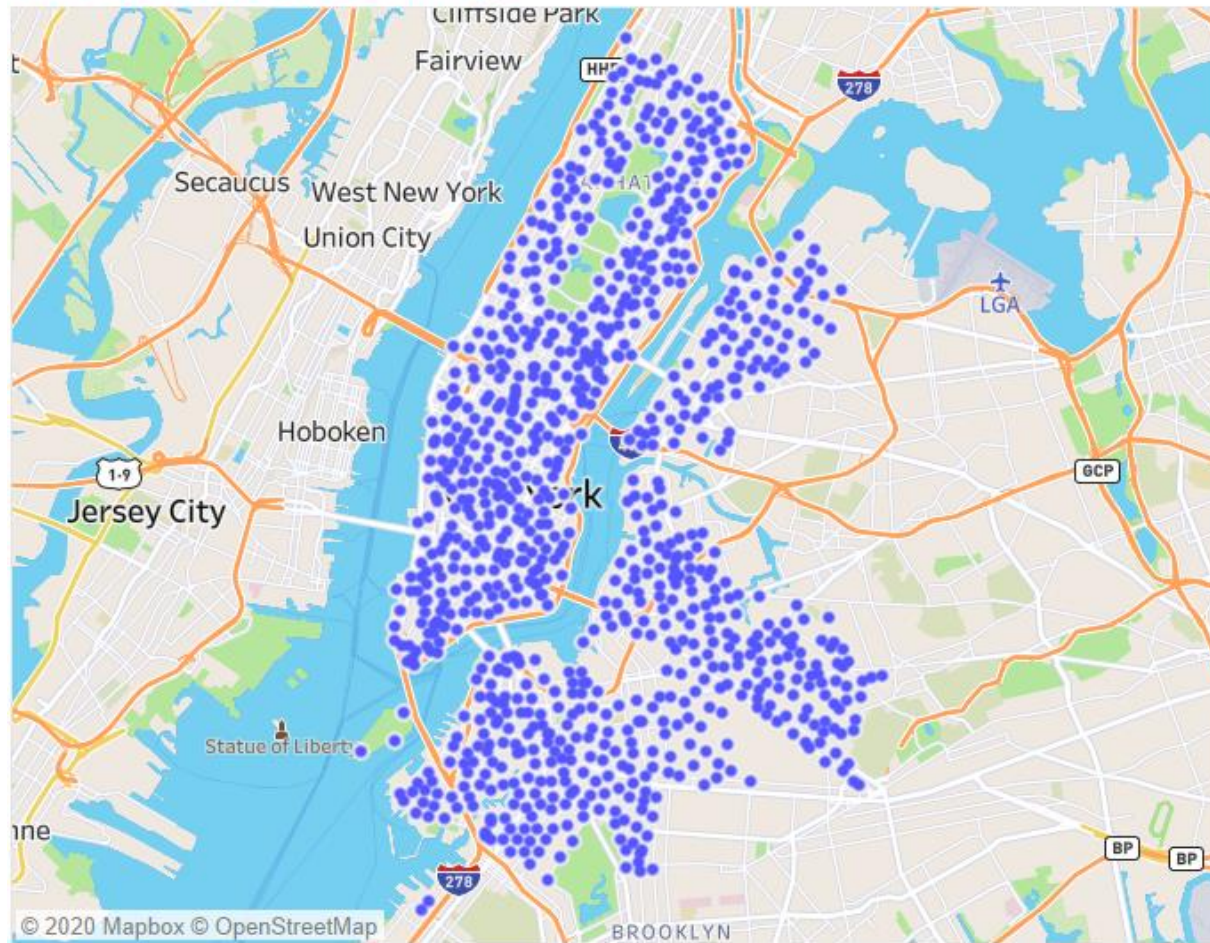


Tableau Challenge – NYC Citi Bike

NYC Citi Bike Station Map



Amy Guan

09/28/2020

I. Popular Citi Bike Stations

- Due to the limit of 15,000,000 rows in the Tableau public version, the months of Jan, Mar, May, Jul, Sep and Nov 2019 are used here for this study.
- Total bike usage maps as the start and end stations show that the two regions with most popular Citi Bike stations are: mid-town and lower Manhattan.
- The top start and end stations include: Pershing Square North, West St & Chambers St, 12 Ave & W 40 St, Grand Army Plaza & Central Park S, Broadway & W 60 St, 8 Ave & W 31 St, E 17 St & Broadway, and South End Ave & Liberty St.

