**Story**

**Peak Hours**

* Peak hours are between 4pm to 7 Pm, this likely a function of commuters choosing to bike instead of driving or using public transit. We can conclude the implementation of City Bikes program has reduced evening tariff and has been a net benefit to the environment.

**Popular Stations and Top and Bottom Stations**

* There is a correlation between popularity of start stations and end stations, this can be form commuters biking into and out of work
* As such the most popular stations and most used bikes are likely situated around office buildings
* Start and end station are consistent across the time period analyzed

**Gender and Subscribers**

* Most subscribers are male; 70% are male vs 28% for females
* Change in female ridership is not significantly different then change in male ridership
* Overall, ridership is down 50% since the beginning of the analysis, this likely a function of seasonality as ridership decreases as weather gets colder or could be a function of increased COIVD lock down measures as more people work form home
* Average distance per ride are roughly in line for both females and males, however duration of trip is longer for females; 1800 seconds for female’s vs 1100 seconds for males
* 65% of all rides are taken by subscriber’s vs 35% by casual users
* Casual riders have a longer average duration and distance indicating these are recreational riders

**Age of Riders**

* Millennials have the highest ridership levels
* No noticeable difference between ridership levels between female and males across age
* There is an outlier of riders born in 1969, digging deeper we can see most are casual customers and their average duration is significantly greater at 2900 seconds vs 1600 seconds’ average. This leads me to believe there is a recreational bilking club for this age group

**Visualization**

<https://public.tableau.com/profile/nerojan.varnakumar#!/vizhome/CitiBikeAnalytics_16041783858940/CitiBike>