



## About Citi Bike

Citi Bike is New York City's bike share system, and the largest in the nation. Citi Bike launched in May 2013 and has become an essential part of our transportation network. It's fun, efficient and affordable – not to mention healthy and good for the environment.

Since its first public in May 2013, the program has collected a lot of information regarding to the people who use the bikes, the time and date when they ride, the location where they go and how far they have been going. In order to visualize these information, I have collected and processed 1GB cycling data for the whole year 2018, including 8,081,216 cycling activities of more than 6,000 bicycles across 344 bike stations around various neighborhoods in Manhattan and Brooklyn.

## Audience:

Researchers can see from this visualization riders' demographics and behavior when they use the bikes. Policymakers, engineers and developers can determine the effectiveness of the program in order to plan infrastructure to engage more users and improve rider experience.

## Business Questions:

What age groups are riding more (Young, Middle and Old)?

Are there more Female or Male riders

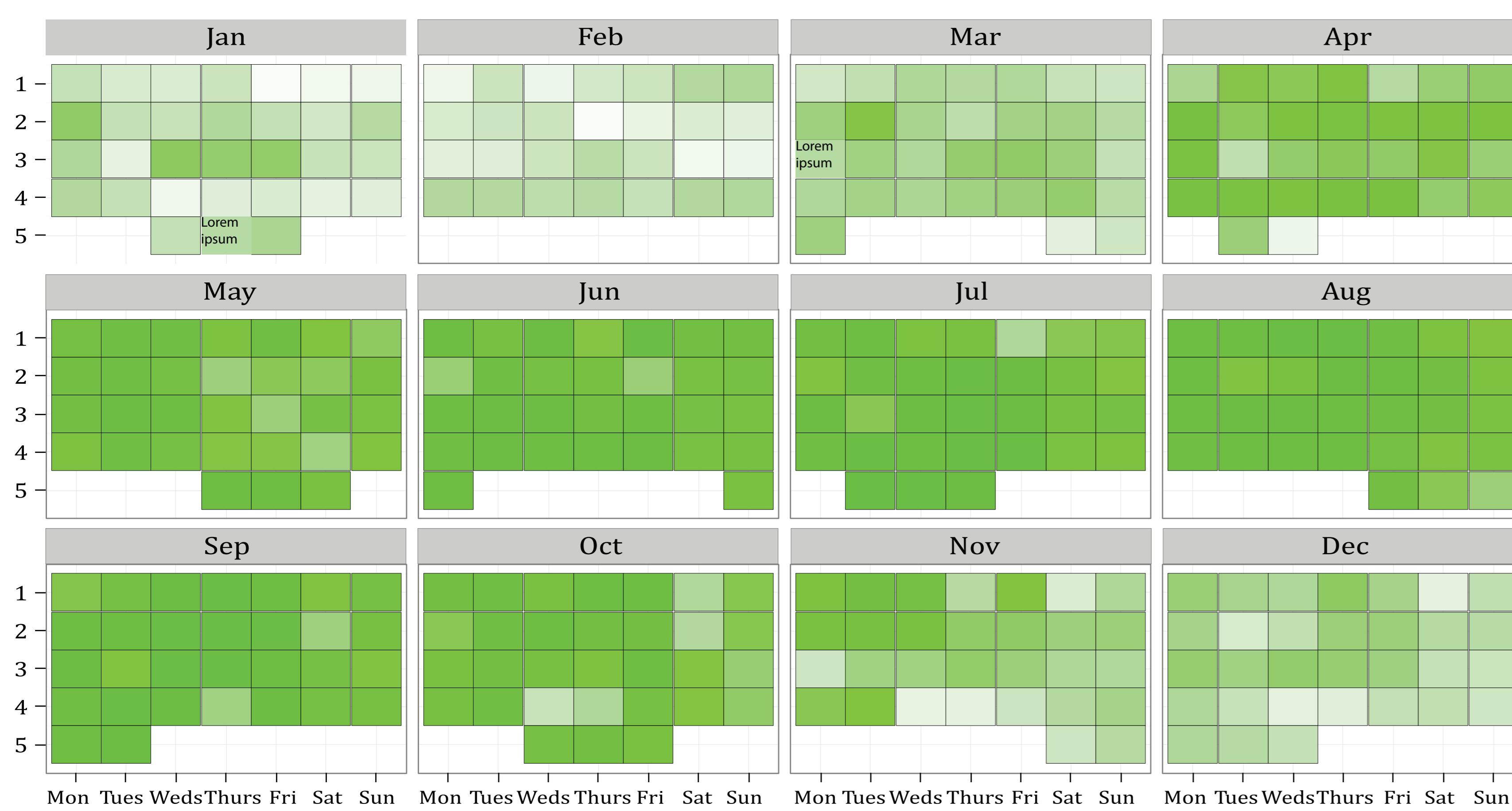
Top 10 and Bottom 10 Service areas for Citi bike

