



# CITI BIKE DATA ANALYSIS

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Understandin  
more about the  
business  
situation at NY  
City Bike  
company



# AGENDA

1

Project Goal

2

Key questions

3

Findings & Insights

4

Actions & Recommendations



## PROJECT GOAL:



- To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes
- This will help us to:
  - Identify where more bikes should be installed
  - Create targeted marketing campaigns that will appeal to different customer segments

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- **KEY QUESTIONS:**
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1

What are the most popular pick-up locations across the city for Citi Bike rental?

2

How does the average trip duration vary across different age groups?

3

Which age group rents the most bikes?

4

How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

5

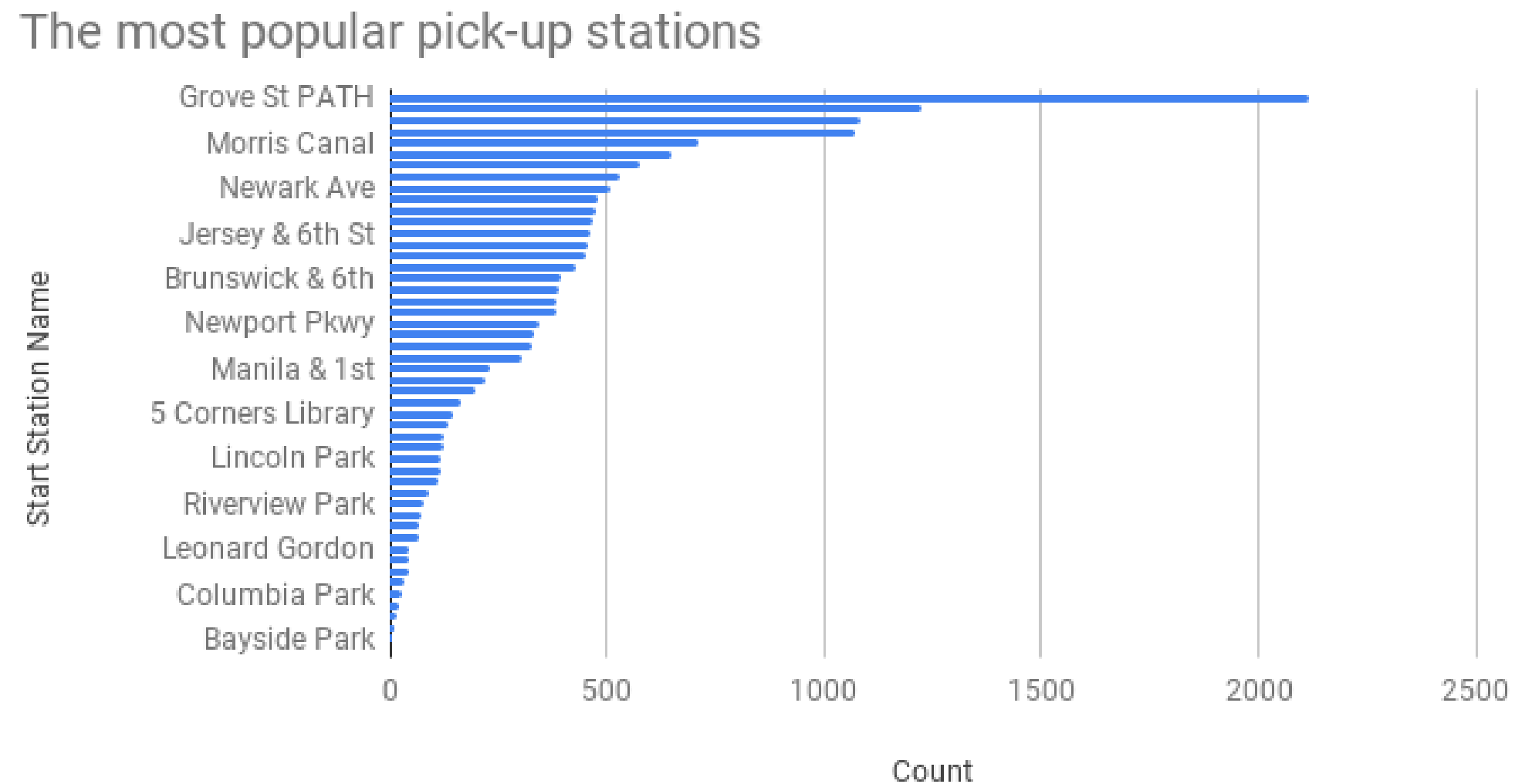
Does the factor of user age impact the average bike trip duration?



