

MVP:

Background

This analysis seeks to identify traffic hubs that are underserved by Citi Bikes relative to MTA Traffic. For the purpose of this MVP, one month of data was analyzed.

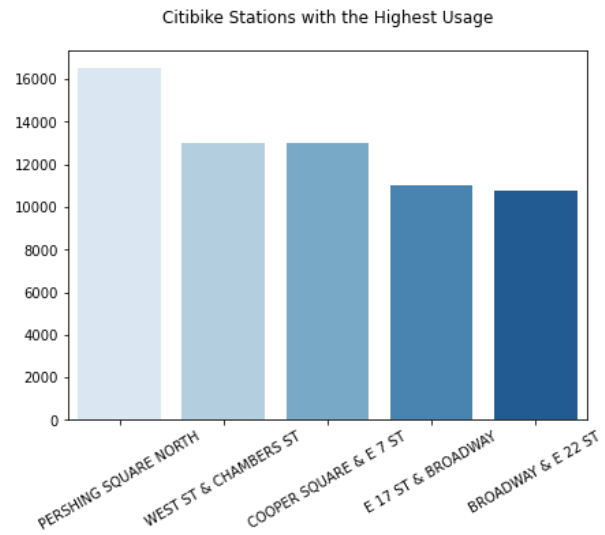
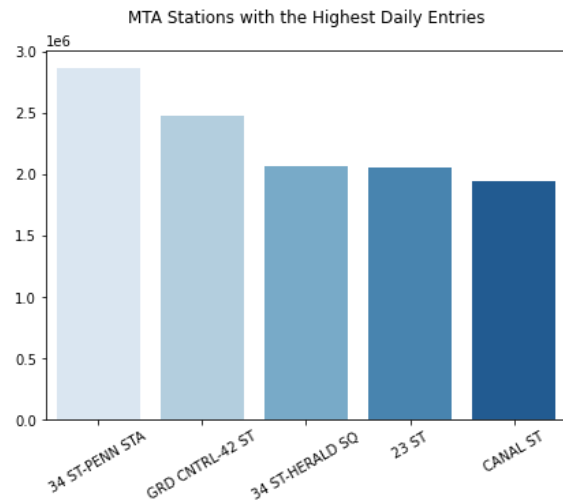
Data Exploration:

Data exploration entailed:

- Aggregation of daily commuter data at the turnstile level and MTA station level.
- Aggregation of daily commuter data at the Citibike Start Station level.
- Aggregation of bike capacity at defined radiuses around MTA Stations.

Preliminary Observations:

In order to start answering this question, it is first necessary to identify MTA Stations that have the highest daily entries. When comparing them to Citibike Stations that have the largest amount of departures, we can see that there are commonalities in the areas of high traffic between both.



At first glance, this suggests that the ratio of traffic to bikes around Herald Square is really low. Herald Square MTA Station is one of the highest in Traffic meaning it could be underserved by Citibike.

Ratio of MTA Traffic:Bike Capacity in a 1 km Radius

