**Geetha Venkataswamy**

**Tableau “Insights”**

**Dashboard:** [https://public.tableau.com/profile/geetha4791#!/vizhome/RutgersHW/StartStopDashboard](https://public.tableau.com/profile/geetha4791%23!/vizhome/RutgersHW/StartStopDashboard)

Using tableau, I explored the following questions:

1. Top 10 Citibike Start Stations for 2019
2. Top 10 Citibike End Stations for 2019
3. **Top 10 Start Stations**

* The top 10 start stations identified by our tableau visualization heat map were (in descending order)
  + Pershing Square North
  + Broadway and E. 14th
  + E 17th Street and Broadway
  + 8 Ave and West 31st St
  + W 21st and 6th
  + Christopher St and Greenwich St
  + Broadway and E 22nd
  + West St and Chambers St
  + Lafayette and E 8th St
  + 8th Ave and West 33rd St

1. **Top 10 End Stations**

* The top 10 end stations identified by our tableau visualization heat map were (in descending order)
  + Pershing Square North
  + Broadway and E. 14th
  + E 17th Street and Broadway
  + 8 Ave and West 31st St
  + Broadway and E 22nd
  + West St and Chambers St
  + W 21st and 6th
  + Christopher St and Greenwich St
  + Lafayette and E 8th St
  + 8th Ave and West 33rd St

**(Superficial)Analysis for both:**

* A common set of stations have served as the top 10 start **and** end stations
* As a major hub for commuters and tourists it makes sense that Pershing square remains the top location for starting and stopping trips (Grand Central)
* Upon cross reference, the stations in the list are near major transportation hubs which makes sense as people leverage these to get to and from
* There was a shift where two stations were less common as starts and more common as stops
  + Broadway and E 22nd
  + West St and Chambers St
  + It could be possible that some stops have higher incoming or outgoing traffic as they are not amenable to circular trips?
* When you look at the geo heatmaps, you notice “veins” of usage and observe for the most part, heavier traffic patterns along subway arteries and dissipating usage as you go out to the edges of the city. There are a few exceptions which most likely indicate commuter hubs like stations or ferries.