Popular Citi Bike Stations

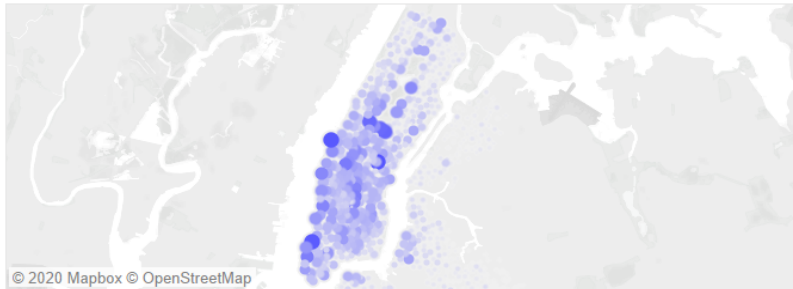
Rental Length In Minutes

4 1,074,496

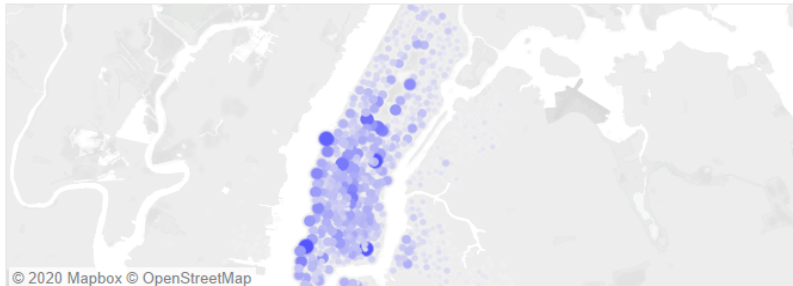
Rental Length In Minutes

- 4
- 200,000
- 400,000
- 600,000
- 800,000
- 1,074,496

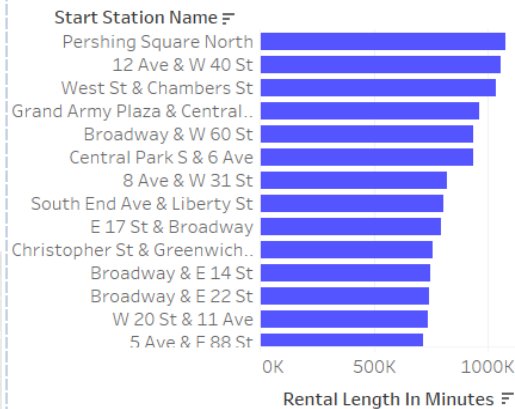
Map of Total Usage as START Stations: Total Rental Length in Minutes for Jan, Mar, May, Jul, Sep and Nov of 2019



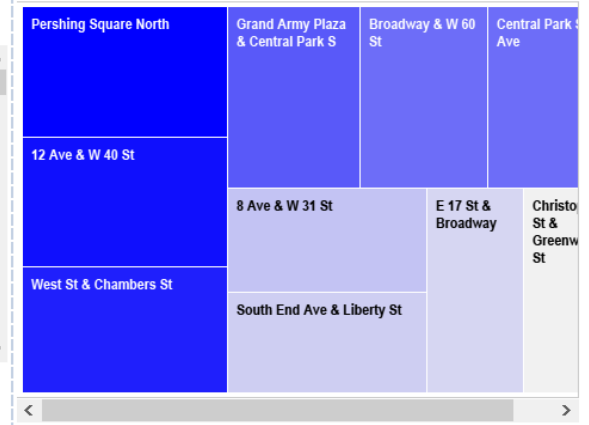
Map of Total Usage as END Stations: Total Rental Length in Minutes for Jan, Mar, May, Jul, Sep and Nov of 2019



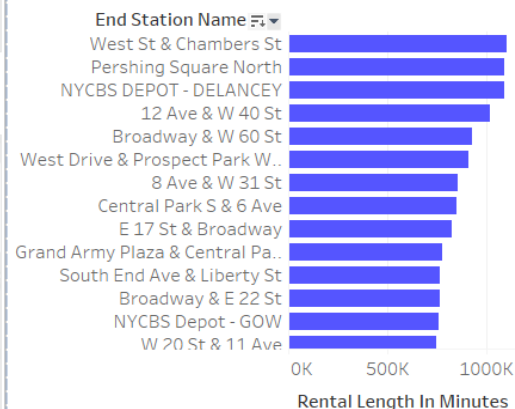
Sorted Most Popular START Stations: Total Rental Length in Minutes for Jan, Mar, May, Jul, Sep and Nov of 2019



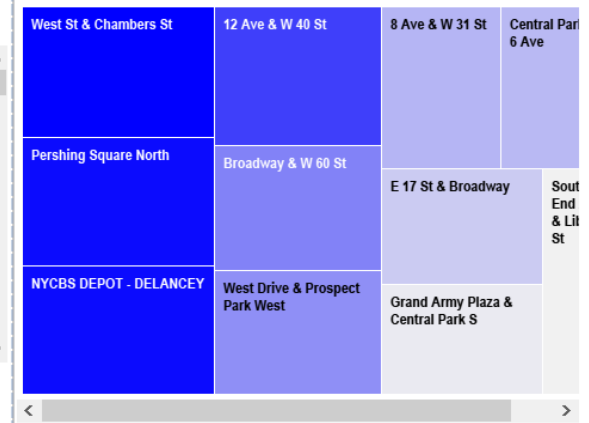
Top 10 START STATION for 2019



Sorted Most Popular END Stations: Total Rental Length in Minutes for Jan, Mar, May, Jul, Sep and Nov of 2019



