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| Denise L. Flynn11/08/2020 Bike Usage Summer 2019  By: Age, Gender, & Station Popularity |
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| Ridership  Summer 2019 | | On the Insert tab, the galleries include items that are designed to coordinate with the overall look of your document. You can use these galleries to insert tables, headers, footers, lists, cover pages, and other document building blocks. When you create pictures, charts, or diagrams, they also coordinate with your current document look. |
| 01Distance Ebb & Flow: Worksheets, Dashboard, & Story02Trip Duration by Age & Gender: Worksheets, Dashboard, & Story03Station Popularity: Maps, Dashboard, & Story | Distance Ebb & Flow During the summer of 2019 we spotted a trend. For the month of May one can see that the first week had fewer longer distance riders than later in the month. June started off with the residual longer distance rides and declined dramatically to mid and end of month. Then in July longer distance ridership sprang back to the upper levels again dropping precipitously through the end of the month. If this appears to be an avenue you’d like to pursue further, more study on factors impacting this ebb and flow can be scheduled.  These models can be viewed individually, in the “Ebb & Flow dashboard, and in the “Ebb & Flow “story laid out in the visualizations. Trip Duration by Age & GenderThe Gender by Age IssueThe male ridership was more than double the female ridership during the summer of 2019. There were, however, there is a significant number of riders not providing gender information.Divulging Gender by Age Group Of the ages with 2 or more riders above the 2000K minutes mark only 1 has the distinction of having only 2 of the riders indicate their gender. All of the 27 and 30-year-old group of riders shared their gender while the 50-year-old group only had 2 riders share their gender.  Station Popularity  For all summer months the 8th Ave W 31st St location was the most consistently highly popular starting station. If that is merely a function of location perhaps there is nothing further to be gained from deeper dive. If, however, there are other drivers that make it special we may be able to use more information to improve other stations and their ridership. | |
| Summary  **Distance Ebb & Flow.** This may be purely a function of natural ebb and flow. If the trend changes or declines and remains low it will warrant further investigation.  **Focus on gender.** In order to focus on increasing female ridership it is important to ascertain what drives the current female ridership and which traits relate to those drives. At that point we may be able to target females with those traits in common in our marketing campaigns. It would be interesting to determine if the female ridership pool would actually be higher if the null values skew female. If it skewed female by a margin of 2 to 1 then female ridership is actually only just under 427K less than male as opposed to more than 671K less.  **Station by Popularity.** We could evaluate whether the location itself is the main reason for the popularity of this station or if there are amenities at this location that also drives ridership.  We could create ridership surveys   1. Riders initiating at this station and, 2. Riders initiating at least popular station and/or, 3. All riders/stations   We’d ask:   1. Reasons for starting at the popular station 2. If it is the only station at which the riders start their rides 3. Which, if any, amenities do riders most enjoy regardless of station location 4. If any particular amenities make it more likely for riders to use a station 5. Which amenities riders wish were available at all stations 6. Which amenities do riders noticeably miss at stations 7. Are there any amenities that would increase use   Tableau Public link to NYC Bike Program Analysis: <https://public.tableau.com/profile/flynn1544#!/> | | |
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