# FINDINGS & INSIGHTS



# 1. WHAT ARE THE MOST POPULAR CITI BIKE PICK-UP LOCATIONS?



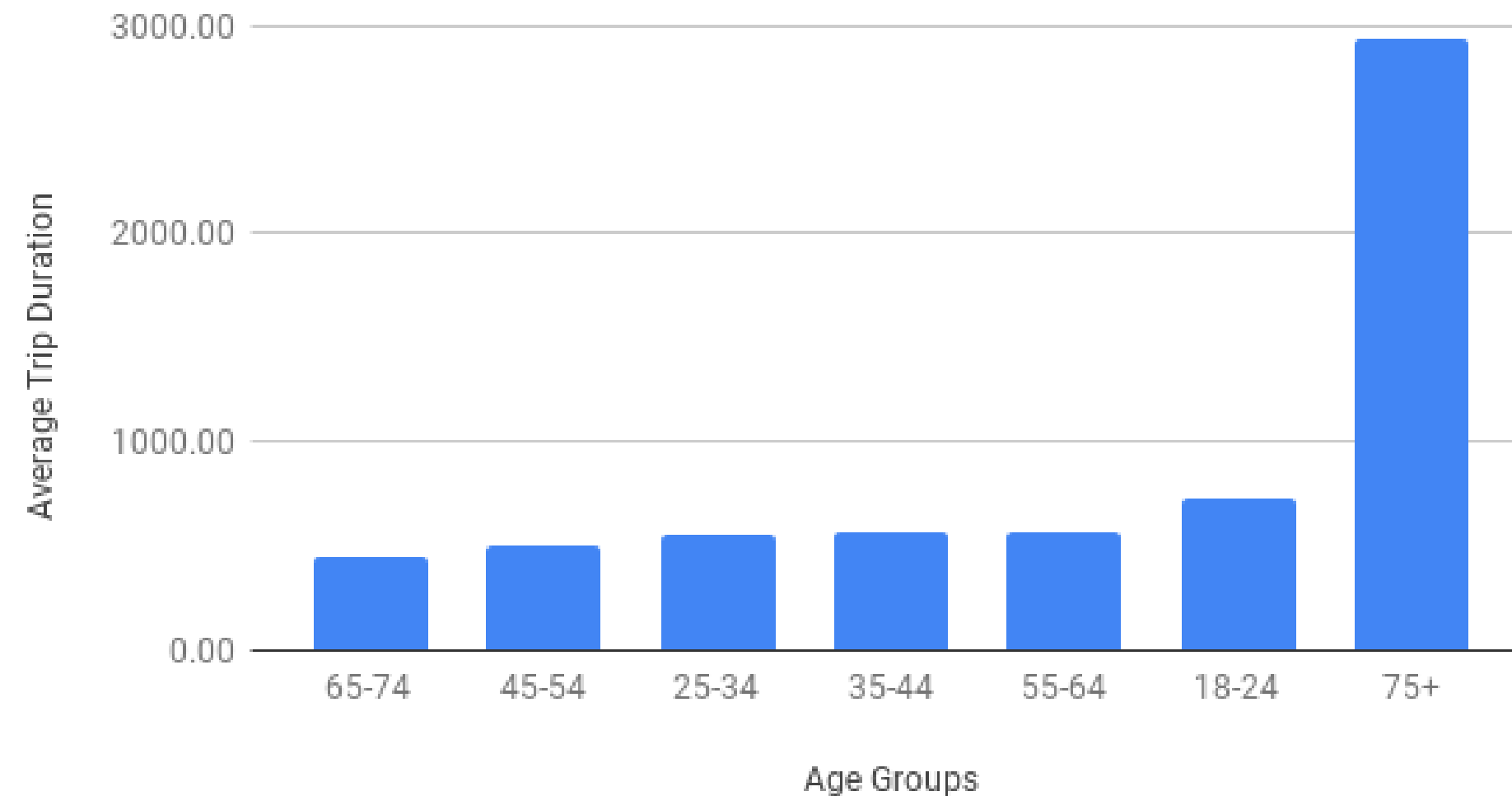
## Key finding:

