

NYC Citi Bike Trips

Recommendations:

It is suggested that promotions be adapted to the specific needs of users aged 18 to 35, addressing both demographic categories.

In addition, surveys are proposed to understand the reasons for inactivity among occasional users and look for opportunities for improvement.



Gender	Customer	Subscriber	Total
female	187676	11184467	11372143
male	303125	35285531	35588656
unknown	359174	184489	543663
Total	849975	46654487	47504462

Age category					
Seleccionar todo	Elderly 66-90	Middle Adults 36-50	Older Adults 51-65	Young 18-25	Young adult 26-35

Average trip duration in minutes
14.27

Average trips per day
29.51 mil

Max. average per minute
325,167

Total trips
47,504.462 mil

Number of users
47,504.462 mil

Filter by year
Todas

