Citi Bike Analysis (January - July 2020)
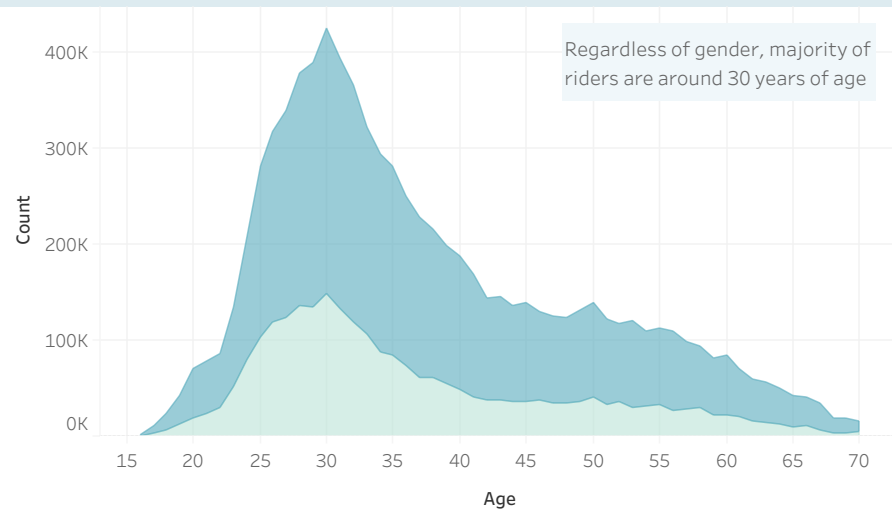
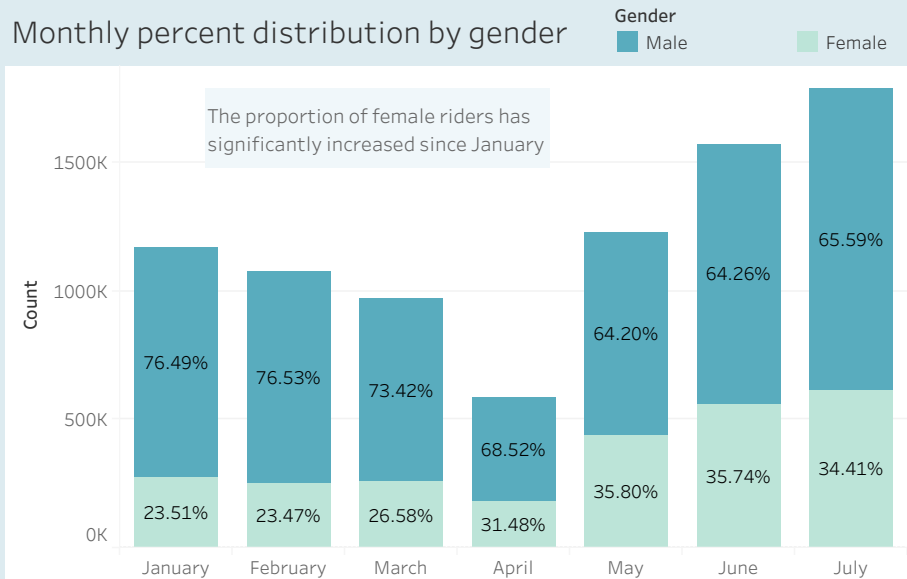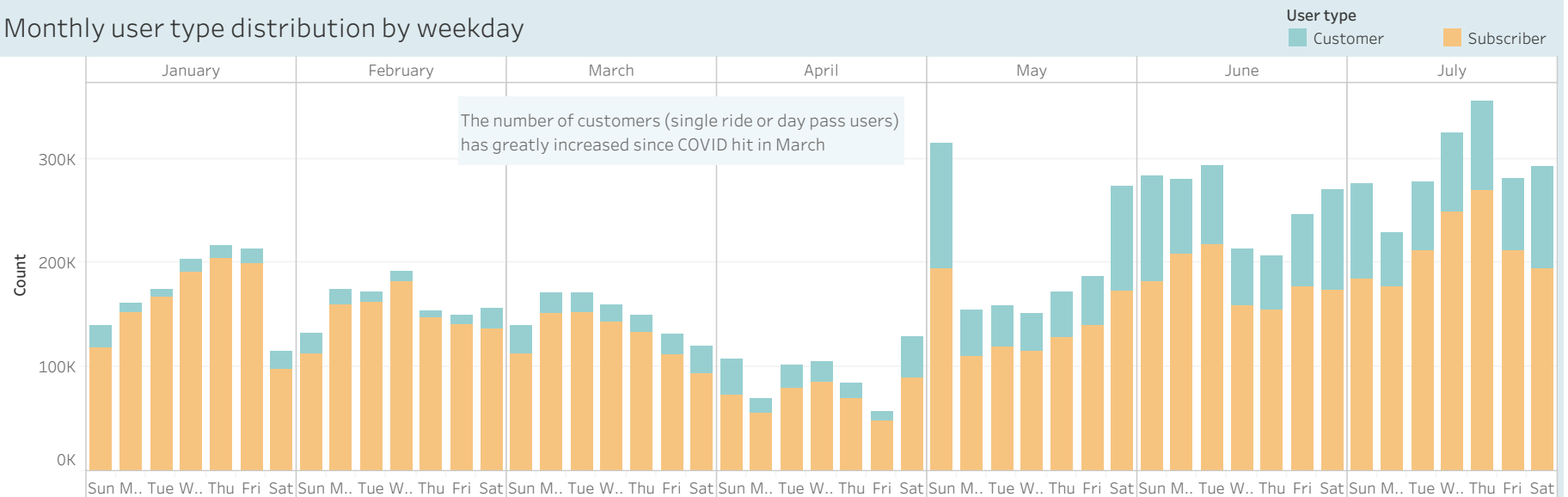| Rider Overview	Trip Metrics	Trip Metrics cont. (Duration)	Popular Starting and Ending Stations