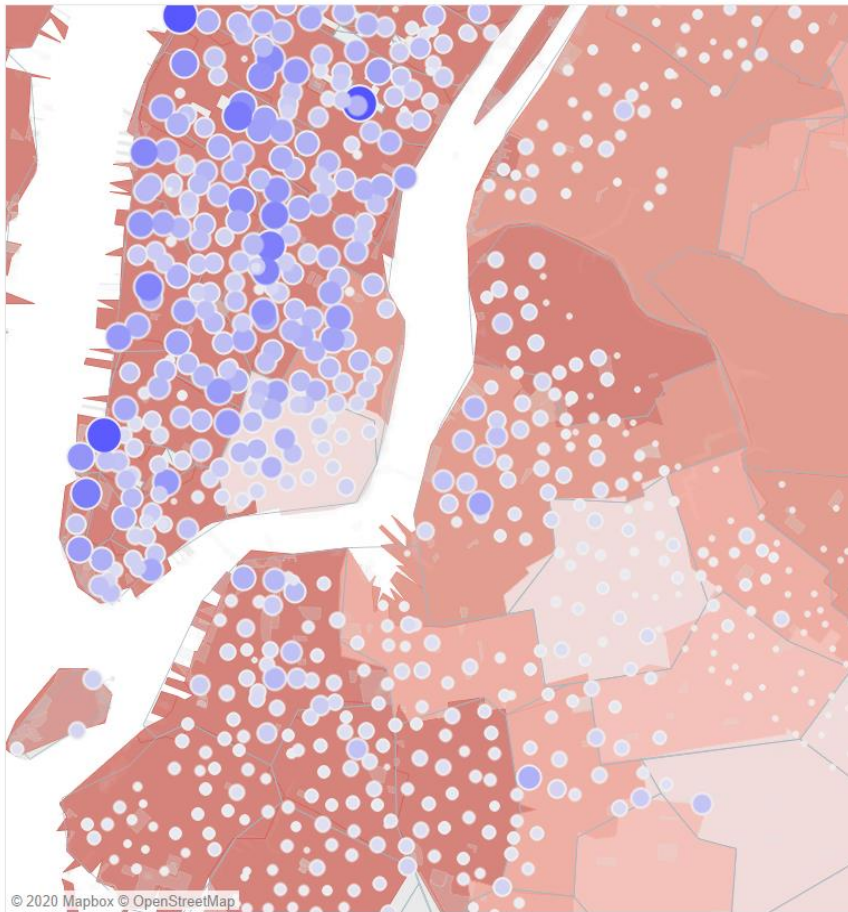
Top 10 END STATION for 2019



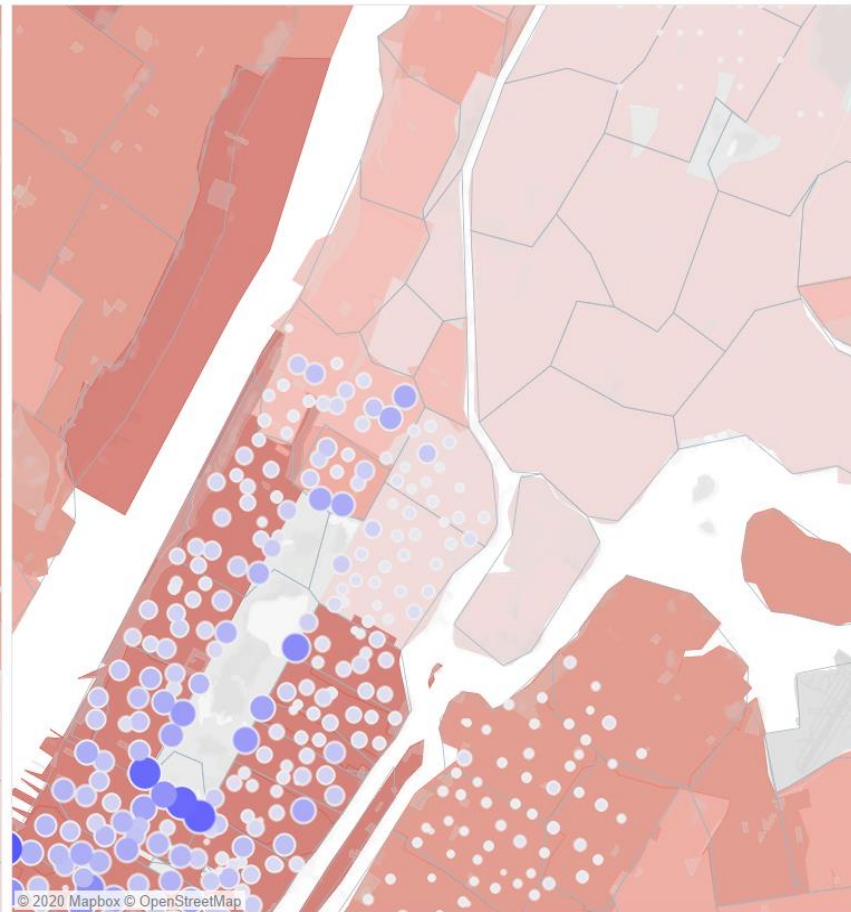
II. Citi Bike Usage vs. Median Household Income