- **Grove St Path and is the most popular pick-up station**
- **Bayside Park is the fewest pick-up station**

## 2. HOW DOES THE AVERAGE TRIP DURATION VARY ACROSS DIFFERENT AGE GROUPS?

Key finding:

Average trip duration per age group



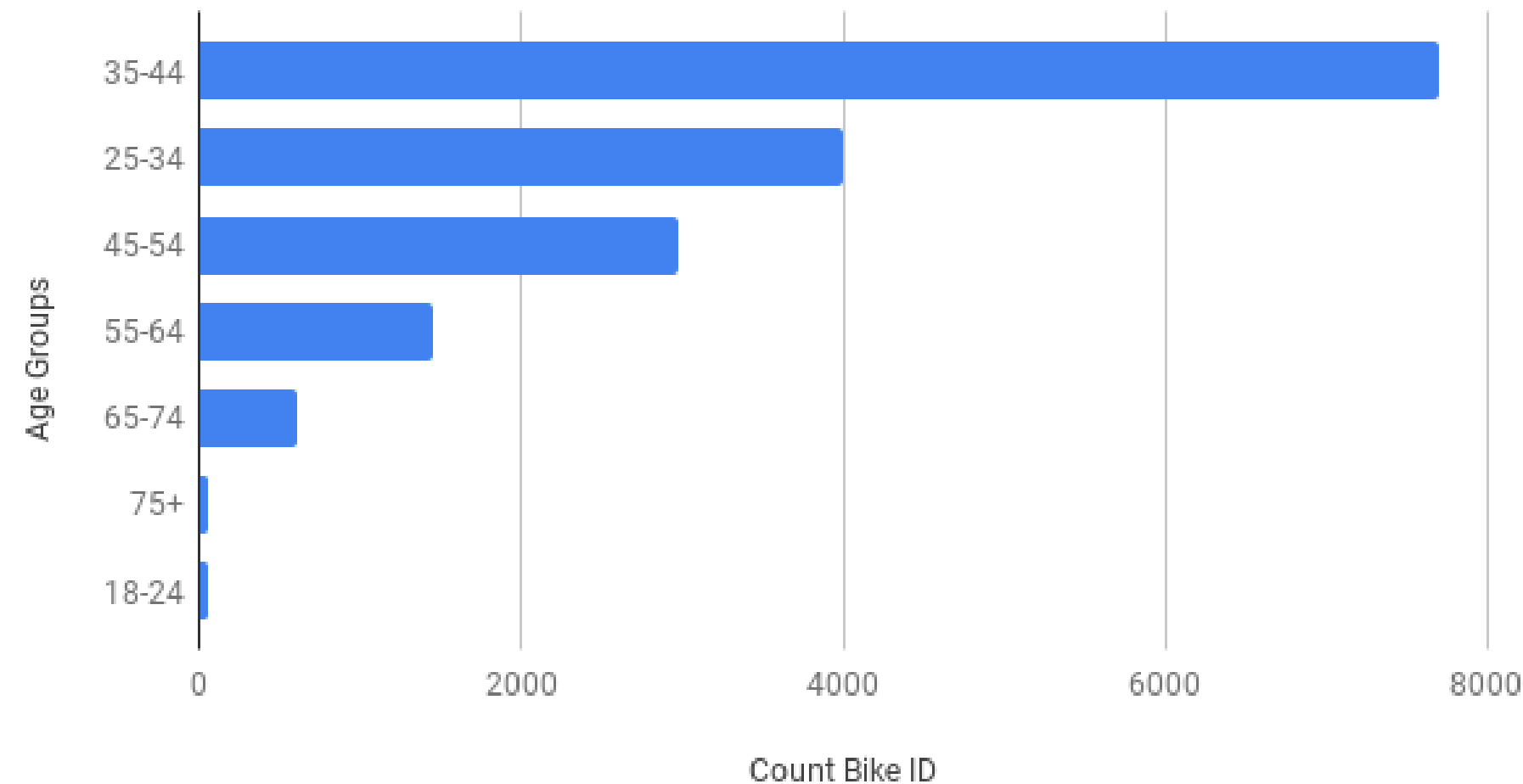
Those in the 75+ category tend to take the longest trips on average, while 65–74 year olds take the shortest trips on average.