Age distribution by gender

Regardless of gender, majority of riders are around 30 years of age

Monthly percent distribution by gender

Gender ■ Male ■ Female

The proportion of female riders has significantly increased since January

Month	Male	Female
January	76.49%	23.51%
February	76.53%	23.47%
March	73.42%	26.58%
April	68.52%	31.48%
May	64.20%	35.80%
June	64.26%	35.74%
July	65.59%	34.41%

Monthly user type distribution by weekday

User type ■ Customer ■ Subscriber

The number of customers (single ride or day pass users) has greatly increased since COVID hit in March

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Total trips by month

Overall ridership has greatly increased since COVID

Month
All

Count

- January: 1,222,054
- February: 1,129,346
- March: 1,042,277
- April: 652,642
- May: 1,411,622
- June: 1,793,719
- July: 2,033,925

Peak ride times by month

Peak times before COVID coincide with morning (8am) and afternoon (5pm) rush hour. After COVID hit, the peak shifts to a main spike in the late afternoon/early evening around 5-6pm

Citi Bike Analysis (January - July 2020)

Ride distribution by trip duration

Month
All

Majority of rides last between 5-10 minutes

Trip duration	Count
0-5 min	1,125,783
5-10 min	2,339,448
10-15 min	1,658,989
15-20 min	1,165,685
20-25 min	900,304
25-30 min	723,750
30-35 min	509,511
35-40 min	351,561
40-45 min	241,541
>45 min	269,013

Average trip duration by month

The average trip duration has increased since January, likely due to warmer temperatures
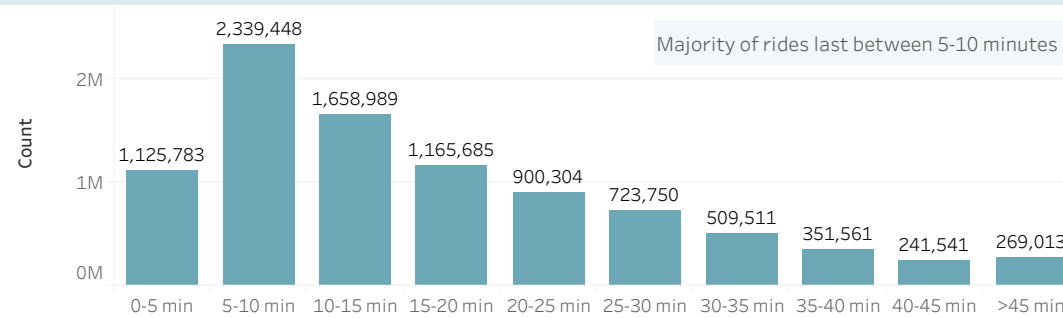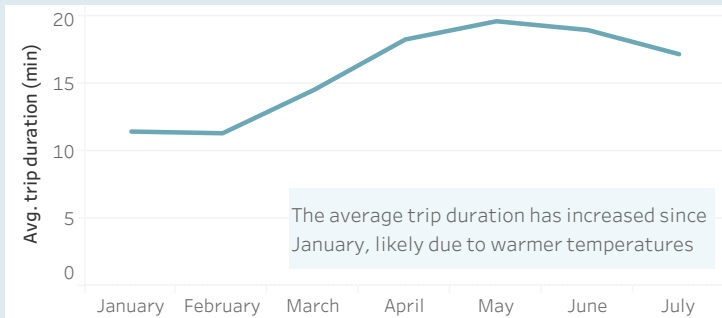
Percent distribution of rides by trip duration by month

