City Bike Analysis

Intro

This analysis is based on the dashboard found in the link below
https://public.tableau.com/app/profile/yarely7707/viz/CitibikeAnalysis_16516353904430/CityBikeAnalysis#1. Please follow link and play with dashboard filters to find similar findings. Overall, it was interesting to see just how bike trip trends changed between the first half of 2019 and 2020.

Trips Analysis

Peak times in 2019 (pre covid) where Wednesdays at 8am and 5pm at starting station 12av & W 40 St and Ending Station West St & Chambers St. Peak times in 2020 (during covid) where Sundays at 8am and 5 pm at 12 Ave & W 40 St for starting and ending station. The biggest difference between the two years is in Q2. In 2019 Q2 has significantly higher number of trips than Q1 but in 2020 the number of trips taken evened out except for Sunday and Saturday. In 2020 Q2 there where significantly more trips during the weekends than in Q1, probably because days were nice to go for a bike ride, and during the week most people were in lock down/working from home. In 2020 Q2 there is also a huge decrease in the number of trips taken at 7 am.

Demographics

Males makes up more than 60 % of bike users in both 2020 and 2019. Although the total number of trips decreased overall in 2020, customer type trips increased compared to those from subscribers. This is probably due to people canceling subscription with city bike and using the bikes based on when they needed it due to Covid. Women also tend to have more customer user types than Males. Although males favor subscription, the average minute duration per ride is lower than for females.

Map

In Q2 of 2020 the number of trips ending around Central Park increased and the trips around Times Square decreased when compared to Q2 2019. Many trips from Females concentrated in Manhattan in Q2 2019, but in Q2 of 2020 female trips greatly declined in the center of Manhattan and started at the ports. Males however remained concentrated in the center of Manhattan for both 2020 and 2019. Overall, there was a decrease in trips between the first half of 2019 and the first half of 2020.