**Vitor Ribeiro**

**Columbia Engineering Bootcamp**

This document accompanies a Tableau dashboard which analyzes the Citi Bike Program in New York City and more specifically Queens, Manhattan, and Brooklyn for 2019.

The dashboard was designed to be an exploratory tool capable of answering questions beyond the scope of the current analysis. Below please find the salient points I focused on during the development of the current Story/Dashboard.

Dashboard Public URL - <https://public.tableau.com/profile/vitor.ribeiro2131#!/vizhome/2019CitiBikeStorybyBoroughandMonth_/Story1>

**Ridership throughout the year**

June, July, and August are the most popular months, boasting a high number of trips and longer average trips at around 15 mins per ride.

December and February were the months with the lowest number of recorded trips, with January being a close third. In conjunction with having the shortest average trip durations (around 12 mins per ride), there is a strong argument to be made regarding number of rides and cold weather.

Trips tend to be shorter around points of interest and train stations.

**Hotspots for Activity**

**Manhattan** > Midtown Manhattan.

**Queens** > Long Island City close to the water.

**Brooklyn** > Split nucleus with Brooklyn Heights/Dumbo and Williamsburg being the most active areas.

**Most Popular Routes Start-End Pairs**

**Manhattan** > 432 to 3263 from Tomkins Square to Cooper Square / Astor Place.

Queens > 3119 to 3118 on Vernon Blvd close to Vernon/Jackson train station to Greenpoint in Brooklyn.

Brooklyn > 3423 to 3423 close to Red Hook, Industry City and Park Slope.

**Rider profile**

For all 3 boroughs in 2019 the disclosed gender by payer fluctuated around 70% male, 22% female, and 8% undisclosed.

**Station with the highest number of records (trips) per station**

**Manhattan** > Station ID - 519 at Pershing Square North. Just outside of Grand Central Station. Recorded 145,783 starting trips and 140,892 ending trips in 2019.

**Queens** > Station ID - 3119 at the cross of Vernon Blvd & 50th Ave. Located in Long Island City, this station is located outside a major subway station and a short walk away from Gantry Plaza State Park.

**Brooklyn** > Station ID - 539 at the cross of Metropolitan Ave & Bedford Ave in Williamsburg. Close to the Apple Store. Recorded 46.075 starting trips and 39,620 ending trips in 2019.