

Citibike Data Analysis

June 2019 Dataset

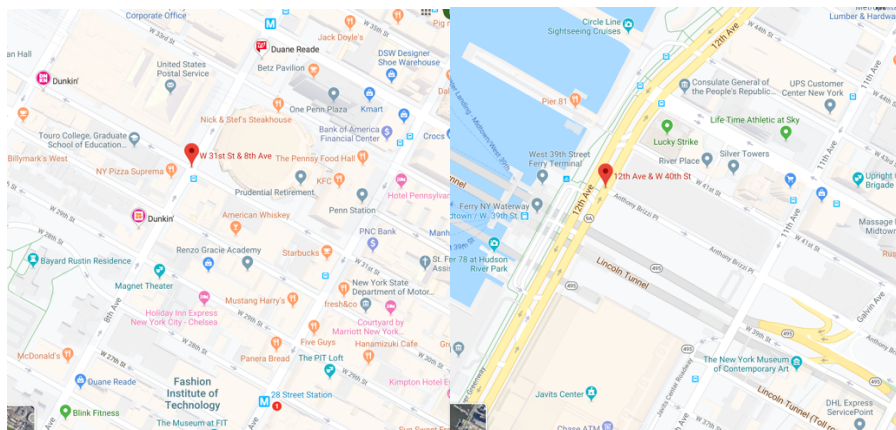
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Bike sharing is a great way of transportation in our country. In New York, they have an exceptional program called Citibike. Millions of trips are made each year. I will be analyzing the trips done on June 2019 by providing visualizations done on Tableau.

Popular Stations:

With the increasing usage of Citibike during the summer, I had to change the number of rides to over 10000 rides per station this month. The results were astonishing that the top 5 starting locations were also the top 5 ending locations.

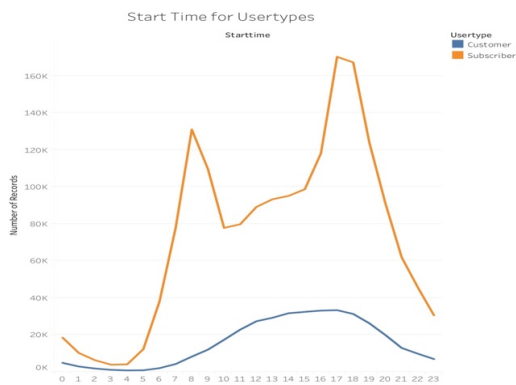
W 31st Street and 8th Ave : 12th Ave and W 40th St



Are two of the most popular locations. Like in any business location is the key. These locations are surrounded in densely populated work areas with emphasis in foods and shopping.

Time of Usage:

Analyzing the time of use was interesting. With any form of ridesharing, there is a more common time of usage. Normal commute time from 6-8am in the morning showed an increase activity from common users called subscribers. These subscribers are daily users with no monthly commitment fee. Customers are designated as people who sign up for a membership to have unlimited 45-minute rides on a classic bike.



Analysis

Citibike can utilize the analysis to:

1. Improve customer service by focusing on availability of bikes during rush-hours.
2. Improve on strategies for most frequent paths.
3. Create subjective promotional schemes.

Insights:

Memberships are less than daily riders, but their trip durations are much higher. I would send membership discounts when daily riders have rented the bike over a certain amount in a given month.