- Maps below demonstrate the relationship between the bike usage and median household income.
- The neighborhoods with the least usage are those with lowest median household income, including the Lower East Side of Manhattan and East Harlem.

Map of Total Usage as START Stations vs. Median Household Income



Map of Total Usage as END Stations vs. Median Household Income



Rental Length In Mi..
4 1M

Rental Length In Mi..
4
200,000
400,000
600,000
800,000
1,074,496

2018 Household Inc..
2,490 to 41,300
41,300 to 51,100
51,100 to 61,300
61,300 to 81,000
81,000 to 250,000

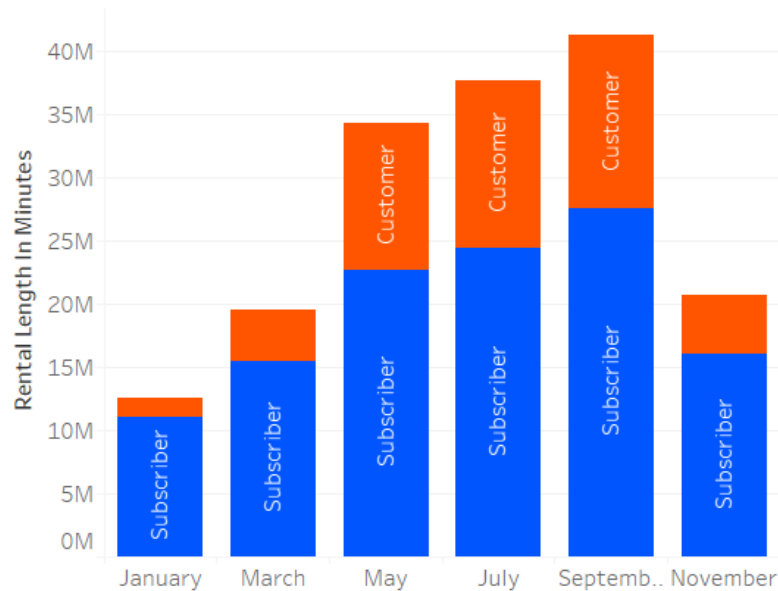
III. Seasonal Variation and User Type Distribution

- Overall the summer usage is significantly higher than the winter months.
- On average, subscribers and non-subscriber customers take up about 2/3 and 1/3 of the total usage.

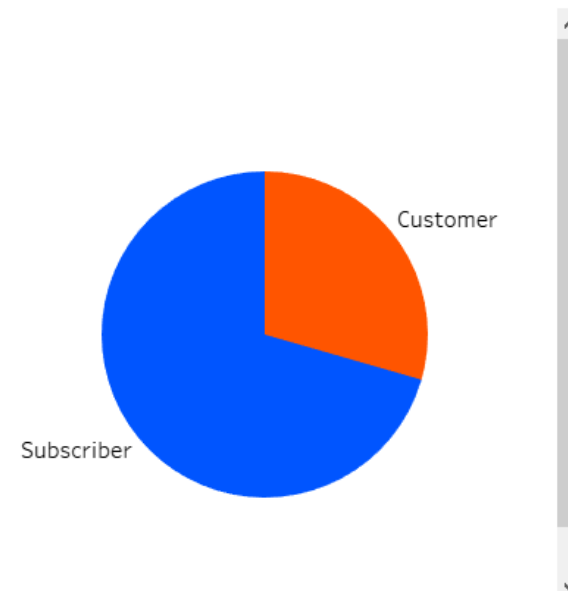
Rental Length In Minutes

165,870,358

Seasonal Total Usage Variation
& Subscriber vs. Customer Break-down for 2019



Subscriber vs. Customer Distribution for 2019



IV. Age Distribution of Total Usage

- Except for the outlier of Birth Year of 1969, users with most usage are those with birth years of 1980s and 1990s.

Age Distribution of Usage

