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CitiBike Data Analysis

For the CitiBike project, I analyzed ride data from Summer 2018 (May – Sept) to discover ride data. What I found was a clear trend in ride data among weekdays (M-F) and weekends (S and S).

On weekdays, riders used CitiBike data largely for commuting. If you look at the bike pick-up and drop-off stations, the most-popular stations were located around midtown, where there is a high density of large office buildings. Also, a look at ride times, you will notice that peak hours are your typical commuting hours in the morning and evening. Usertype also seems to support this trend, as a greater number of riders are “subscribers”, who use CitiBikes on a more regular basis i.e. as a mode of transportation for work.

Weekends are a different story. If you like at pick-up and drop-off stations during weekends, you will notice that the most used stations are those around Central Park, the West Side Highway, Brooklyn Bridge, and other areas of the city frequented by tourists. Ride times also support this trend. As you will see in Times worksheet, ride times are steady throughout the late morning and afternoon through evening, suggesting riders are using CitiBikes in a more casual mode of transportation.