Heat Maps of Service area.

Which area is serviced more?

Which month had more riders?

## CALENDAR HEAT MAP IN 2018/2019

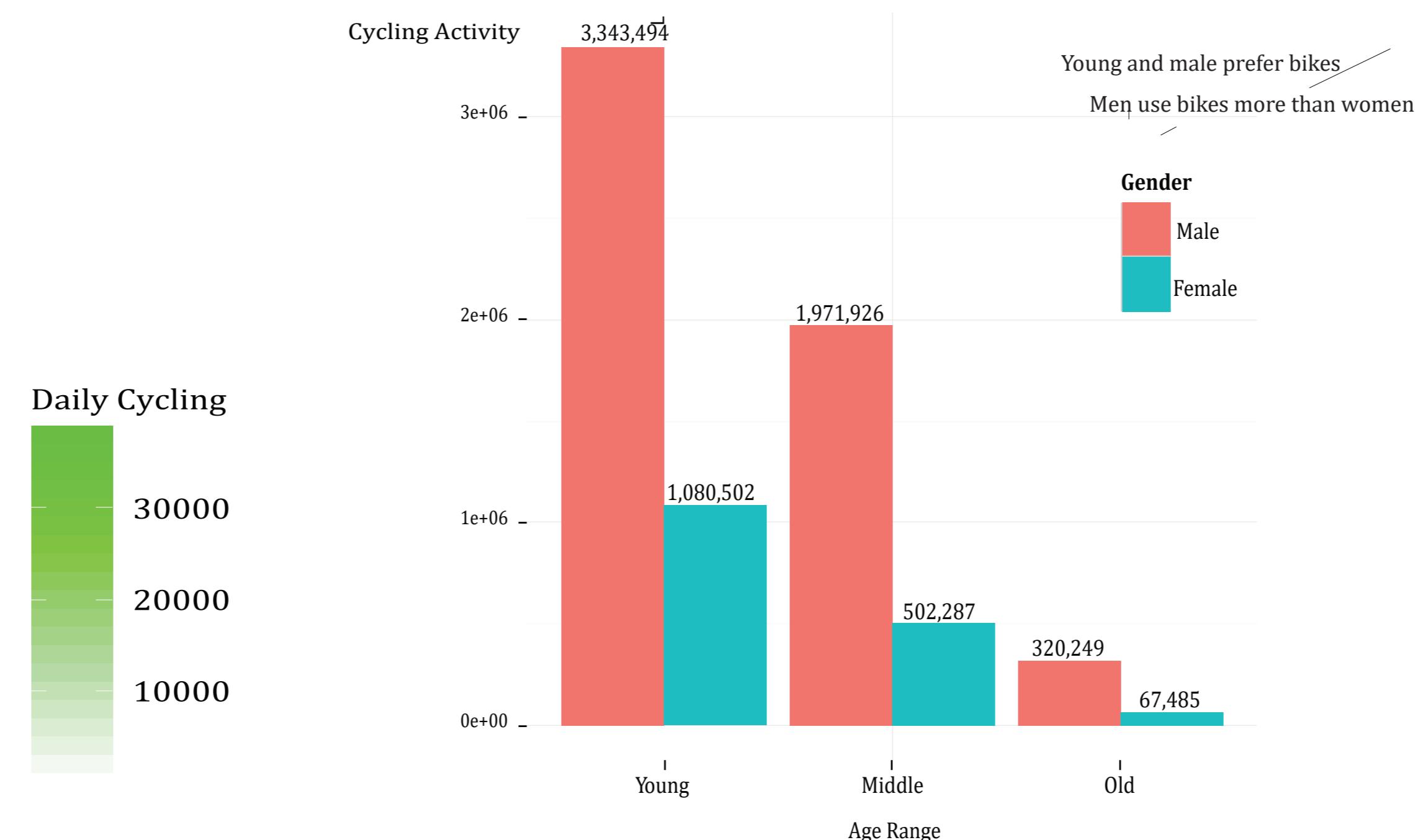


## People enjoy cycling in beautiful weather

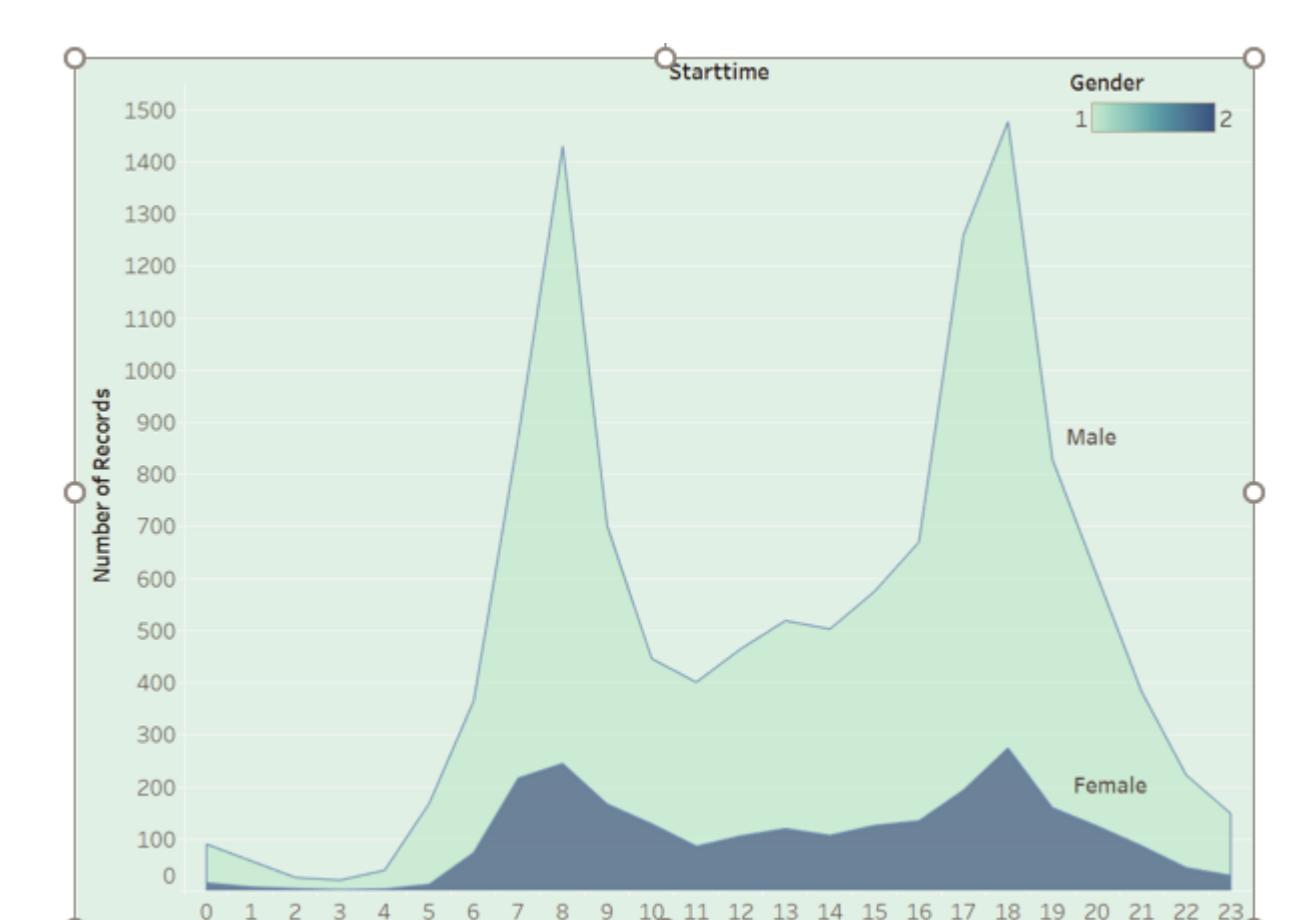
There are more cycling activities in specific months, from May to September. These months are the best time of the year, with bright sun and comfortable temperature, allowing riders to enjoy various outdoor activities in the city.