### 3. WHICH AGE GROUP RENTS THE MOST BIKES?

#### Key finding:

- **Users aged 75+ rented the least bikes they just took longer trips on them.**
- **The highest number of bikes were actually rented by those in the 35-44 age range.**

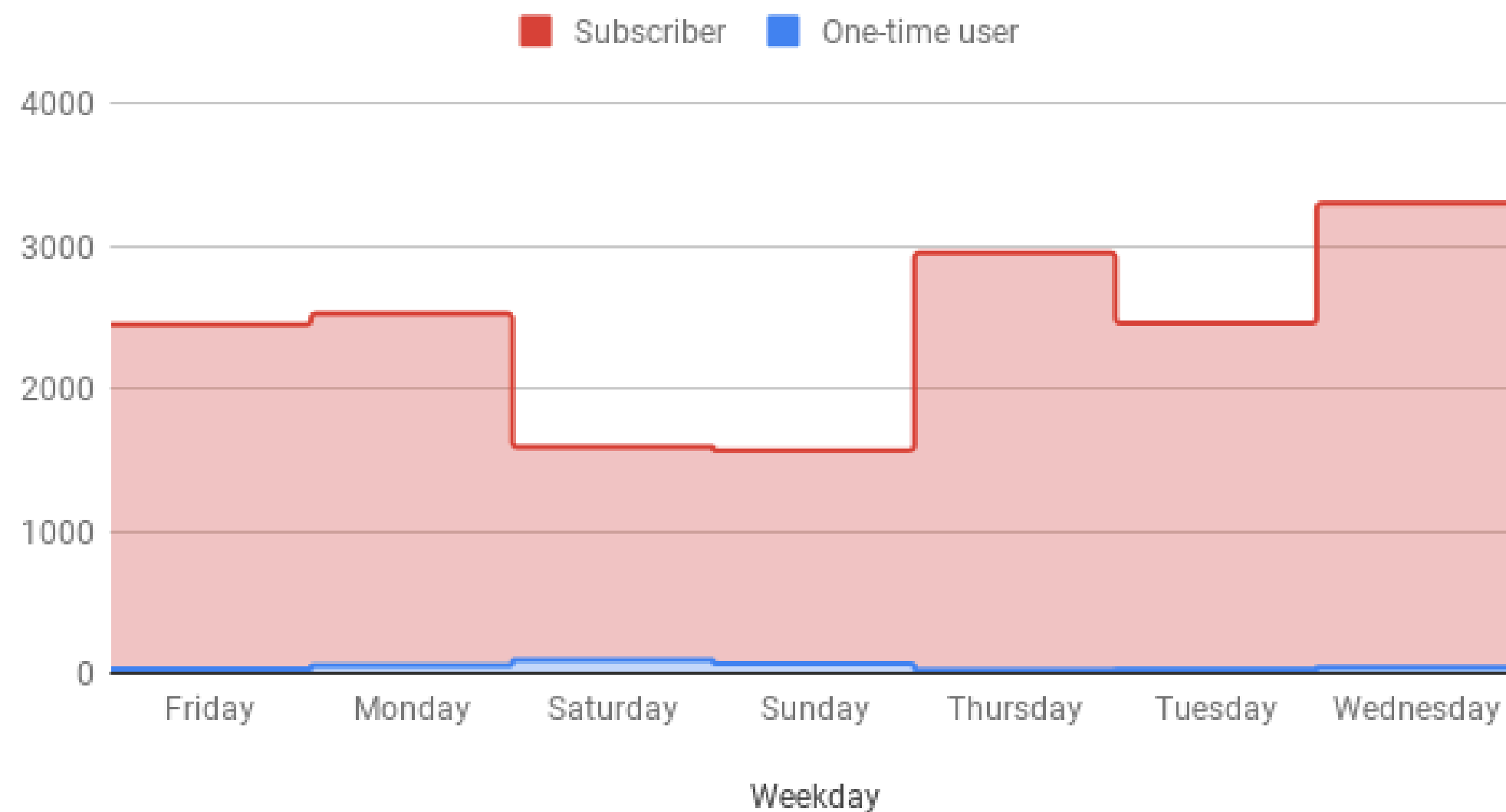
Number of bikes rented across different age groups





