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Citi Bike Analysis

Phenomena 1: The relationship between bike usage by day-of-week and usertype.

In my analysis of Citi Bike data from the month of July and the year 2013 I found that Citi Bike subscribers accounted for the majority of weekday use whereas Citi Bike customers accounted for the majority of weekend use. The data visualizations which support these conclusions can be viewed in the associated Tableau dashboard titled “Citi Bike Popularity by Day-of-week and Usertype July 2013”. I am comfortable predicting that the likely cause of this trend is that subscribers are locals to the area, thus using Citi Bike for commuting during the week, while customers are tourists in the area and using Citi Bike for site-seeing on the weekends.

Phenomena 2: The top 10 stations for starting a journey.

In my analysis of Citi Bike data from the month of July and the year 2013 I found that the popularity of stations differed quite a lot when comparing the use of subscribers versus customers. I believe it is logical to assume that this is because subscribers are locals and customers are tourists, therefore the locations at which they would be starting journeys would be very different (i.e., tourist locations/start stations near hotels vs residential areas). The top start stations (use greater than 1350 in the month of July) for customers are stations 2006, 499, 497, 459, 457, 444, 427, 426, 387, 363, 327, 285, 281, and 151.The top stations (use greater than 3500 in the month of July) for subscribers are stations 521, 519, 518, 517, 499, 497, 492, 490, 477, 459, 457, 444, 426, 402, 382, 380, 368, 363, 327, 318, 293, 285, 151, 128, 127, and 79. In conclusion, the top 10 starting stations for both customers and subscribers are stations 499, 497, 459, 457, 444, 426, 363, 327, 285, and 151. I would hypothesize that these overlapping start stations are the most popular because they are in the highest traffic areas and thus are crossed by both customers (tourism) and subscribers (locals).