Citi Bike Data Analysis

By [John Kyalo]

Project Goal:

- *To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes*

- *This will help us to:*

  - *Identify where more bikes should be installed*
  - *Create targeted marketing campaigns that will appeal to different customer segments*

CF × citibike

Key questions:

- What are the most popular pick-up locations across the city for Citi Bike rental?

- How does the average trip duration vary across different age groups?

- Which age group rents the most bikes?

- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

- Does the factor of user age impact the average bike trip duration?
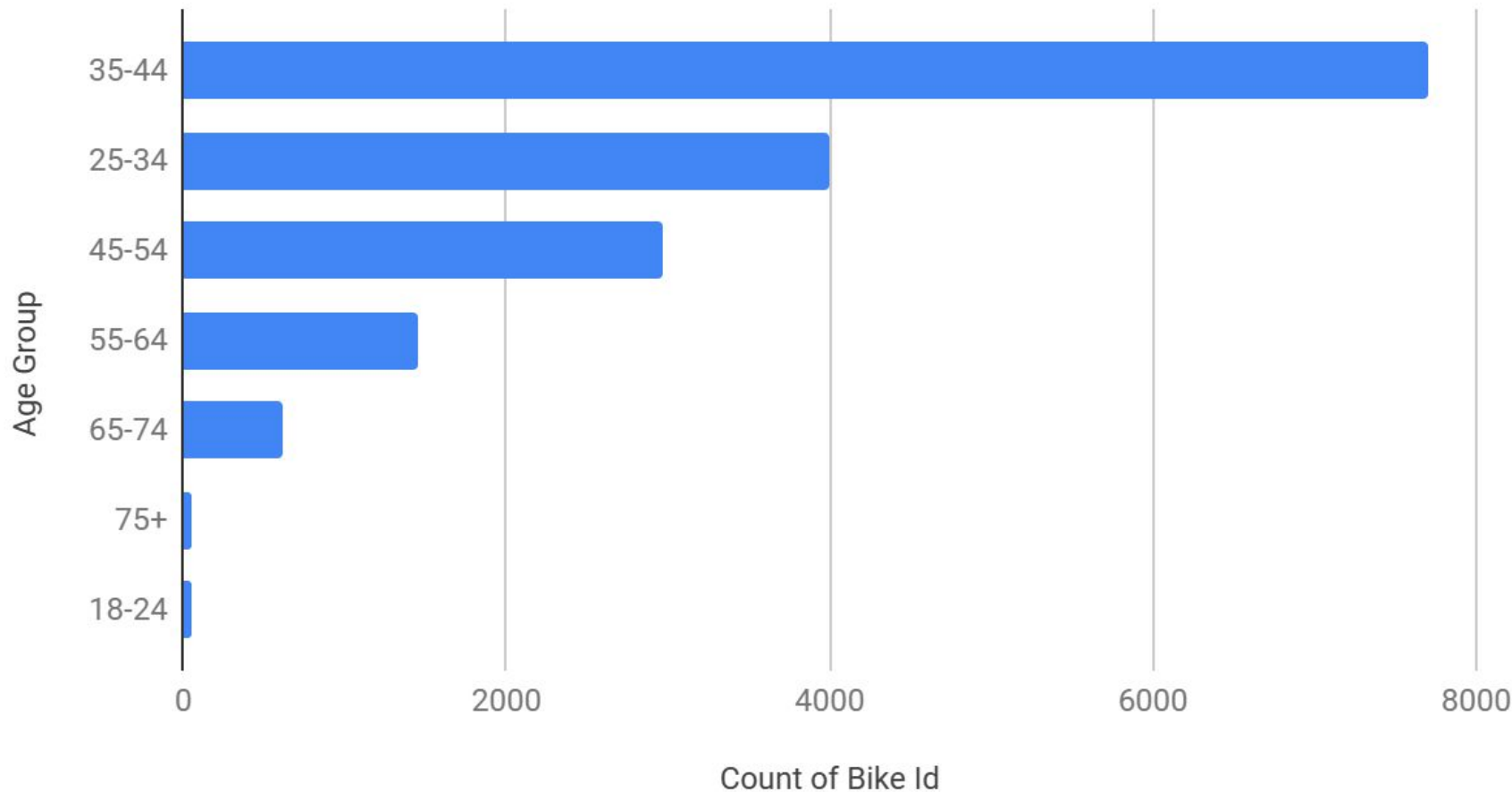
CF × citi bike