Trip duration
All

Month
All
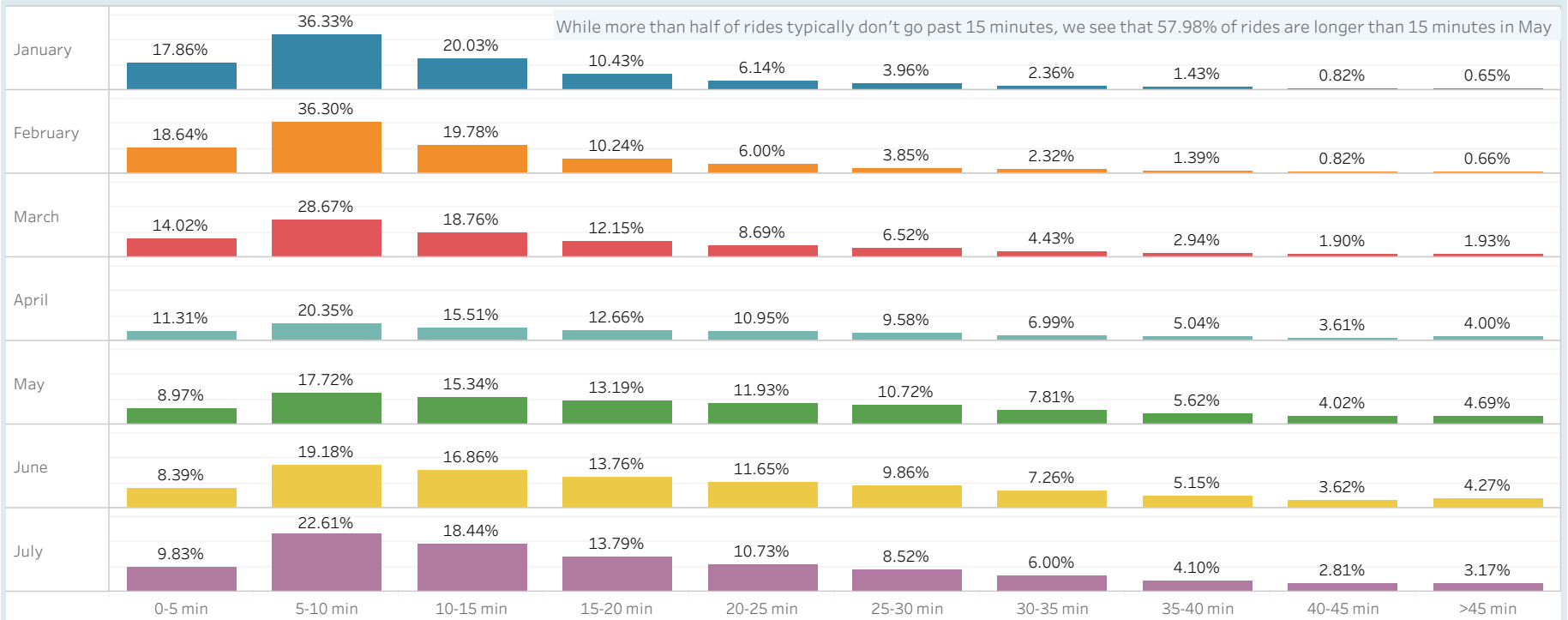
While more than half of rides typically don't go past 15 minutes, we see that 57.98% of rides are longer than 15 minutes in May

