**Citi Bike Analytics**

The dataset used contained 326,841 bike rides from June 1st to June 30th, 2013. There were multiple phenomena that were revealed when the data was analyzed using visualizations.

Overall, there were over 255,000 male bikers versus only 71,000 female bikers. How do we appeal to more female bikers? The average female age was 38 and the average male age was 39. There were 414 bikers that did not input their age. The average age for this group was 25. This indicates that younger bikers did not fill out all the data correctly. How do we facilitate data collection? Is it too cumbersome for younger bikers?

Station 497 located at E 17th and Broadway was the most popular starting and ending location. This indicates that bikers were returning their bikes to the same location they started. This station was made up of 818 females and 2,542 males. The age range for females was from 17 to 75 with an average age of 38. The male age range was from 17 to 81 with an average age of 40.

Station 497 and five other popular stations fall within three zip codes – 10159, 10003 and 10211. It stands to reason these zip codes could use more bike stations to service more customers.

From 6am to 7am bike usage doubles. Then from 7am to 8am the usage doubles again. Overall, the most popular start times were 5pm and 6pm with the 6pm usage being 25% more than the 8am peak. The larger spike in the evening than in the morning indicates that commuters had an alternative method for morning travel. This could be an opportunity to tap into more morning customers. Is morning bike availability an issue?

There were more bikers at the end of June than the beginning. June 26th had the largest number of bikers, but then it dropped in half by June 29th. What drives this? Weather? Vacationing? School being out for the summer?

Ultimately, Location, time of day and day of the month all have opportunities to explore for more bike usage.