Station Analysis

Grove saint path station has the highest ridership overall, for start and end station.

The top 10 start stations average around 73k rides while the bottom 10 average around 835.

The bottom 10 start stations average around 78k rides while the bottom 10 average around 1.

Usertype Analysis

From 2016 to 2020 we can see the user base is predominantly subscribers and male as well. The curious thing to note is from 2019 to 2020 there was a shift in subscriber vs Customer.

While this shift could be attributed to people working from home and needing less usage of the product and chose to forgo the subscription.

Ridership analysis

The total number of Riders hovers at about the 1.6 million user mark. With the year with the most users being 2019.

Even with the world wide pandemic the user count in 2020 sat similar to the 2018 user count.

Even with the decline in users from 2019 to 2020 the told trend is a positive one over all from 2016 to 2020.

Age/Gender analysis

During the years 2016 to 2020 there were a few noticeable changes. The 20-29 and 50-59 age range has seen a steady incline with the largest jump being from 2019 to 2020. While the opposite seems true for the 30 - 49 range.

I would attribute this to the Covid pandemic. For many of those in the declining range happened to be the workforce that switched to work from home. While the 30 - 39 seems to hold the most riders throughout all 4 years.