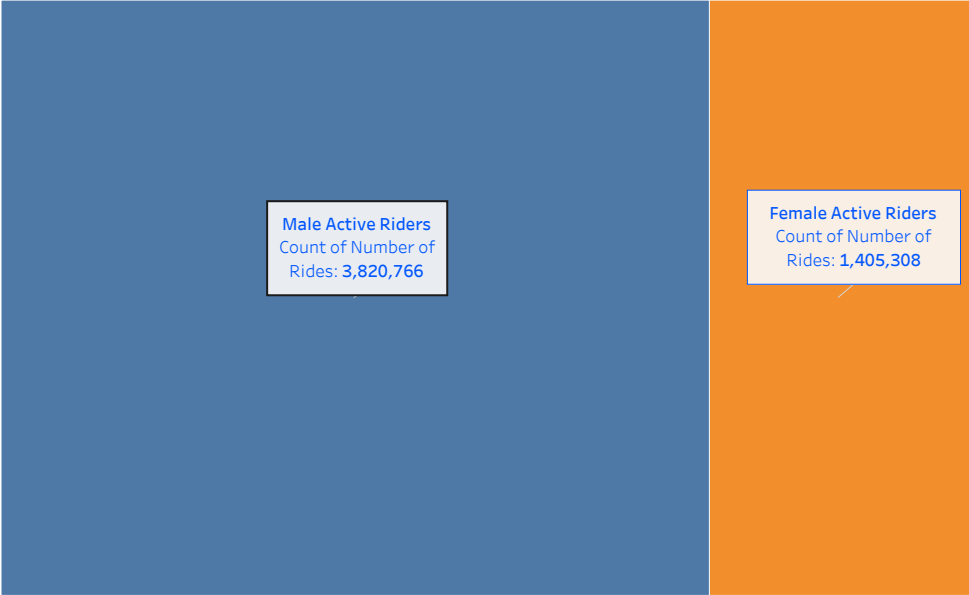


Citibike Analysis

Top 10 stations wh..	Bottom 10 stations where a journey begins.	Bottom stations where a journey ends. Note: Nearly a dozen stations do not have j..	Number of rides by gender.	Female ridership in summer of 2018. Female outreach does not look apparent.	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are m..
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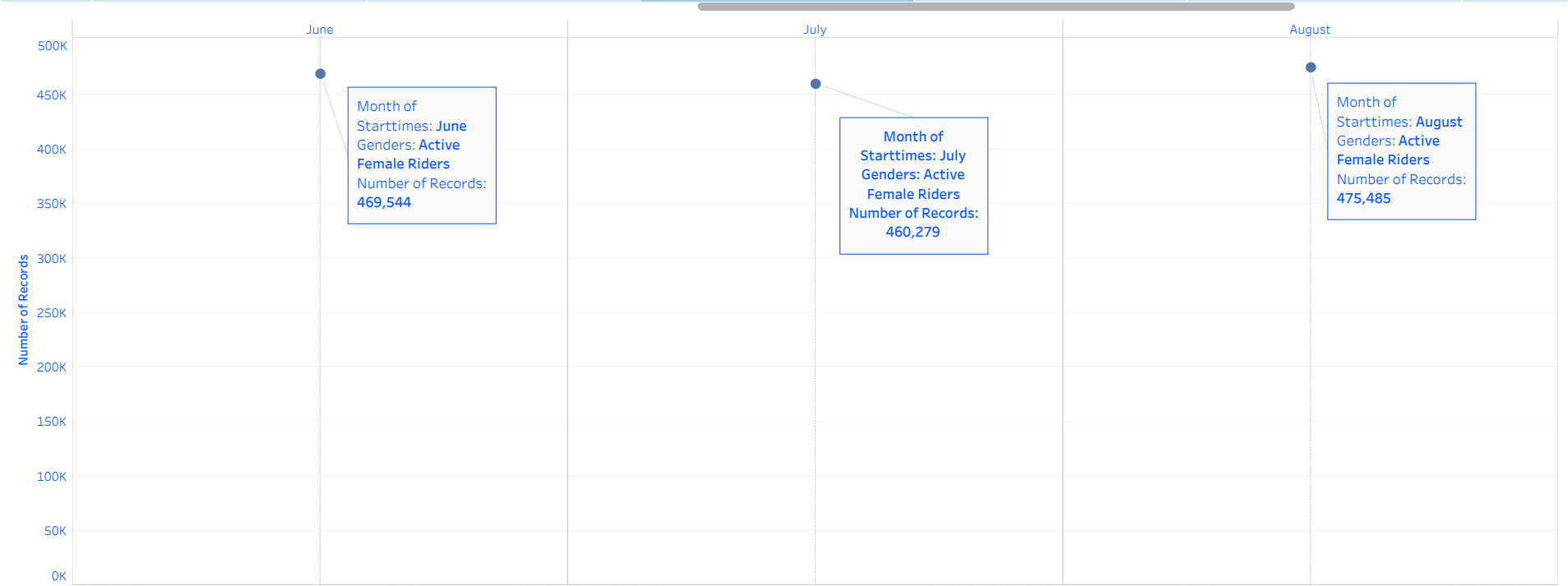
2018 RIDERSHIP BY GENDER BREAKDOWN

