**Citibike Phenomenon Analysis**

Yang Wei

According to data of 2019 July and August Jersey City Citibike trips, there are two interesting phenomenon that I’d like to analyze.

From the table 1 Rides count in July 2019, the top three popular stations are Grove St. Path, Hamilton Park and Harborside, with total trip counts 968,544, 540,792 and 410,322 respectively. In Aug 2019 (see table 2), these top three popular stations have higher trip counts as 998,526, 540,940 and 425,154, respectively. The possible reason for these three locations being the top ride counts might be due to large white-collar occupation population within the area. As we see from the Map 1 and 2 that, the zipcodes of these areas are 07302 and 07311. The darker the background color, the more white-collar occupation is.

On the other hand, 3 factors affect 2019 Aug trip durations. First factor is User type. Unit of trip duration from data is seconds and I changed into hours for better understanding. From Bar 1, subscriber trip durations are much higher than customer durations. According to Citi Bike system, customer is 24-hour pass or 3-day pass user and subscriber is annual member. Therefore, long-term residents reply more on Citibike than travelers. Second factor is gender. Zero in gender represents unknow, one represents male and two represents female. 51.6% of total trip durations are created by male users, 20.49% by female users and 27.91% not specific. Last factor is birth year. For unknown gender, riders born in 1969 used Citibike most by 232,005 hours in August. For male riders, the most were born in 1987 and for female riders, mostly were born in 1988.

In conclusion, are Grove St. Path, Hamilton Park and Harborside are the top 3 popular locations by using Citibike in July and August 2019. Subscriber users, male riders and mid-young age people are dominant in trip durations.