**Insights for Citi Bike trips recorded from Jan 2018 to May 2020**

 By what percentage has total ridership grown?

The number of trips increased 14.4% from 2018 to 2019. Trips have decreased -22.9% so far in 2020 versus the same time period in 2019 due to decreased travel and stay-at-home behavior caused by the COVID-19 pandemic.

 What is the distribution of short-term customers versus annual subscribers?

Bike rentals as a whole increase seasonally, with peak usage from May to October. The number of short-term customers also increases seasonally, with the largest number of customers renting bikes in May, September, and August. During peak season, subscribers make up 80-90% of riders. During off-peak months, subscribers account for 95% of riders.

 What are the top 10 stations in the city for starting a journey?

The top 10 stations for starting a trip during this time period were:

1. Grove St PATH
2. Hamilton Park
3. Sip Ave
4. Newport PATH
5. Harborside
6. Marin Light Rail
7. Newport Parkway
8. Exchange Place
9. Morris Canal
10. Newark Ave

Two of the top four stations, Grove St and Newport, are located next to PATH stations, which suggests commuters are using Citi Bikes daily as part of their commute to and from work.

 What is the gender breakdown of active participants (Male v. Female)?

Females averaged 27,500 trips per week, with highest usage on Wednesdays. Males averaged 87,000 rides per week with Tuesday being the peak day of usage. This equals a split of 24% females riders and 76% male riders.

 How does the average trip duration change by gender?

Females ride and average of 10-19 minutes depending on the day of the week, while males have an average trip duration of 8-14 minutes.

 How does the average trip duration change by age?

The highest trip duration was seen by 17-year-olds with an average of 51 min. Trip durations generally plateau from that peak to 10-12 minutes for ages 25+. Age discrepancies should be noted, with a number of riders claiming they were aged from 80 to 130 years old. Ages over 70 were excluded from the dataset.