This story is about a six month coverage of bike share usage for the state of NY. Gender data includes 0, 1 and 2 with 1 being male, 2 female and 0 for unknown. The unknown gender was exluded in the filters.

A noticable increase of ridership % over the first 6 months of the year 2018 for both customer and subscriber usertypes.

Customers usage is higher in the afternoon between the hours of 12pm-5pm whereas subscribers usage peaked during typical morning and afternoon rush hours.

Outreach to gender types increase over the 6 month period, but there is significant opportunity to increase female ridership.

Top 10 Stations to start a journey.

Top 10 Stations to end a journey.



Year of Starttime

2018

Number of Records

7,624,136

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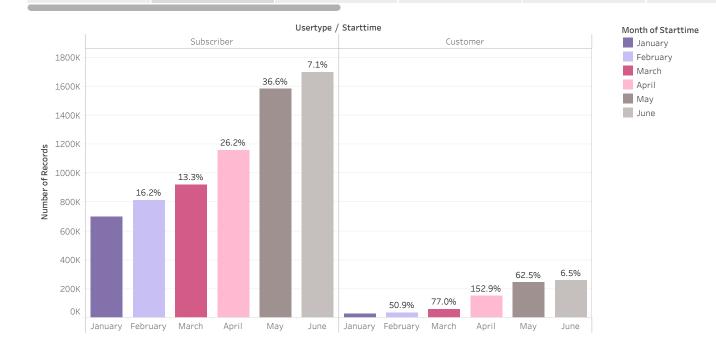
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200K

0K

151,806

This A noticable increase of Customers usage is higher Outreach to gender types Top 10 Stations to start a Top 10 Stations to end a Bottom 10 ridership % over the first 6 Stations story is in the afternoon between increase over the 6 month journey. journey. about a months of the year 2018 the hours of 12pm-5pm period, but there is to start a significant opportunity to increase female ridership. whereas subscribers usage for both customer and journey. six month subscriber usertypes. peaked during typical covera.. morning and afternoon rush hours. Gender 5,237,779 3,955,871 Male 1200K Female Year of Starttime 2018 1000K ✓ Show history Number of Records 2,752,055 800K 1,861,871 600K 1,159,338 537,589 1,260,893 1,730,437 400K

839,589

545,759

Month of Starttime

333,072

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Top 10 Stations to start a journey.

Top 10 Stations to end a journey.

Bottom 10 Stations to start a journey.