Gender  
■ Active Male Riders  
■ Active Female Riders



# Citibike Analysis

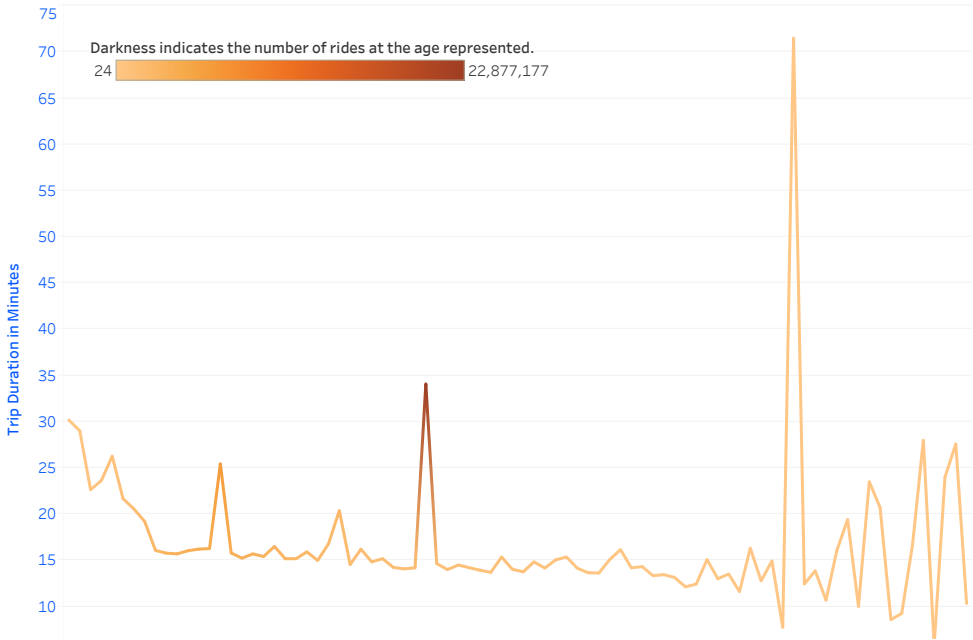
Bottom 10 stations wh..	Bottom stations where a journey ends. Note: Nearly a dozen stations do not have j..	Number of rides by gender.	Female ridership in summer of 2018. Female outreach does not look apparent.	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are most likely to need service. Low ridership over the three ..	This vizual serves two pur..
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# Citibike Analysis

Bottom stations wh..	Number of rides by gender.	Female ridership in summer of 2018. Female outreach does not look apparent.	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are most likely to need service. Low ridership over the three ..	This vizual serves two purposes: 1) Shows the variability of bike usage. 2) Confirms t..	Most popular locations to st..
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SUMMER 2018 AVERAGE TRIP IN MINUTES BY AGE



Citibike Analysis

Number of rides by gen..	Female ridership in summer of 2018. Female outreach does not look apparent.	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are most likely to need service. Low ridership over the three ..	This vizual serves two purposes: 1) Shows the variability of bike usage. 2) Confirms t..	Most popular locations to start a journey are visualized by the size of the circles.	Most popular locations to en..
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# Citibike Analysis

Female ridership in summer of 2018. Female outreach does n...	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are most likely to need service. Low ridership over the three...	This vizual serves two purposes: 1) Shows the variability of bike usage. 2) Confirms t..	Most popular locations to start a journey are visualized by the size of the circles.	Most popular locations to end a journey are visualized by the size of the circles.
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## Citibike Analysis

Female ridership in summer of 2018. Female outreach does n.

