

Tableau Visualization Dashboards accesible at: <https://public.tableau.com/profile/jorge2042#!/>

Based on the data analyzed we can see that in the month of October there were a total of 42,253 Citi Bike trips in Jersey City. After further examination of the data, we can see that nearly 70% of those trips were done by male users. The peak usage of the Citi Bikes occurs twice a day, once in the morning peaking around 8 a.m. and the second in the evening peaking 5-6 p.m.

In the map visualizations below we can see the popular locations for Citi Bike trips to start (left map) and the popular locations for bike trips to end (right map). Most trips are started around east central Jersey and trips are generally ended scattered throughout Jersey city, in lower Manhattan, and even in Brooklyn. This make sense since cost of living is higher in Manhattan than in Jersey. Based on the peak trip times and the popular locations for trips starting and ending we can infer that most people are using the bikes to go to and from work from Jersey to Manhattan and back. Another thing important to note is that the lower part of Manhattan is known as the financial district, where the New York Stock Exchange is located among with other banking and investment business are located in high volume. Unfortunately, this particular business area is still mainly dominated by men so this would also agree with our data. Based on this data we can infer that the most frequent users are males using the Citi Bikes as transportation to and from work.