In the data, I looked at the effect that covid had with the general public and at-risk groups. When the pandemic was announced, there was a big drop in Citi bike use as to be expected, and then slowly user confidence started back up again to the end of the year. At risk age groups (age 40+) did not grow back up as much but everyone seemed to be going back outside on bike after the announcement of covid in March of 2020.

I observed people age 20-50 take the shortest trips, but use the Citi bike system overall the most. This might indicate that teenagers and retirees use Citi bike less but will take more leisurely and longer bike rides during the day. This might help the marketing team by showing them to advertise citi bikes as a fast way to go to work, or as a fun activity for kids and those who are retired who are looking for ways to enjoy their day/weekend.

Finally, the map data shows the most used stations, and might help with where to put more ads and which locations could use some more advertisements.