

Citi Bike NYC Analysis

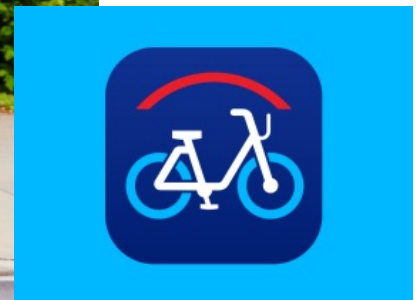
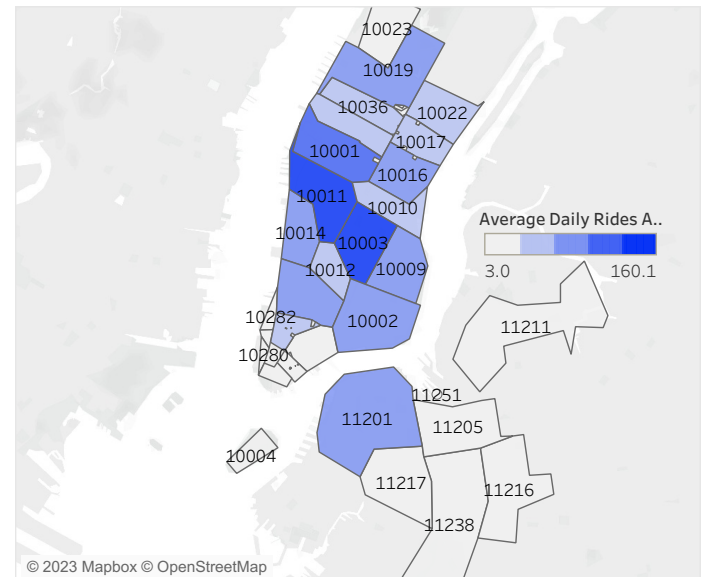
New York Citi Bike Analysis	Busiest day ?	Busiest hour?	Popular Bike Stations	Trends & Forecast	Final Thoughts
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New York Citi Bike Analysis

Citi Bike New York is a bike share system that launched in May 2013. Citi bikes are sturdy and durable that are locked into a network of docking stations . Riders have access to Citi Bikes 24/7 at hundreds of stations across Manhattan, Brooklyn, Queens, and Jersey City.

In this case study we will explore questions like :

- What time of the day is Citi bike the busiest/least busy?
- What day(s) are Citi bike the busiest/least busy?
- What station are most popular/least popular?
- What are the trends and forecasts can we see?

