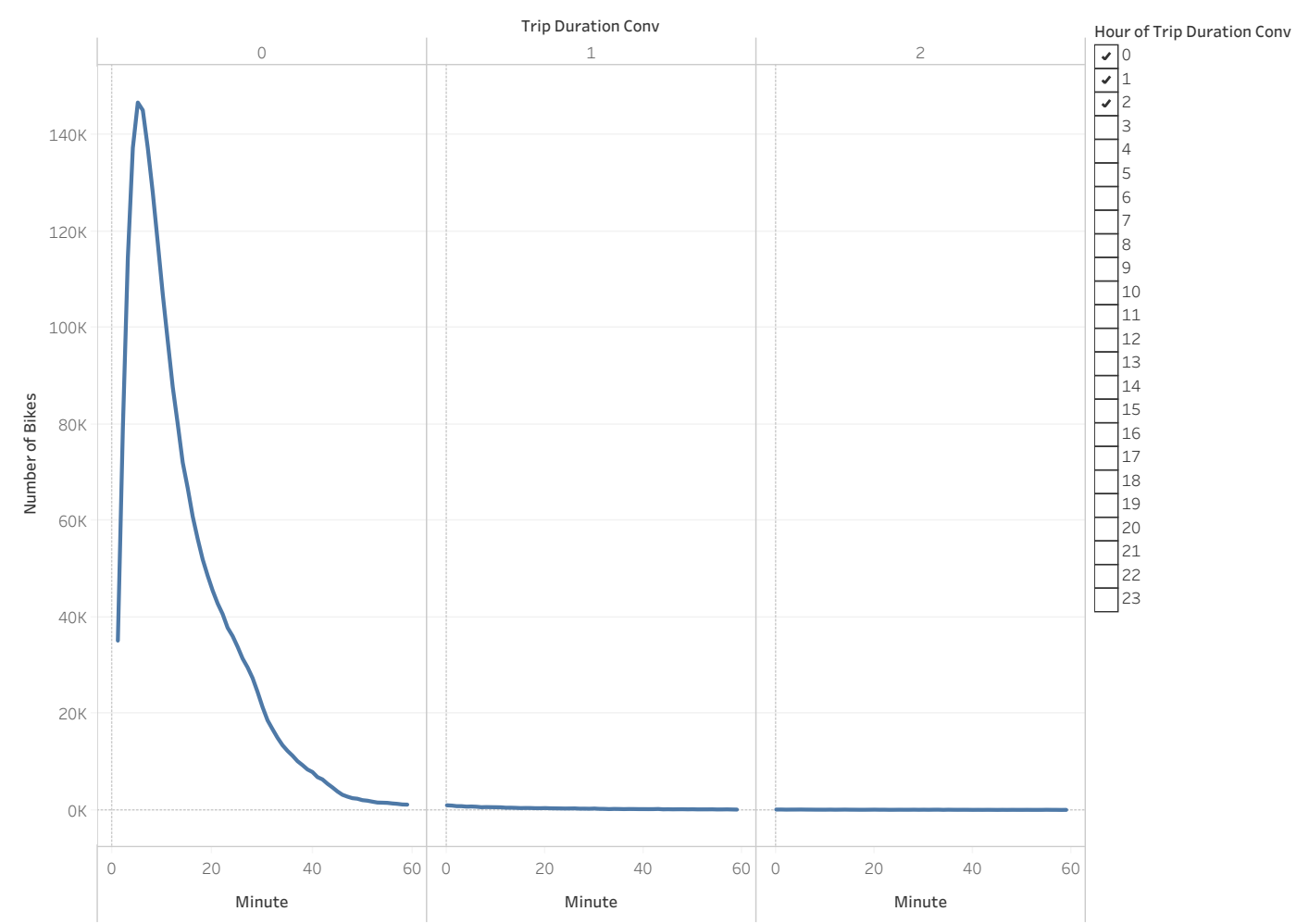


Challenge Story

The majority of rides taken on the Citibike are less than 30 minutes long.	Deeper dissection of total rides taken, shows that men are the most frequent users of the bikeshare.	Popular bike ride times demonstrated below, are during "Peak Commute" hours in the morning and the evening during the week. However there is an increase of usage on weekends between 10AM-6PM.	Upon further analysis by gender it is determined that peak hours remain similar among the genders. However men tend to be the higher users across the board when compared to women and those who chose to not specify gender preferences. As seen by the color darkening to red.	Subscribers-those with memberships.
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Challenge Story