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- **4. HOW DOES BIKE RENTAL VARY ACROSS THE TWO USER GROUPS (ONE-TIME USERS VS LONG-TERM SUBSCRIBERS) ON DIFFERENT DAYS OF THE WEEK?**
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Number of bikes rented by user type on different days of the week



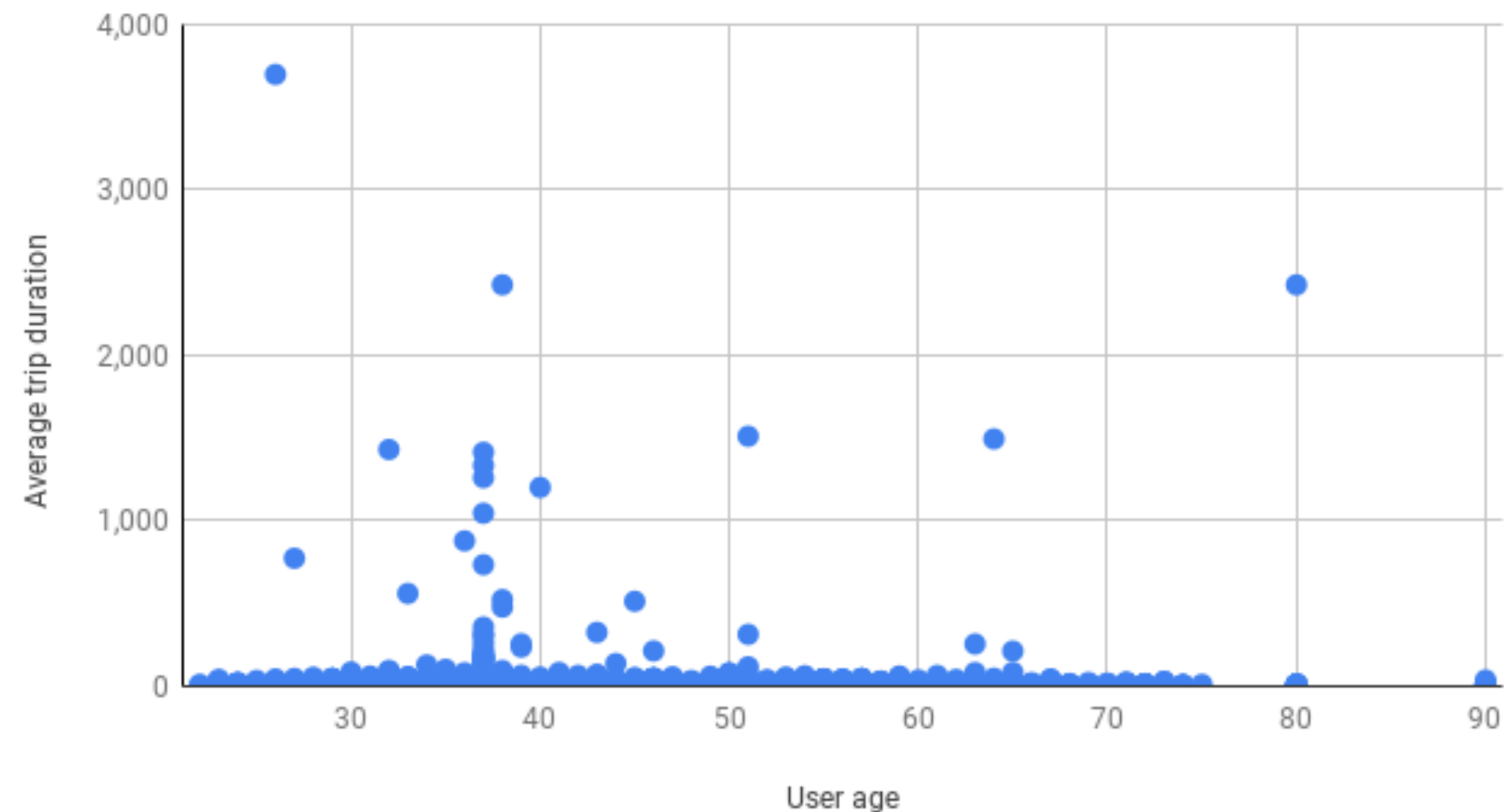
### Key finding:

They reveal that one-time users prefer renting Citi Bikes on weekends, indicated by higher blue stacks on Saturday and Sunday. Conversely, subscribers show lower red stacks on weekends.

The majority of Citi Bike users are loyal subscribers rather than one-time users.

- **5. DO FACTORS LIKE**
- **WEATHER AND AGE IMPACT**
- **THE AVERAGE BIKE TRIP**
- **DURATION?**

Does user age impact the average bike trip duration ?