Findings & Insights

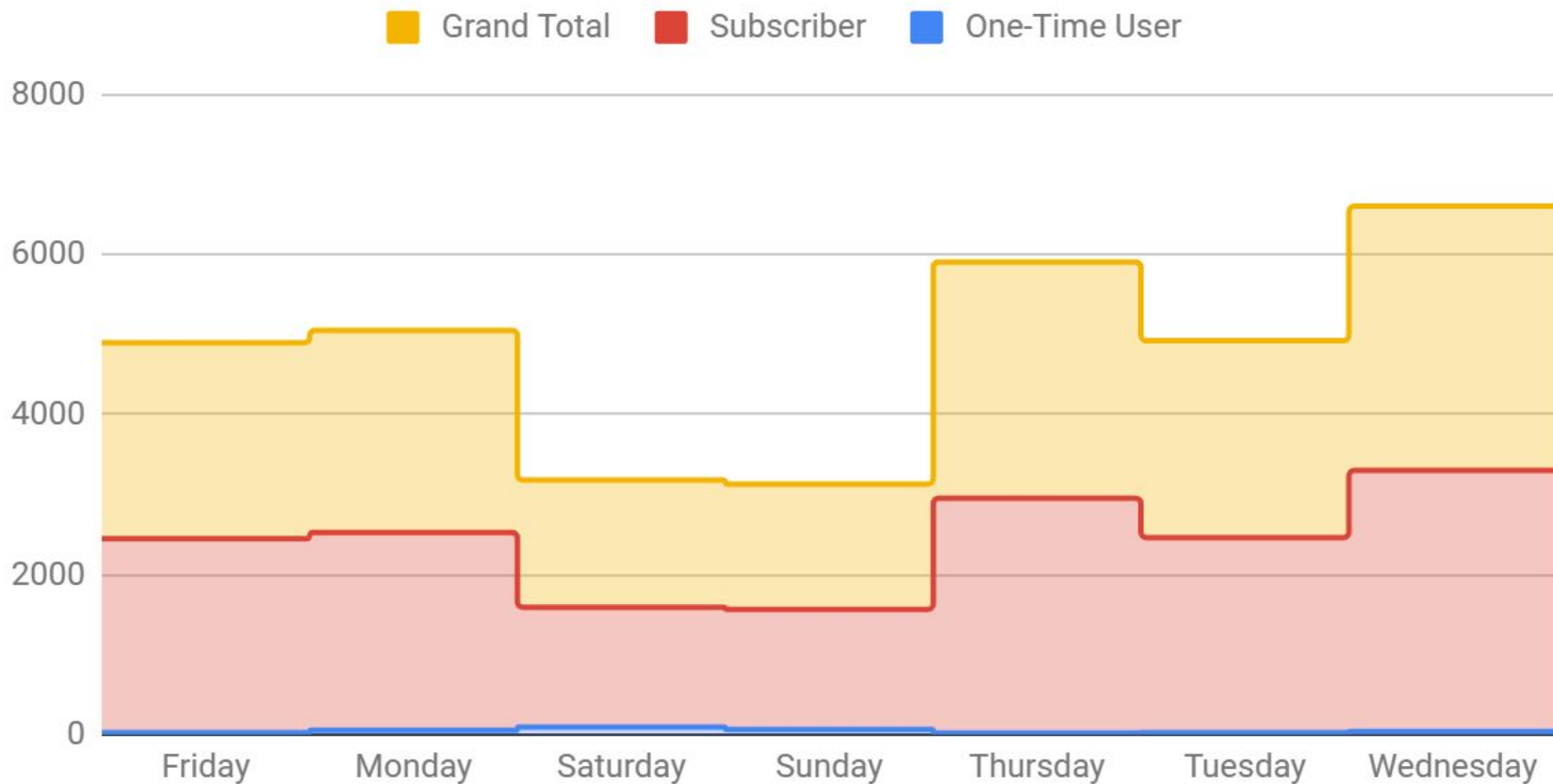Most popular pick-up stations for NYCitiBikes
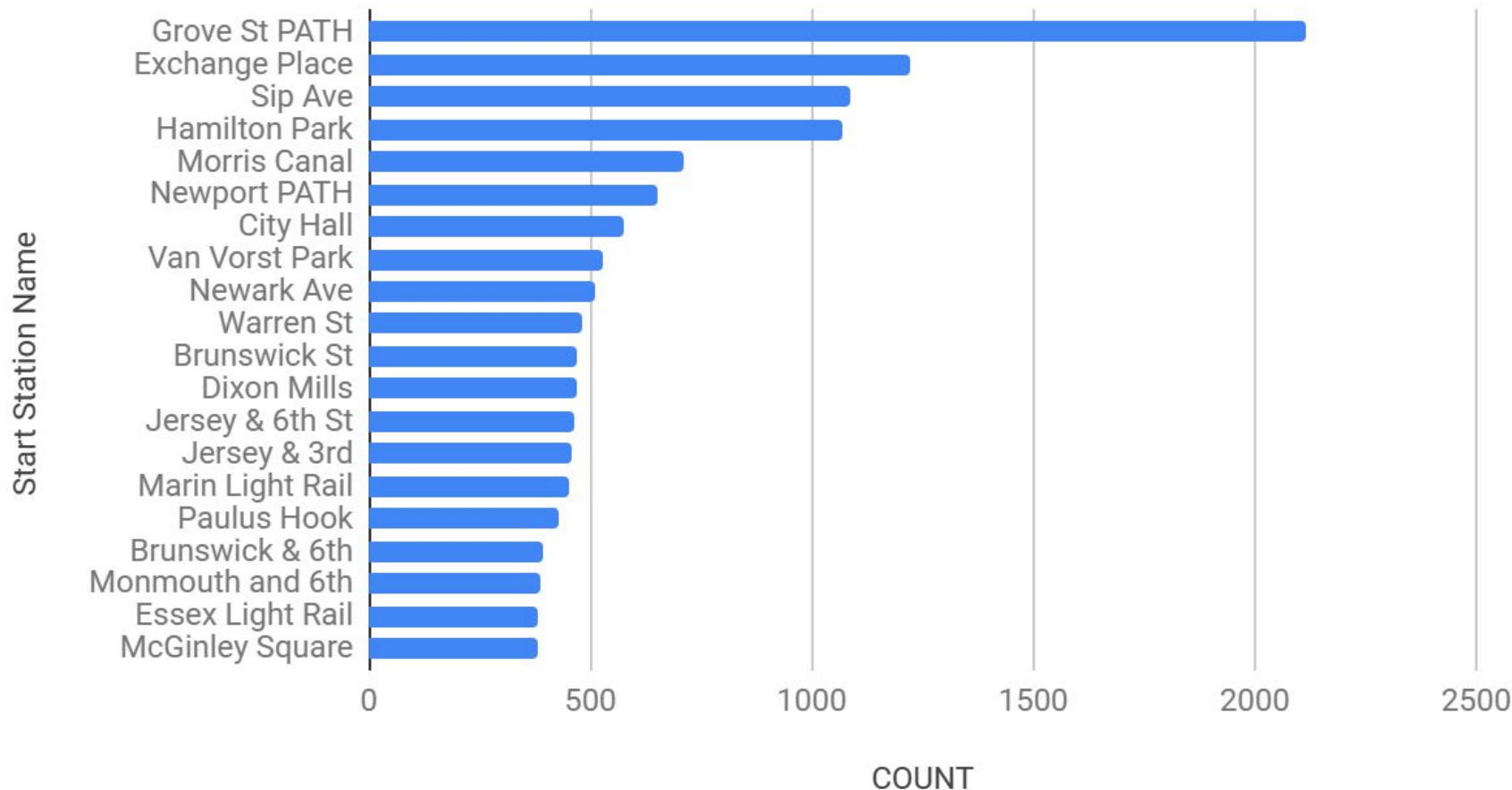
Average Trip Duration (in min) per Age Group
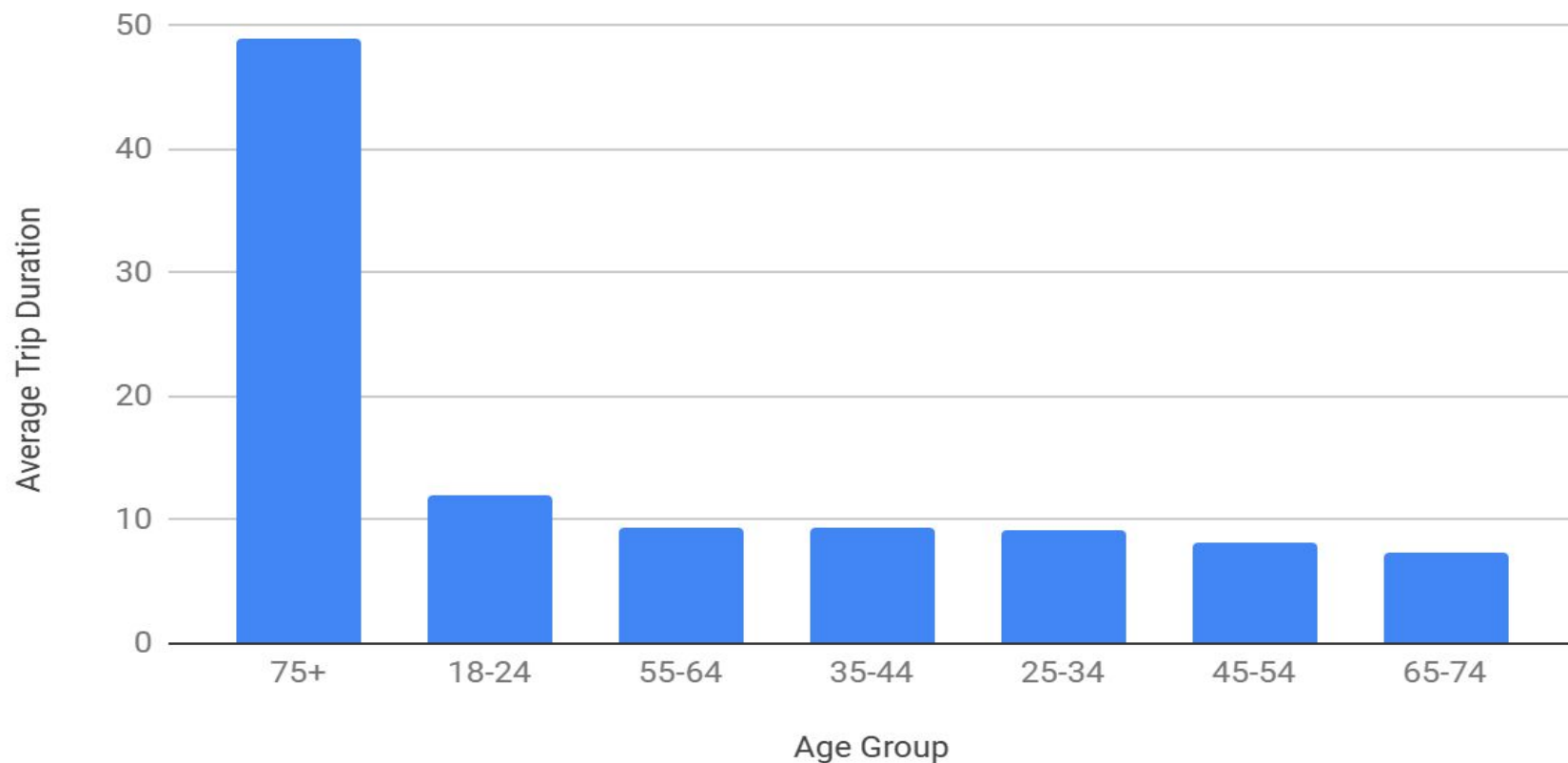
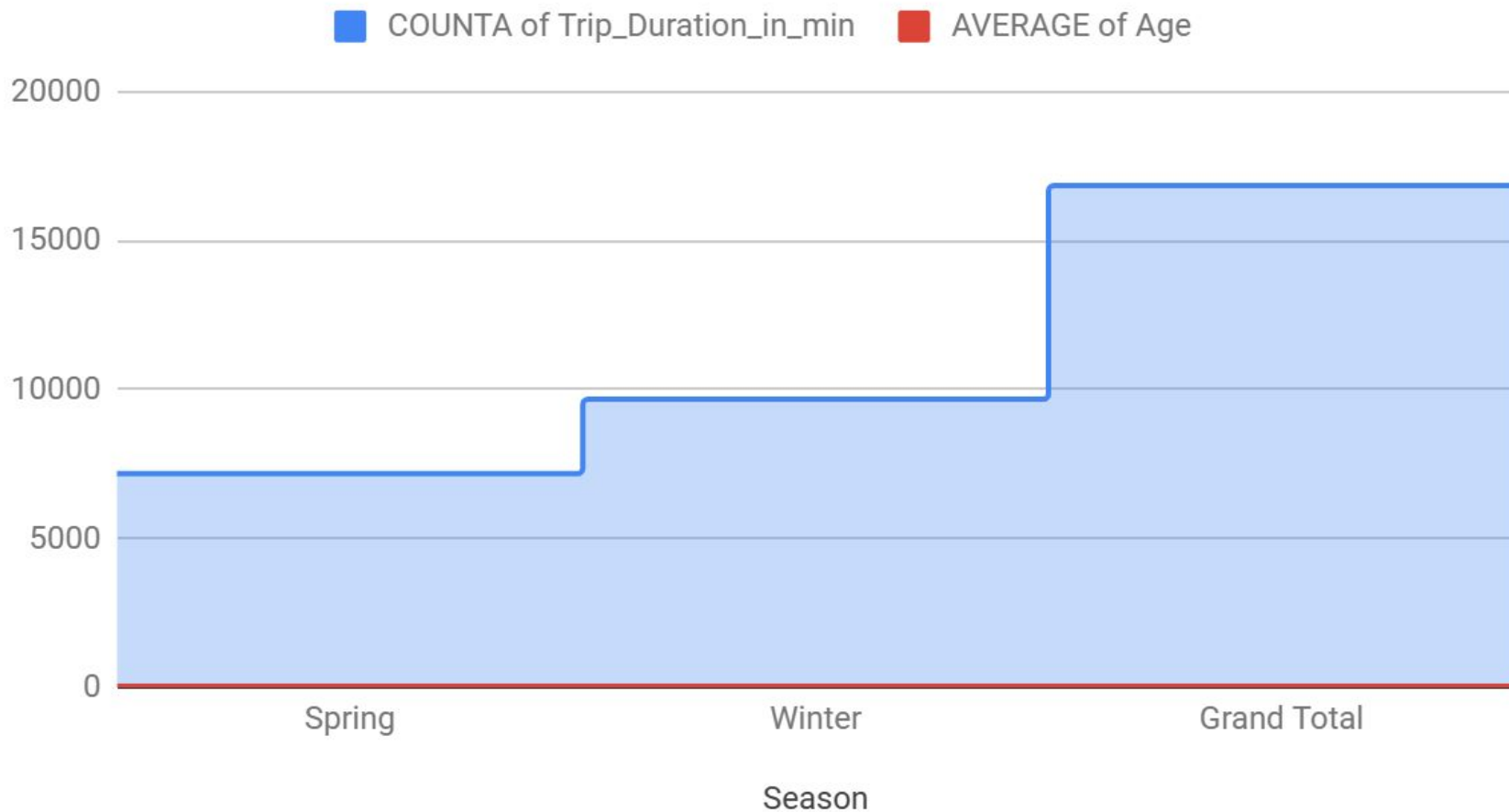# Number of Bikes rented across different age groups

No of Bikes rented by one time users and subscribers on different days of the week

Legend: ■ Grand Total ■ Subscriber ■ One-Time User

COUNTA of Trip_Duration_in_min and AVERAGE of Age

Legend: COUNTA of Trip_Duration_in_min, AVERAGE of Age

Season categories: Spring, Winter, Grand Total

Summary

Summary of findings:

- ***Top 5 pick-up locations for bikes:***

  - *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*

- ***Customer base:***

  - *The youth bracket are more likely to rent NY CitiBikes*
  - *NY CitiBikes has a lot of loyal subscribers who engaged with the service as compare to new time users.*

- ***Citi Bike customer behavior:***

  - *Age bracket of 75+ years take the longest duration as compared to age bracket of 65-74 who only spend an average of 7 minutes on their rides.*

Actions & Recommendations

Recommended actions:

Product recommendations:

- *Install more bikes at the highly picked up locations to increase the sales.*

Marketing recommendations:

- *The Citi Bike customer base is mostly subscribers..aged between [35-44]., who are most active .on the weekdays.. This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.*

CF × citi bike

Thank you!

CF × citi bike