Winter season from December to February, with snow, storms and low temperatures, is the worst time for riding.

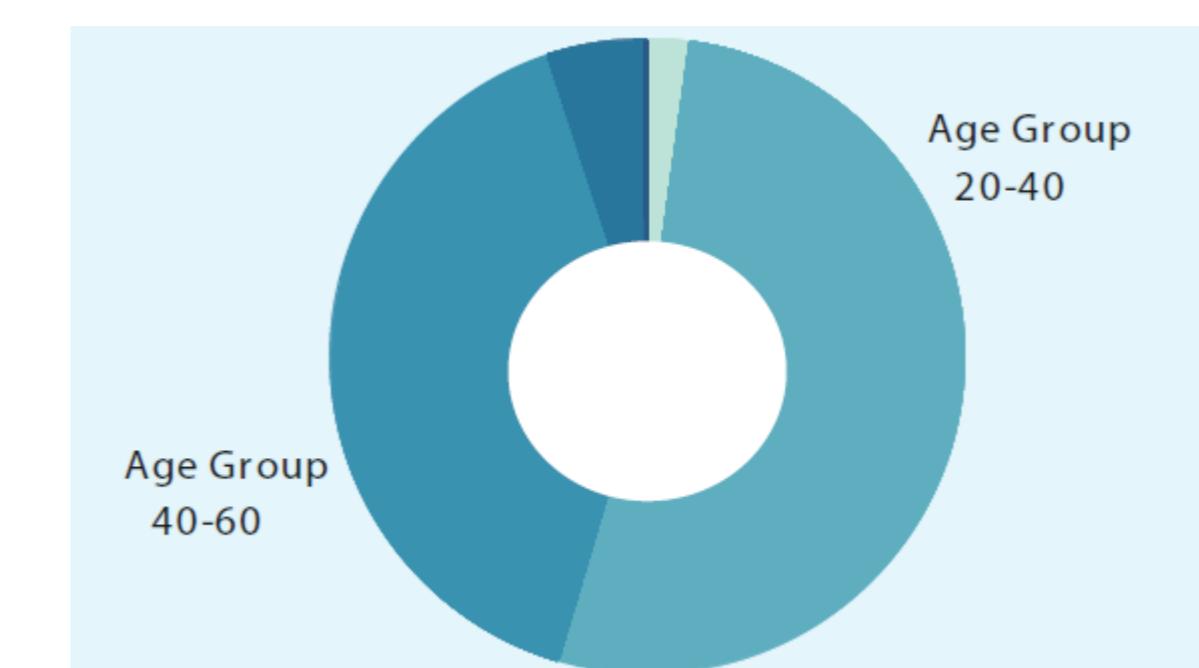
During this time, people prefer use other transportations (trains, bus, cars,..) for their commute.



