In the process of structing Citi Bike’s we have come to find 3 important findings;

1. In regards to Male and Female Riders, Male Riders are the most active Riders both purchasing wise and riding long distances.
2. We have found that Subscribers are the most dominant against Customers but there was a big spike on September 21st that had huge amounts of Customers purchasing bikes. We were not able to figure out through the data why this occurred however recommendation to make a funnel for these individuals that were in this spike to become Subscribers, is advised.
3. Middle of Manhattan is incredible condensed with Riders, both Male and Female Riders.