

# Citi Bike Data Analysis

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# Project Goal:

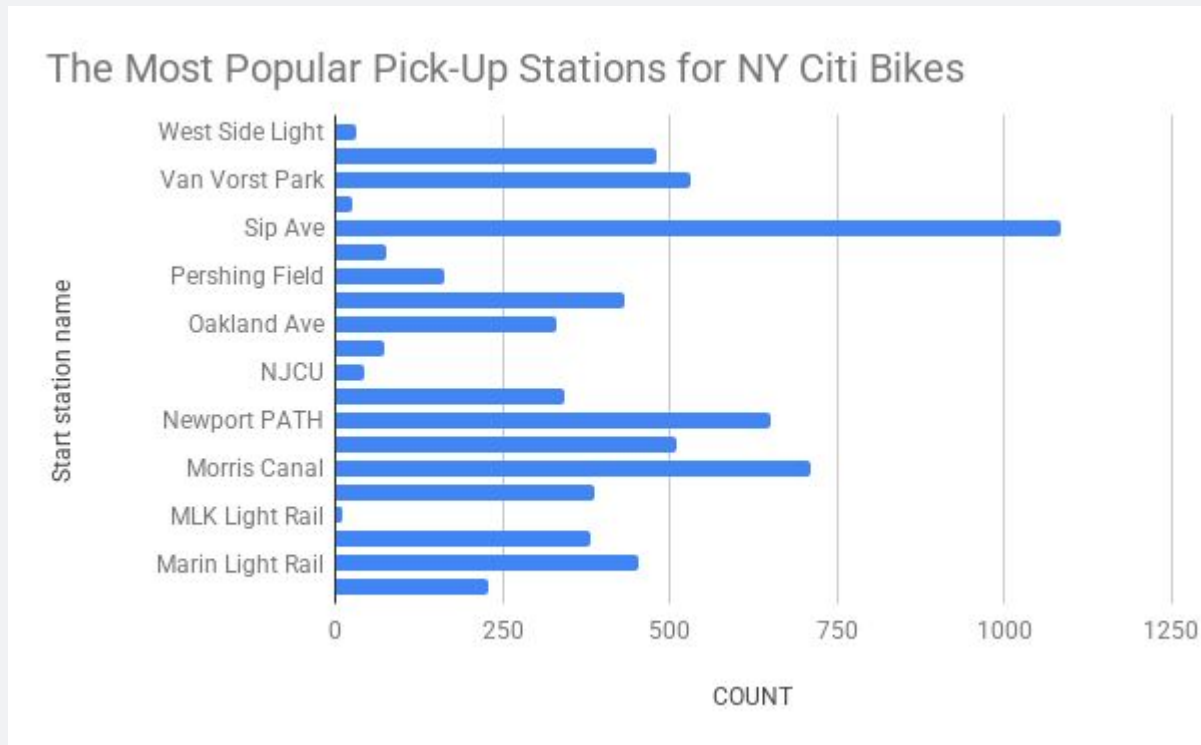
- *To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes*
- *This will help us to:*
  - *Identify where more bikes should be installed*
  - *Create targeted marketing campaigns that will appeal to different customer segments*

## Key questions:

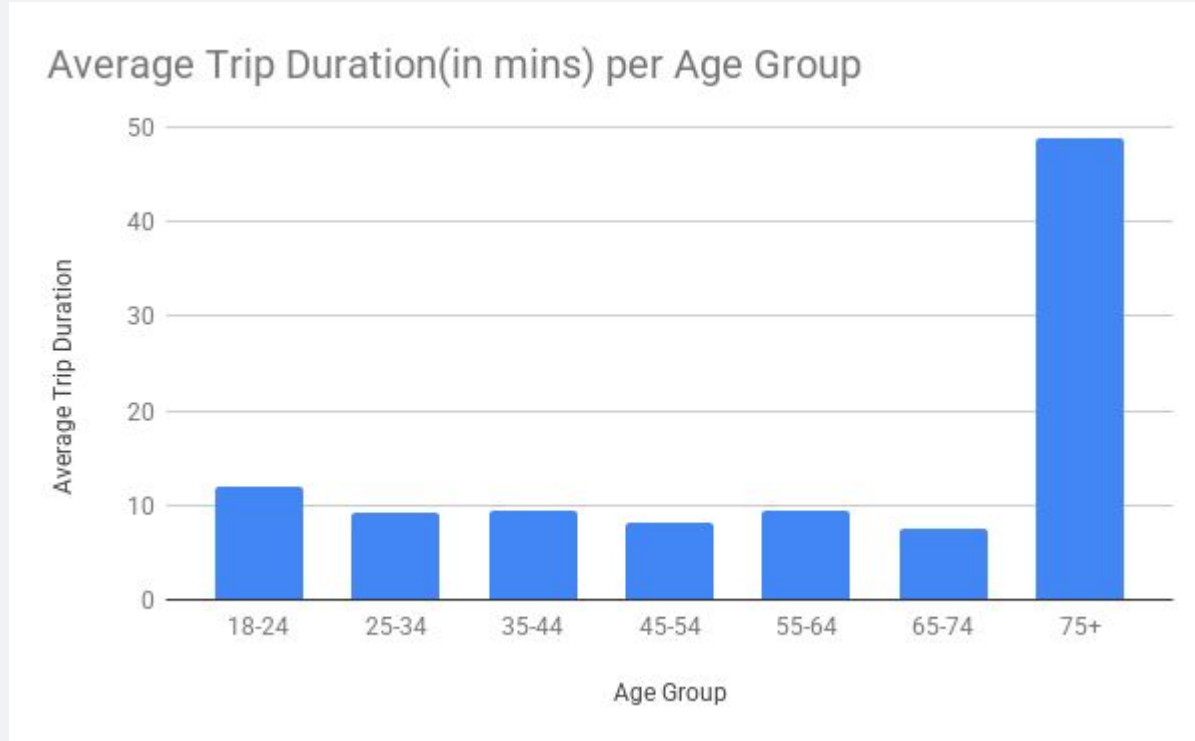
- What are the most popular pick-up locations across the city for Citi Bike rental?
- How does the average trip duration vary across different age groups?
- Which age group rents the most bikes?
- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?
- Does the factor of user age impact the average bike trip duration?