## Who rides more

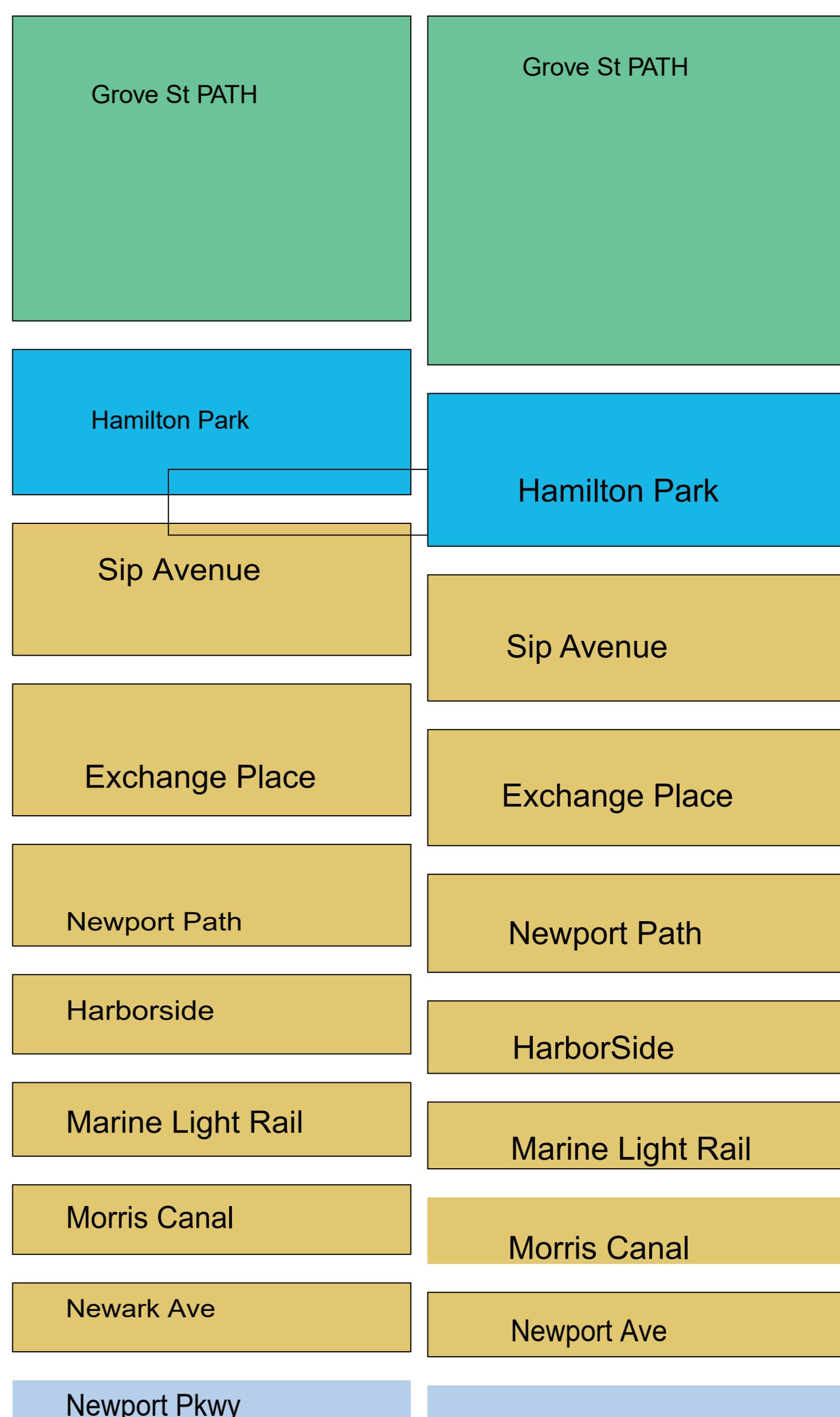


## Location where they go

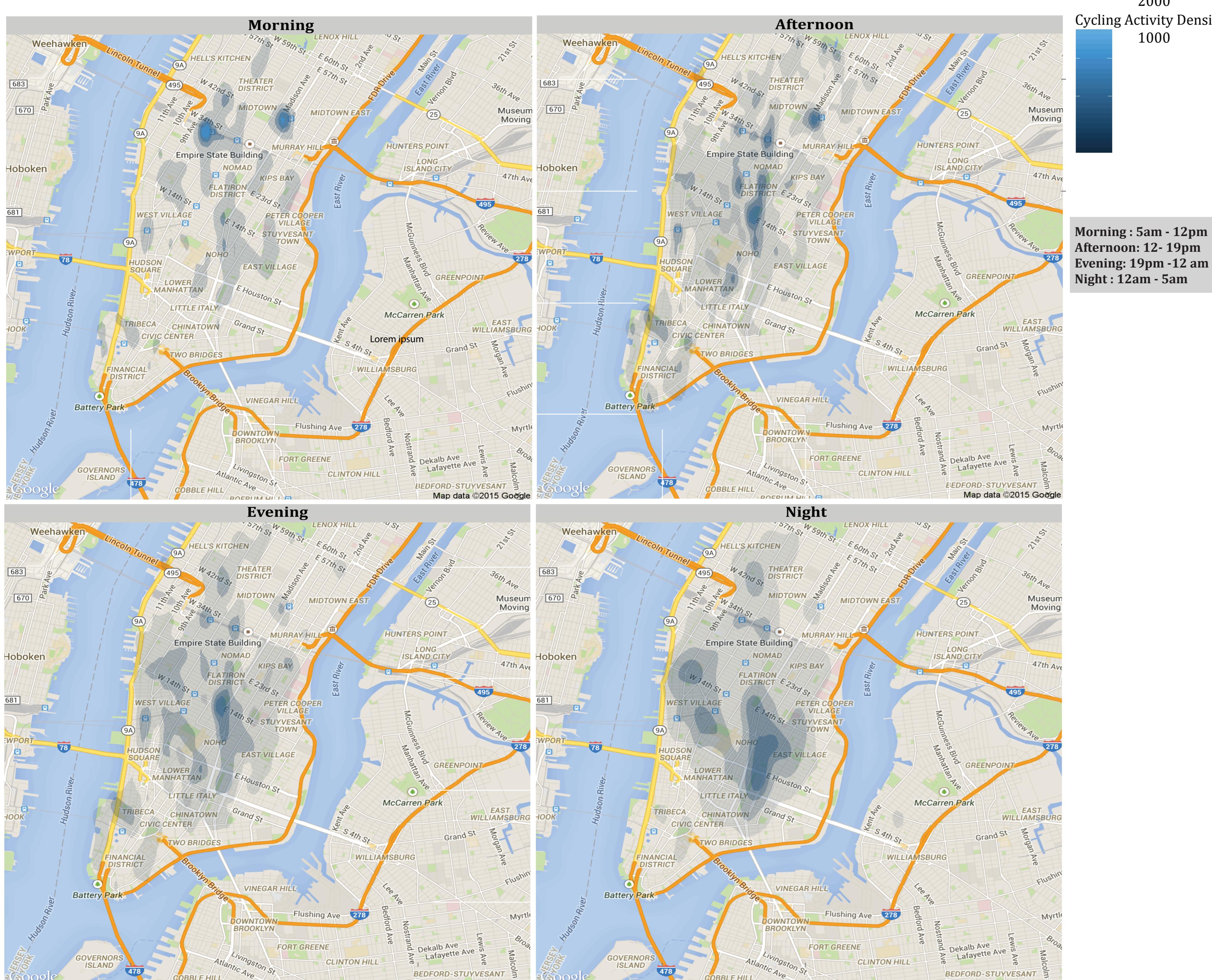


### Top 10 Pickup | Dropoff