

Citi Bike Analytics (using Tableau)

By Pasquale Pellicano

Data Range: From January to December 2019

Data Source: <https://s3.amazonaws.com/tripdata/index.html>

Background:

Since 2013, the Citi Bike Program has implemented a robust infrastructure for collecting data on the program's utilization. Each month bike data is collected, organized, and made public on the Citi Bike Data webpage.

Goal: Implementing dashboards to oversee the largest bike sharing program in the United States.

Interactive Version of the Analysis:

https://public.tableau.com/views/JCCitiBikeTableauHomework/Story1?:display_count=y&publi sh=yes&:origin=viz_share_link

User Analysis

- In the year of 2019, 404,947 Jersey City Citi Bike trips were made.
- Bikes demand had a significant spike in the month of April and the trend continued until reached his maximum in the month of August and September. (A quick assumption would be change in weather, from cold Winter to warmer Spring and finally to the summer with a steady decline to December
- An overall plot of demand throughout the year shows that the majority of the riders are males and their age is 40 and younger

Location Breakdown

- Grove St PATH was the most popular station for starting and ending a journey, followed by Hamilton Park