**Phenomenom1:**

Women make up less than a quarter of the customer base as all customers appear to have higher uses during commuting back and forward to work. Women take longer trips compared to males.

**Phenomenom2:**

When comparing the top 10 stations, we notice that the top starting and ending stations are the same with all of them located in Pershing Square North. One of the reasons could because of the absence of subway or underground metro transportation in that area. Therefore, the less the public transportation is developed, the more people are attracted to CitiBike services as there is a limited number of options.

**Link to tableau**

**https://public.tableau.com/app/profile/annmarie4419/viz/citibike\_16603342290010/Rentaltime**