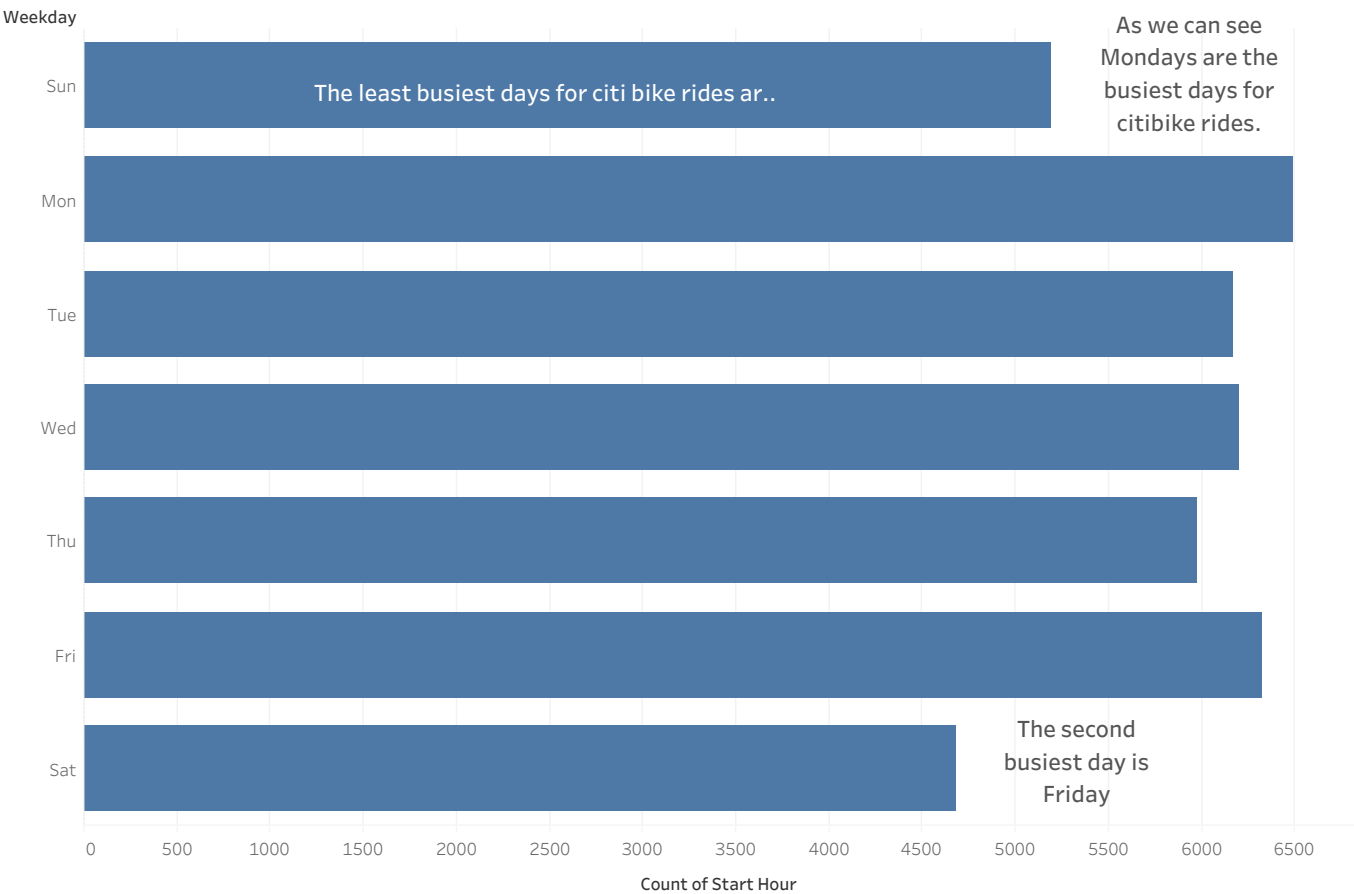


Citi Bike NYC Analysis

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When is it the busiest day of the week for Citibike rides?