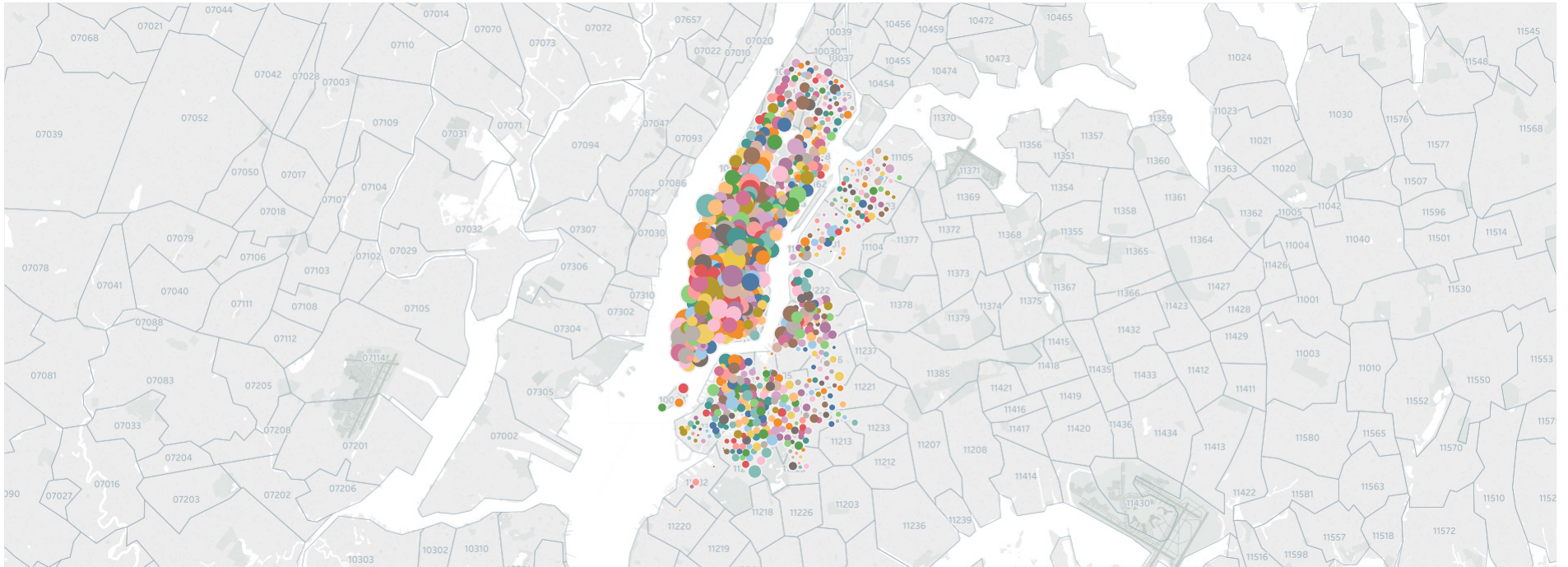
Summer 2018 trip duration by age. Data for riders over 75 should be investigated further.

Bikes which are not ridden are most likely to need service. Low ridership over the three

This vizual serves two purposes: 1) Shows the variability of bike usage. 2) Confirms t.

Most popular locations to start a journey are visualized by the size of the circles.

Most popular locations to end a journey are visualized by the size of the circles.



## Citibike Analysis

Female ridership in summer of 2018. Female outreach does n..	Summer 2018 trip duration by age. Data for riders over 75 should be investigated furth..	Bikes which are not ridden are most likely to need service. Low ridership over the three..	This vizual serves two purposes: 1) Shows the variability of bike usage. 2) Confirms t..	Most popular locations to start a journey are visualized by the size of the circles.	Most popular locations to end a journey are visualized by the size of the circles.
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