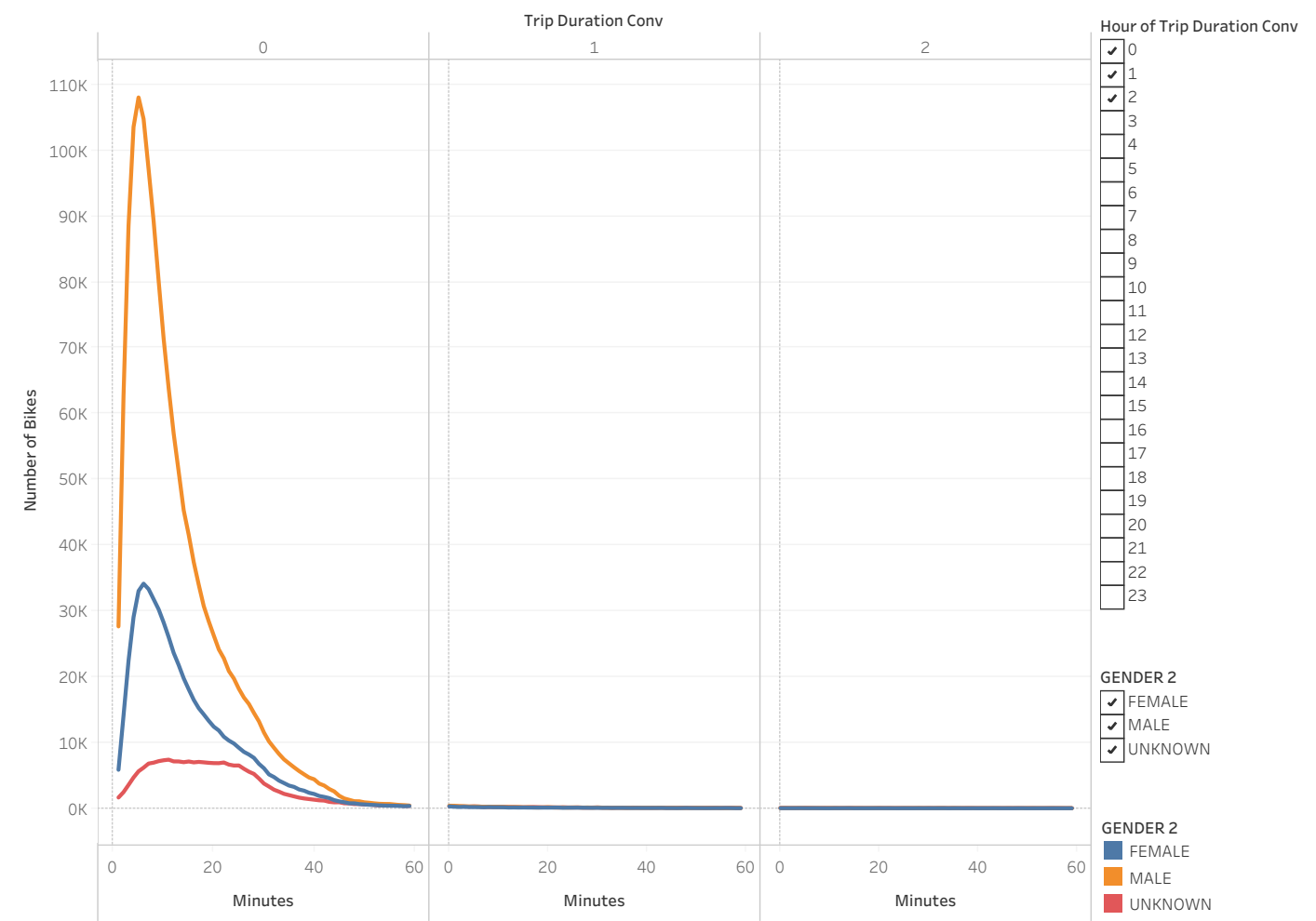
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Challenge Story