Month	0-5 min	5-10 min	10-15 min	15-20 min	20-25 min	25-30 min	30-35 min	35-40 min	40-45 min	>45 min
January	17.86%	36.33%	20.03%	10.43%	6.14%	3.96%	2.36%	1.43%	0.82%	0.65%
February	18.64%	36.30%	19.78%	10.24%	6.00%	3.85%	2.32%	1.39%	0.82%	0.66%
March	14.02%	28.67%	18.76%	12.15%	8.69%	6.52%	4.43%	2.94%	1.90%	1.93%
April	11.31%	20.35%	15.51%	12.66%	10.95%	9.58%	6.99%	5.04%	3.61%	4.00%
May	8.97%	17.72%	15.34%	13.19%	11.93%	10.72%	7.81%	5.62%	4.02%	4.69%
June	8.39%	19.18%	16.86%	13.76%	11.65%	9.86%	7.26%	5.15%	3.62%	4.27%
July	9.83%	22.61%	18.44%	13.79%	10.73%	8.52%	6.00%	4.10%	2.81%	3.17%

Citi Bike Analysis (January - July 2020)

Top 10 Start Stations

Start Station Name	
West St & Chambers St	49,484
12 Ave & W 40 St	49,385
1 Ave & E 68 St	46,363
Broadway & W 60 St	45,043
W 21 St & 6 Ave	44,885
E 17 St & Broadway	43,624
Christopher St & Greenwi..	42,941
Pershing Square North	41,457
E 13 St & Avenue A	40,815
Broadway & E 22 St	40,806
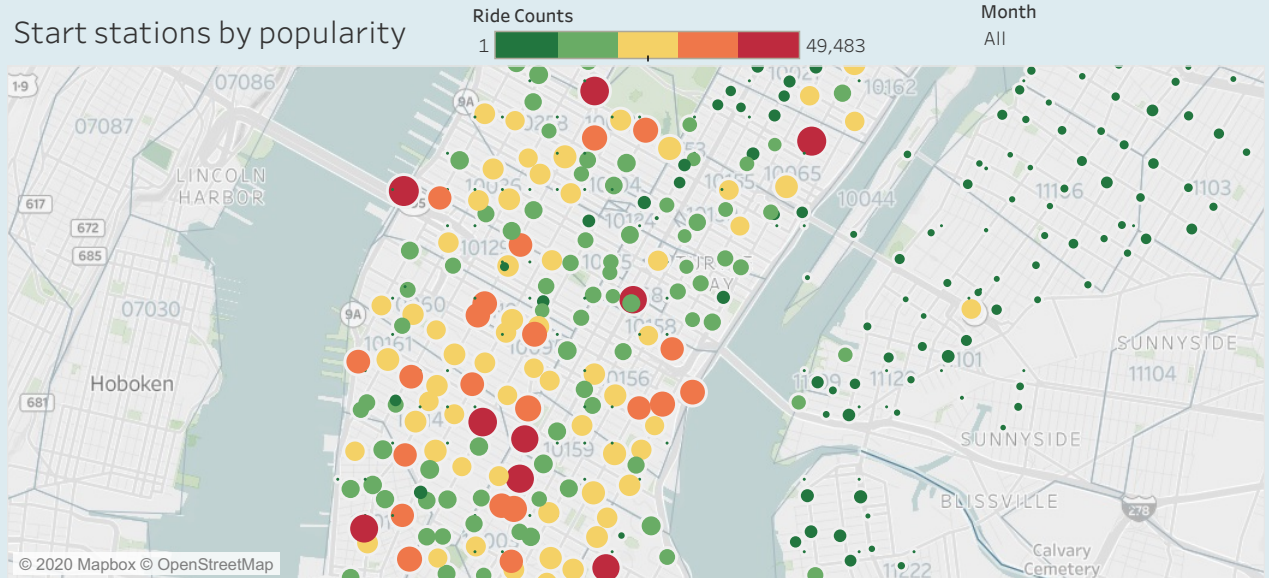
Top 10 End Stations

End Station Name	
12 Ave & W 40 St	51,125
West St & Chambers St	50,182
1 Ave & E 68 St	46,498
E 17 St & Broadway	46,271
W 21 St & 6 Ave	45,595
Christopher St & Greenwi..	44,178
Broadway & W 60 St	43,992
Broadway & E 22 St	43,304
Pershing Square North	40,847
E 13 St & Avenue A	40,773

Start stations by popularity

Ride Counts
1   49,483

Month
All

End stations by popularity