bike location

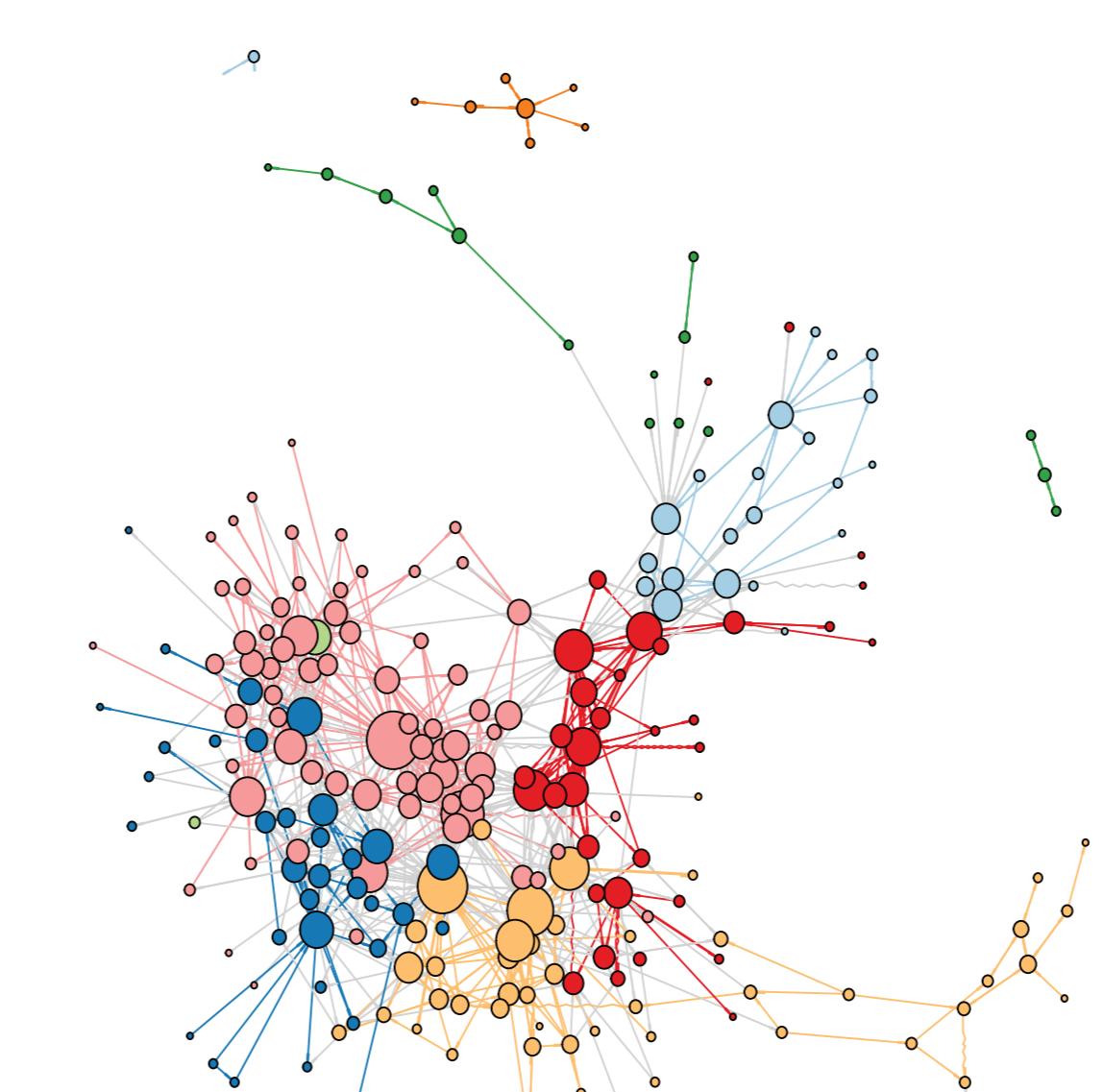
Pickup Station Drop-Off Station



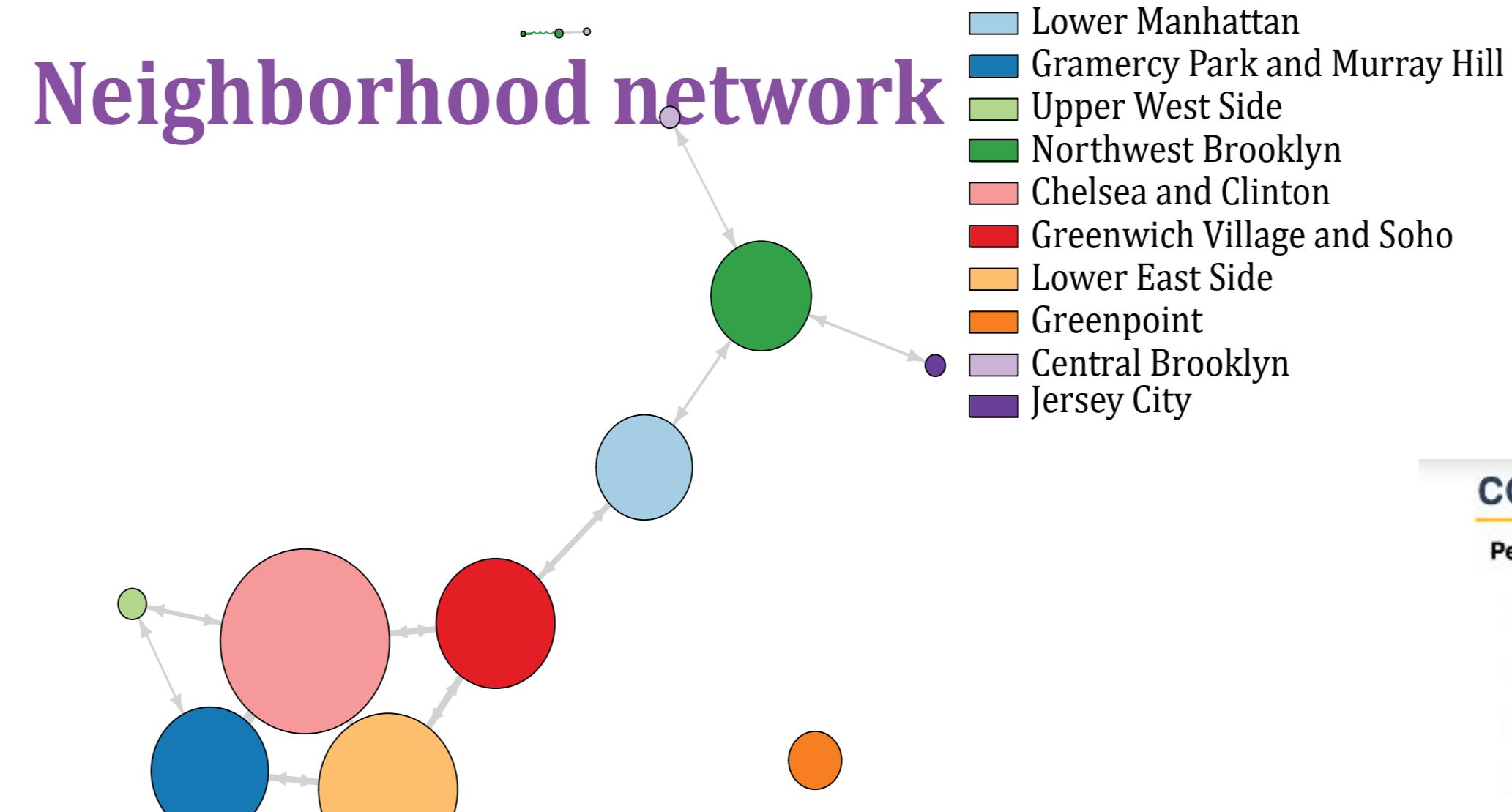
## DAILY CYCLING ACTIVITIES IN AUGUST 2018



## Bike station network



## Neighborhood network



## Adoption and Growth

### COMMUTERS BY BOROUGH

Percent Growth: 2010-2014

+9% Staten Island

+68% Queens

+68% Manhattan

+75% Brooklyn

+19% Bronx

+75% Growth in commuting to work in Brooklyn between 2010 and 2014, the fastest of any borough

