Insights on my graphs

**Bike by ride type and date**

[Ride type | Tableau Public](https://public.tableau.com/app/profile/marcus.garnahm/viz/Ridetype_16687946334280/Sheet5?publish=yes)

It is interesting to note how in this table electric bike use peaks around the summer mid-summer months when it is warmest. I would say that this infers that people don’t like to work out as much when the weather is warmest. Classic bikes aren’t used much in the winter and slowly ramp up riders until the end of the end of summer when the numbers start heading down again. Also notice that number of docked bikes is less during winter which is counter to the idea of less people riding them. I would guess the reason for this being that many of the bikes undergo maintenance during the low rider number months.

**Map of bike start and end stations**

[station map start + end | Tableau Public](https://public.tableau.com/app/profile/marcus.garnahm/viz/stationmapstartend/Dashboard1)

We can see by this map that most of the stations are in the main Manhattan area people think of as New York. This makes a lot of sense as most people who will ride won’t live in the city. Mainly due to how expensive it is. When you think about it cost of renting a citibike is much more affordable and practical for average people. The cost of having stations in Manhattan with the cost of living probably means it’s not viable to have a massive station but lots of little ones if any at all.

**Membership vs casual use by month**

[Membership vs casual users by month | Tableau Public](https://public.tableau.com/app/profile/marcus.garnahm/viz/Membershipvscasualusersbymonth/Dashboard2)

We can see the number of member riders are around double that of casual riders meaning that casual riders make up a third of the customers. What is interesting to note is that members and casual rider both follow the same trend over the months with riders in increasing and decreasing in sync pretty much.

**Weekday membership**

[Weekday membership | Tableau Public](https://public.tableau.com/app/profile/marcus.garnahm/viz/Weekdaymembership/Dashboard3)

The weekday rider info is interesting as it shows a few things like how there is no particularly low days for number of riders though there is a minor bump up mid-week. What is interesting is that share of members to casual riders changes around the weekends. Many more riders a casual rider on the weekend suggesting that members might be computers who don’t bike if they don’t have to while casual riders use it for fun. However, this graph would also suggest that on a weekly basis you can pretty much guarantee a stable number of riders which combined with the month data should allow someone to predict the number of bikes that need to be available. This means the business can keep a predictable cash flow.