Busiest day of the week

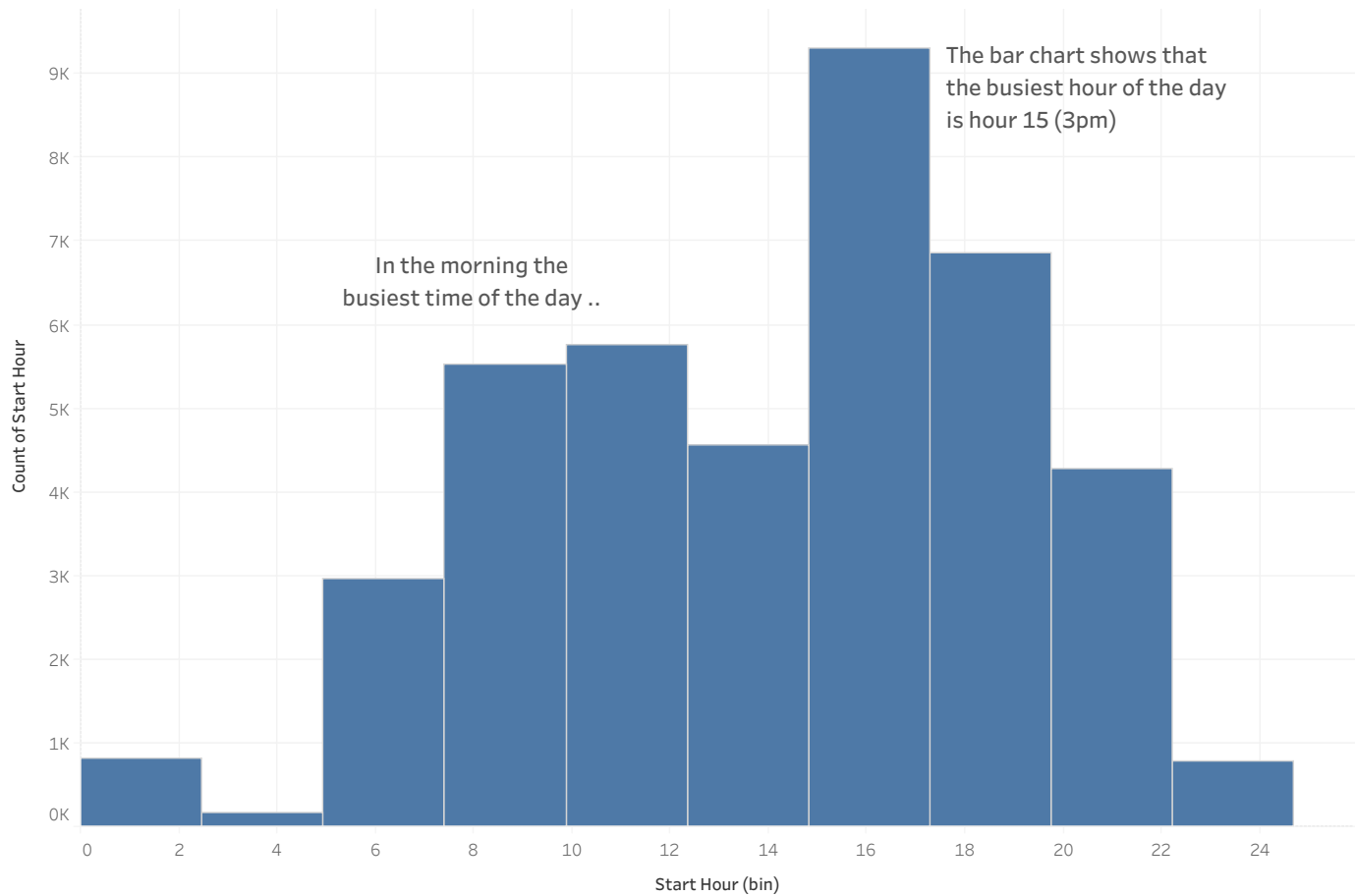


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What is the busiest hour of the day ?

Busiest hours of the day



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Most popular New York Citi bike stations

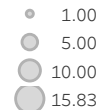
There are hundreds of stations across Manhattan, Brooklyn, Queens, and Jersey City. Some of the most popular stations are :

- W 49 St & 5th Ave
- E 4St & 2Ave
- St. James Pl & Oliver St.
- 11 Ave & W 27 St
- W 18 St & 6 Ave

Average Daily Rides..



Average Daily Rides..



New York Citi Bike Station

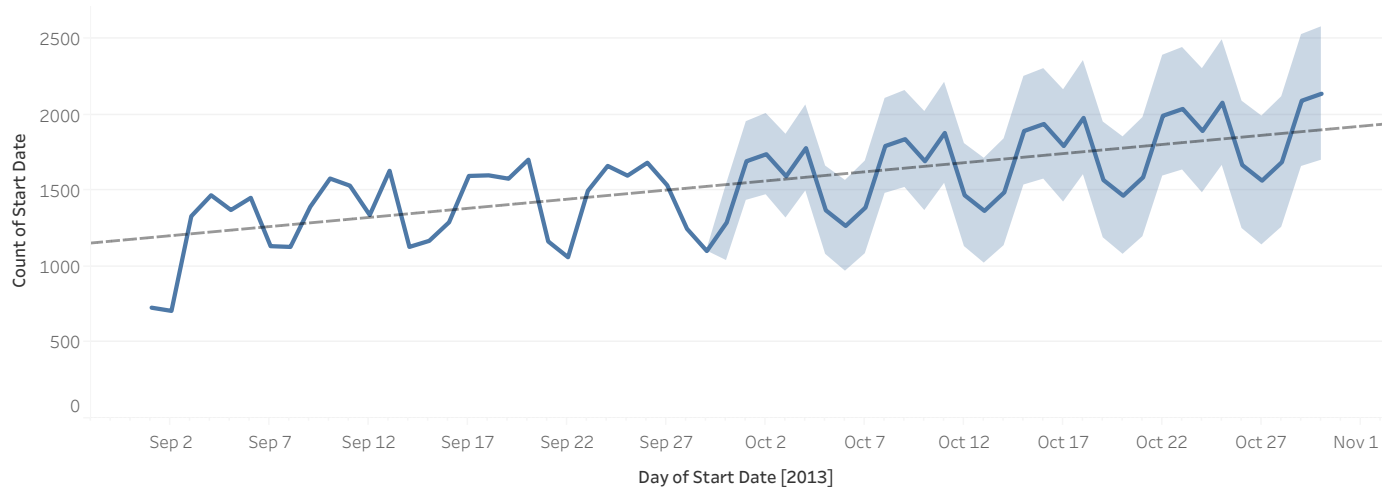


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Trends and Forecast

Citi bike Trend line & forecast



Here we can see the trend for the month of September 2013 and what the forecast would look like for the following month October 2013. There is a positive linear trend meaning there will be an increase in rider citibike usage as the month goes on.



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Final Thoughts

Citi Bike NYC



There are trends within this data, Mondays and Fridays tend to be the busiest around 8am and 5pm. While Saturday and Sundays are the least busy. 11 Ave & E 27 St is one of the most frequently used stations.

Some data limitations include, that there are no rider id in this data set to see how often a specific Citi bike user utilizes their subscription and if they don't have subscriptions and are using Citi bikes often this information could have been good to market to those specific users or provide incentives.

Next Steps would include collecting rider id data so that we know how often a rider uses Citi bikes. We could also provide incentives on the days that arent as busy so we can get an uptick on rider usage.

Unlock a bike, Unlock New York!