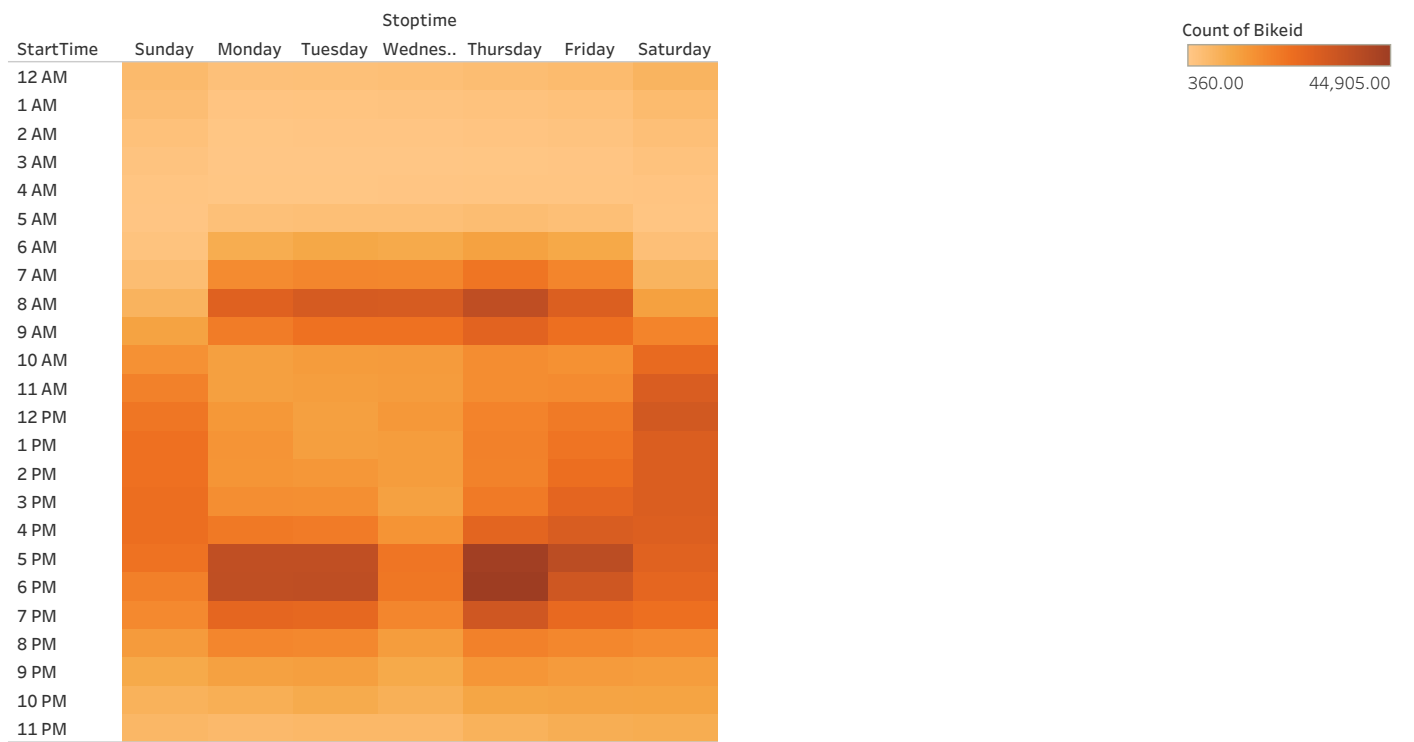
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Subscribers-those with memberships are higher users of the bikeshare services. Men tend to be the highest users as seen the by the darkening of the blue in the chart below.



