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Citi Bike Analysis

The first step I took when analyzing the CitiBike data was trying to understand the who our customers where and what their product preference was (can be seen in the “Customer Status and Product Preference” Story). Upon further analysis, I found there is an almost perfect 2:1 ratios of Members to Casuals. This fact tells me the member subscription service is a success, as more customers are members than casuals. Also, we can see Members largely prefer the Classic Bike to all other offered products and that Casuals are far more likely to rent a Docked or Electric Bikes.

In the “Customer Biking Hours” we were able to uncover the rental schedule of our bikes. We show a much larger percentage of Members rent bikes in the morning between the hours of 5-8am compared to Casual Customers. We also can see most of the Members return their bikes at 8am and 6pm. For Casual Customers we the most volume for both returns and rentals is at 6pm.

The next story “Station Member Status and Rental Type”, we see the breakdown between Members and Casual Customers per station. We see a slight bias to Members in most stations; however, we see in some stations Casuals outnumber Members. In these instances, I believe we are seeing a “tourist effect”. Meaning, these stations are most likely in areas targeted towards NYC tourists, which could explain why we see a change in bias at some stations.

Lastly, in the story “Popular Stations” we see the top ten stations to rent and return our bicycles. Upon looking at the maps you will see the same 10 stations listed twice. I do not believe this is a coincidence. What I believe we are seeing is a compounded effect of the amount of Members out-numbering and the fact that our members are heavily reliant on our bikes as a method for transportation.

The larges conclusion to be drawn from the data suggests that our Members are more likely to be depending on our bikes as their primary means of transportation whereas for our Casual Customers are more likely to recreational bikers and probably have other methods of transportation. What leads me to believe this is that most Members are renting bikes between 8am and 6pm to get ready for the 9am-5pm workday.