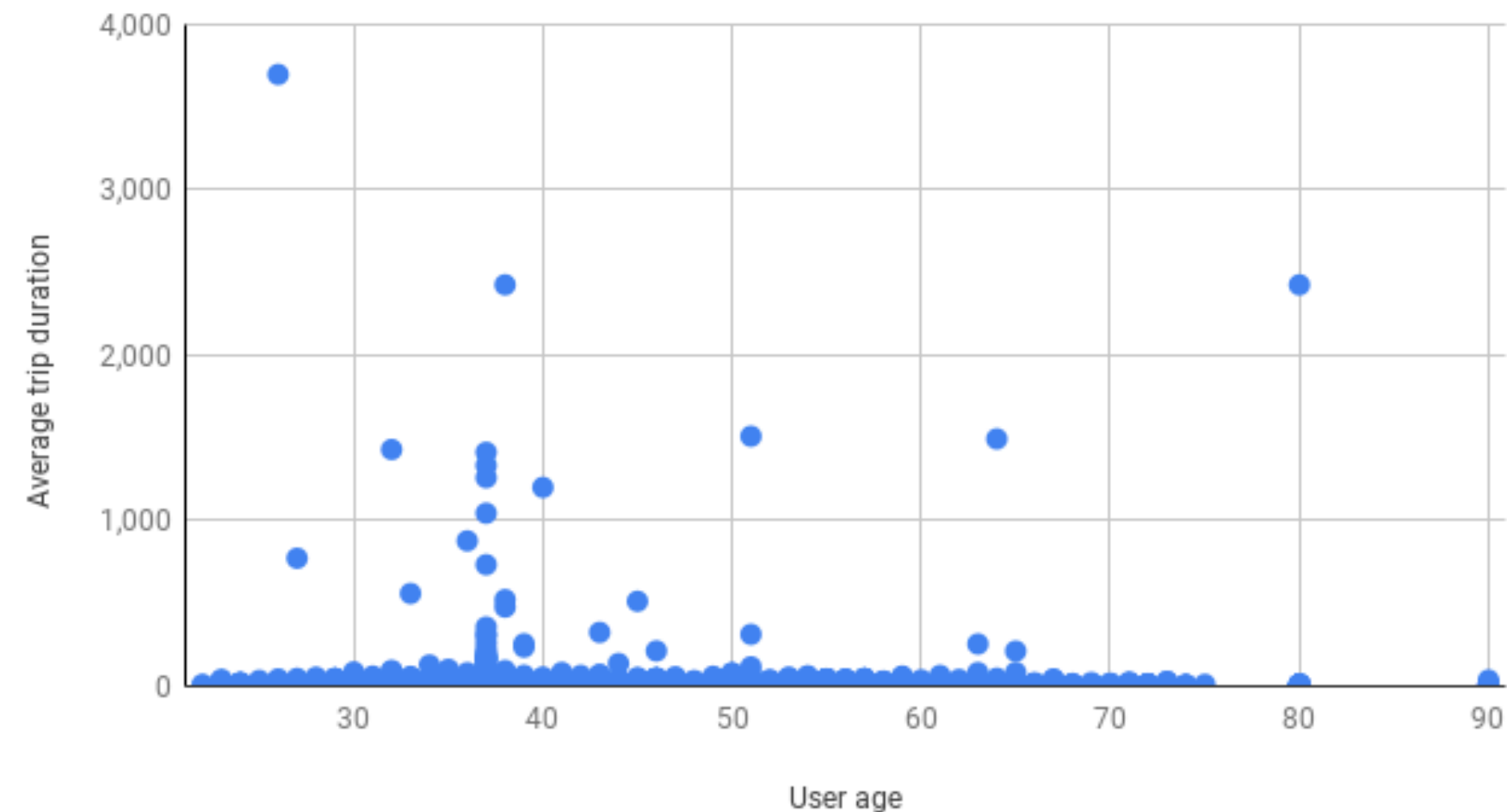


Key finding:

- **There's a heavy overload of values in the lower ranges of "Trip duration," which means that most trips are rather short, regardless of the user age**

- **5. DO FACTORS LIKE**
- **WEATHER AND AGE IMPACT**
- **THE AVERAGE BIKE TRIP**
- **DURATION?**

**Does user age impact the average bike trip duration ?**



**Key finding:**

- **There doesn't seem to be a notable correlation between the user's age and how long they ride for.**
- **This could be useful information for helping NY Citi Bikes customers in the long term but maybe not helpful for this analysis.**

# Summary of findings



## **SUMMARY OF FINDINGS**

### **Top 5 pick-up locations for bikes:**

- **Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal**

### **Customer base:**

- **City Bye's customers are mainly the 35–44 age group.**
- **The Citi Bike customer base is mostly subscribers user**

### **Citi Bike customer behavior:**

- **Those aged 75+ had the longest average trips**
- **Those aged 65–74 had the shortest average trips**

## ACTIONS & RECOMMENDATIONS

1 Product recommendations

2 Marketing recommendations

### ACTION 1

- Install more bikes at Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal

**ACTION**



### ACTION 2

- The Citi Bike customer base is mostly subscribers user aged between 35-44, who are most active .
- This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.



**THANK  
YOU!**

Have a  
great day  
ahead.