Challenge Story

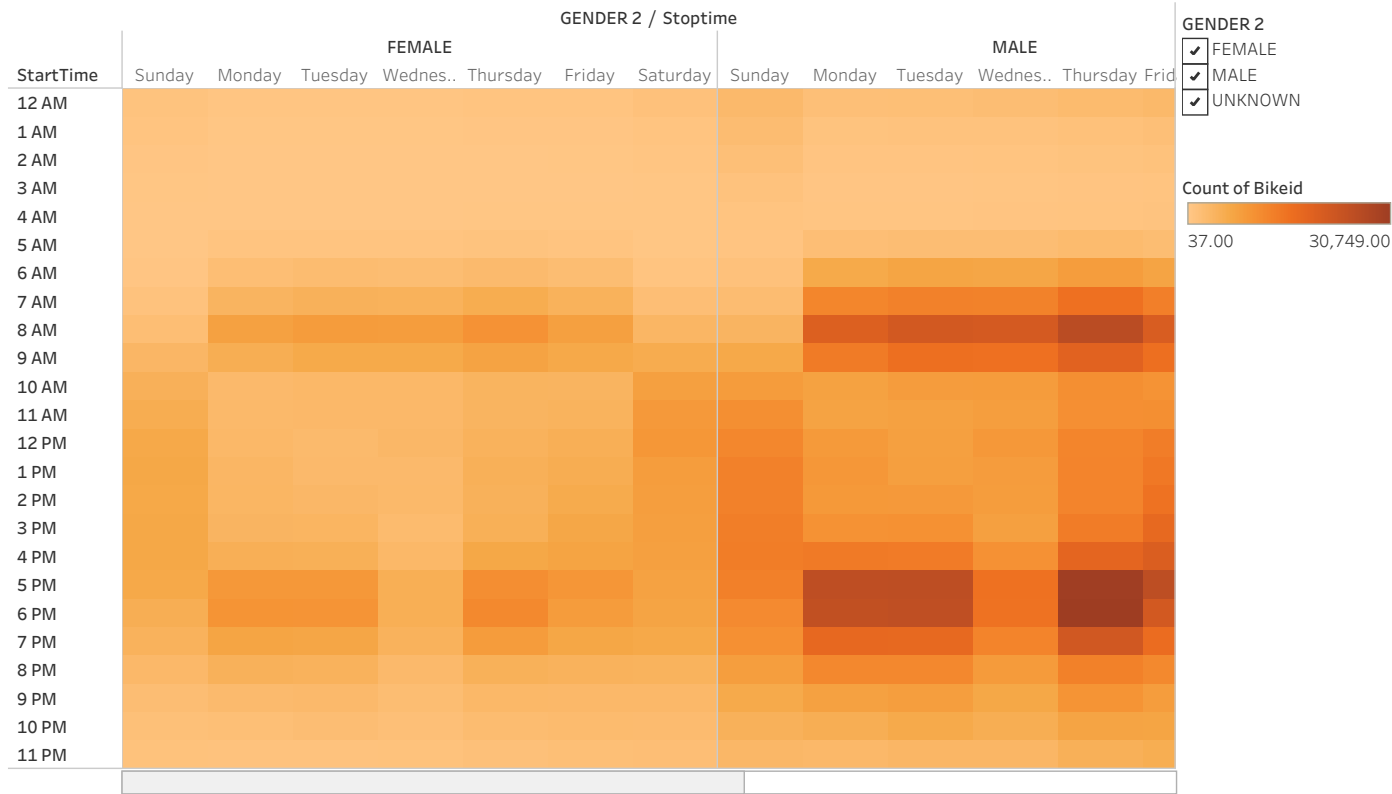
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Top starting locations in NYC. The most popular starting locations tend to be in the center of the city, with the highest population.



