CitiBike Tableau Analysis

Data & Limitations

Public data on CitiBike use in New York City from 2019 and 2021 was reviewed for this analysis. A random sample of the full set was taken to adhere to upload capacities for Tableau Public and GitHub. Data for 2020 was not selected due to the pandemic shut down city wide. It should be noted that data from 2021 was still affected by the pandemic as the city slowly opened. Consistent data amounts from month to month were not found; therefore limiting the conclusions of this data.

Data Dashboard

Popular start locations vary between 2019 & 2021. First Avenue contains the most popular starting locations in 2019. These locations are also attributed to the longest CitiBike Rides. First Avenue also attributed for a large proportion of starting locations in 2021.

The information gathered regarding longest trip and shortest trip also shows the bikes most likely to need repair or inspection. Females took more short trips that other genders.

CitiBikes are used more during the warmer spring and summer months, per the data. Note that data from January 2021 is the only data currently available. Also the first half of 2019 is reviewed in this data.

Demographics Dashboard

While more rides were completed by subscribers in 2019, the data is not comparable in 2021 due to more rides not labeled as customer or subscriber occurring. It is possible that changes to the ride app caused this data fluctuation. The app may also be a factor in the large amounts of rides completed by Unknown gender and the age of the riders. It can be assumed that multiple people over the age of 120 completed bike rides, implying that customer demographics entered into the app is inaccurate. This limitation should be addressed in the future in order for more accurate data to be provided. A spike in individuals aged 70-72 was also found, especially in longer rides. Tailoring advertisements to this group could increase sales through out the city.

Map Dashboard

Popular start locations vary between 2019 & 2021. The island of New York is the most popular starting location during both years. Less bike rides are started off of the island in 2021 compared to 2019. The city center, known for its tourist locations, is the most popular area to start a ride.