Start Station Name 8 Ave & W 33 St

Broadway & E 14 St
Broadway & E 22 St

Broadway & W 60 St

E 17 St & Broadway

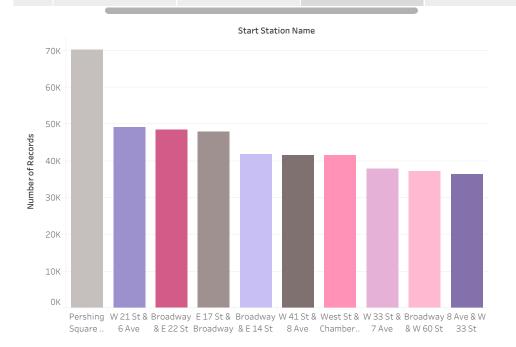
Pershing Square North

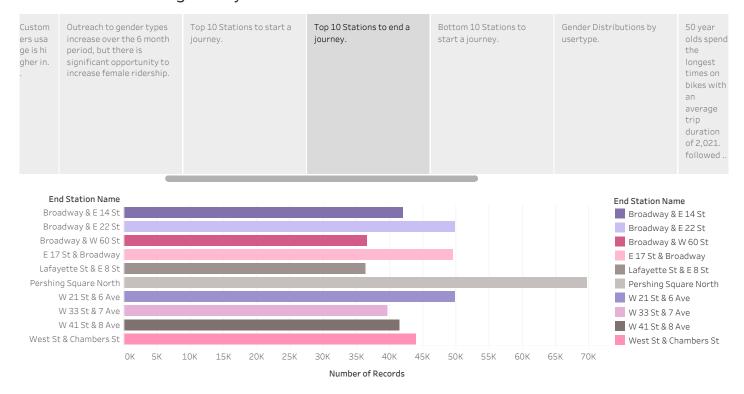
W 21 St & 6 Ave

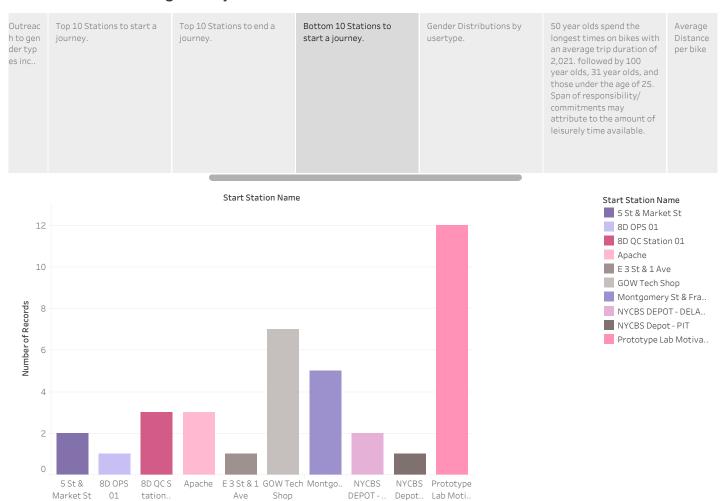
W 33 St & 7 Ave W 41 St & 8 Ave

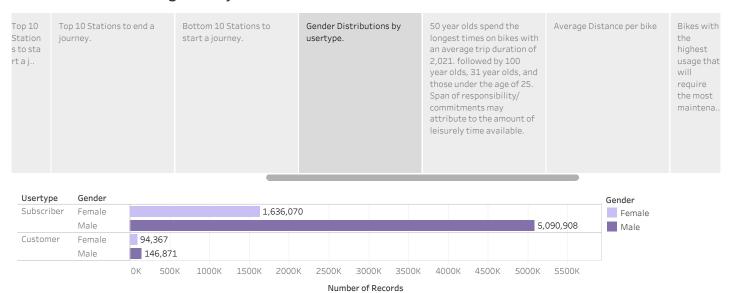
West St & Chambers St

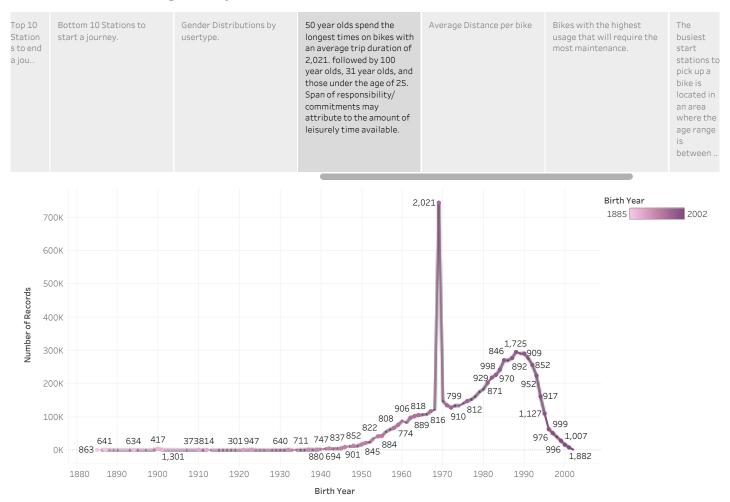
Gender Dis tributions by user..



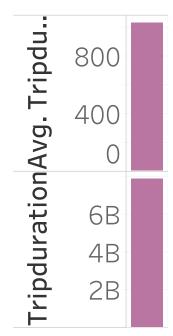








Bottom 10 Stati ons to s tart	Gender Distributions by usertype.	50 year olds spend the longest times on bikes with an average trip duration of 2,021. followed by 100 year olds, 31 year olds, and those under the age of 25. Span of responsibility/ commitments may attribute to the amount of leisurely time available.	Average Distance per bike	Bikes with the highest usage that will require the most maintenance.	The busiest start stations to pick up a bike is located in an area where the age range is between 35-40 years old.	The busiest start stations to return a bike is located in the same age demograp.
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Year of Starttime 2018

Gender Distributions by usertype.

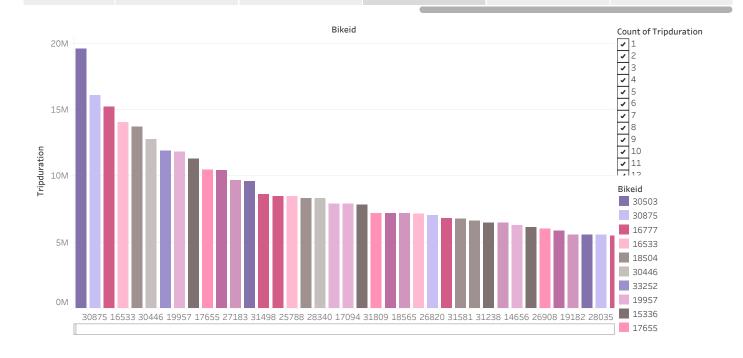
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Bikes with the highest usage that will require the most maintenance.

The busiest start stations to pick up a bike is located in an area where the age range is between 35-40 years old.

The busiest start stations to return a bike is located in the same age demographic area as the pick up locations on the previous point.



Gender Distributions by usertype.

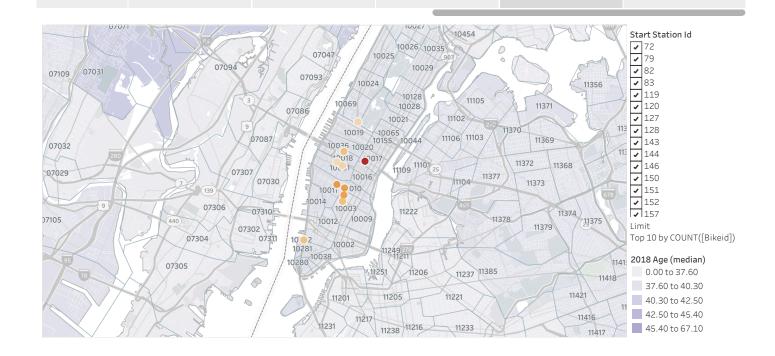
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