Challenge Story

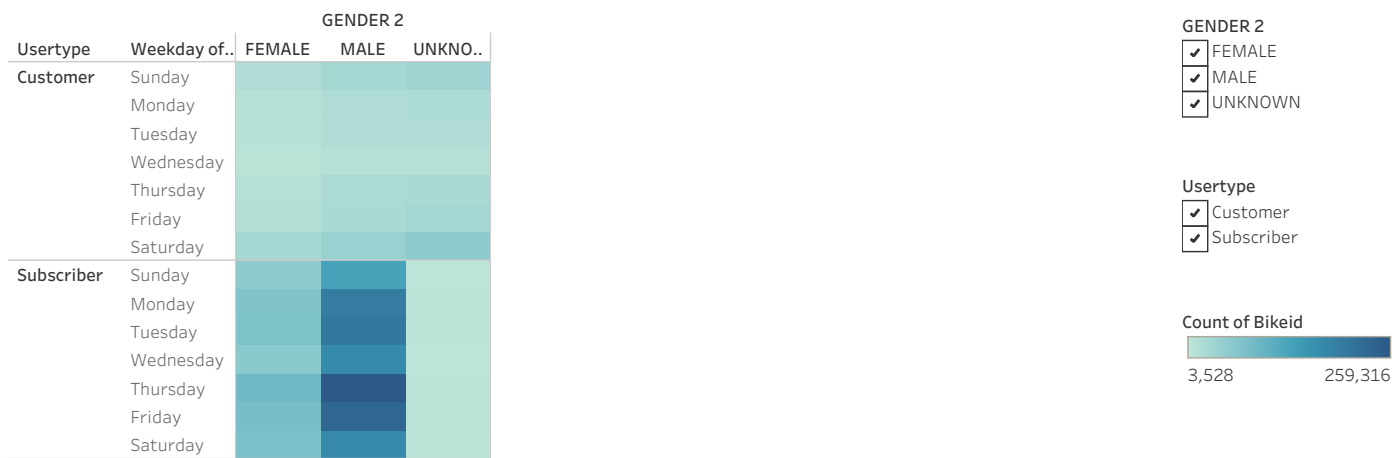
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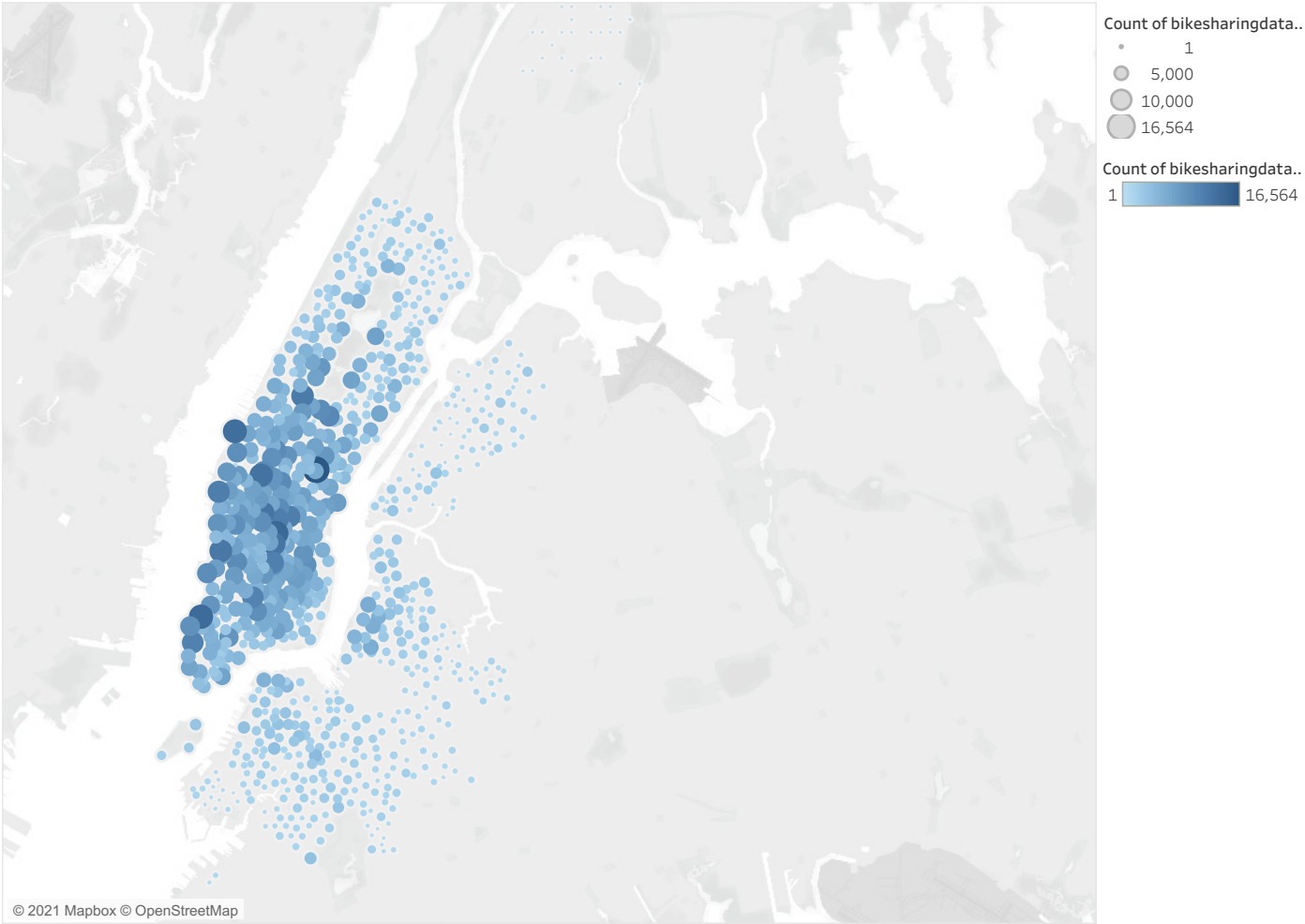
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Most popular ending locations in NYC. The most popular ending locations in NYC follow the same trends as starting locations, in the city center. This creates a seamless exchange of bi..



Challenge Story

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