# Findings & Insights

# 1. What are the most popular Citi Bike pick-up locations?



## 2. How does the average trip duration vary across different age groups?

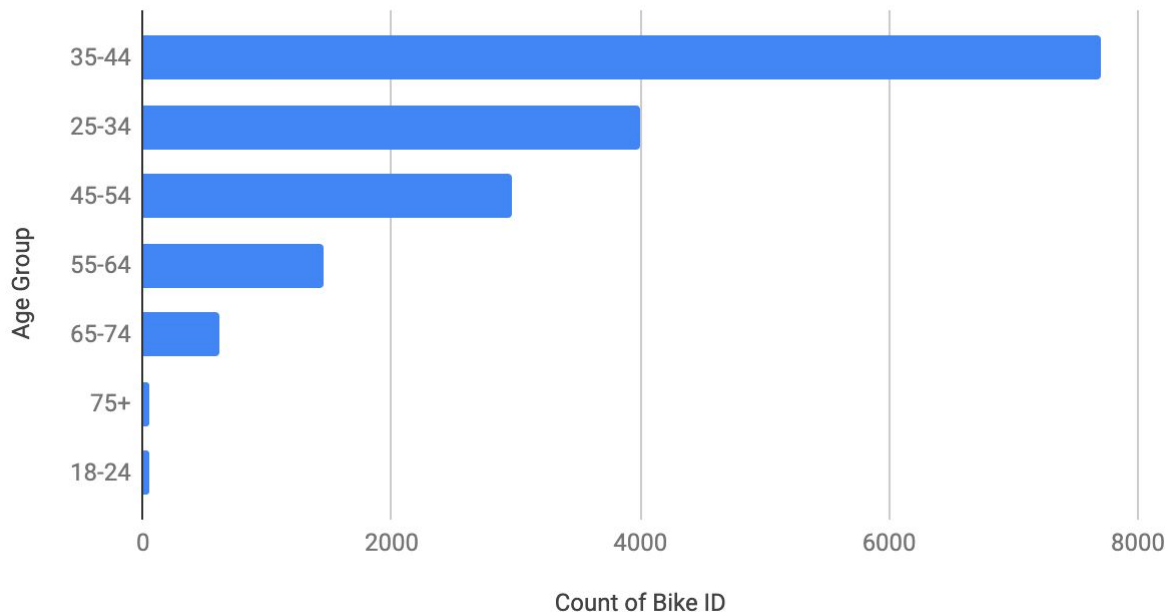


*75+ year olds  
take the  
longest trips  
(on average)*

*65-74 and  
25-34 year  
olds take the  
shortest trips  
(on average)*

### 3. Which age group rents the most bikes?

Number of bikes rented across different age groups

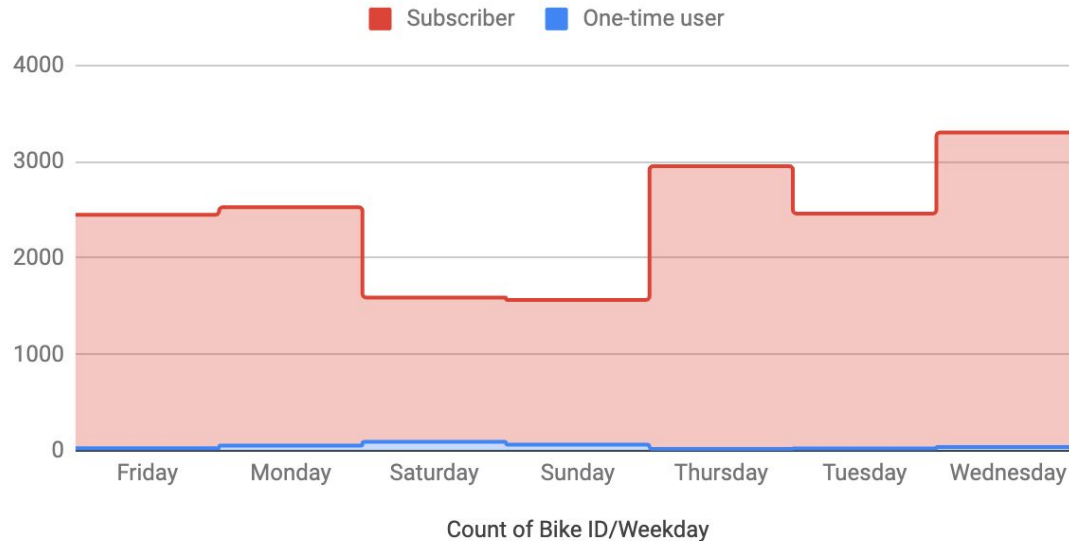


*35-44 year olds  
rent the most  
bikes*

*75+ and 18-24  
year olds rent the  
least bikes*

## 4. How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

Number of bikes rented by one-time users and subscribers on different days of the week



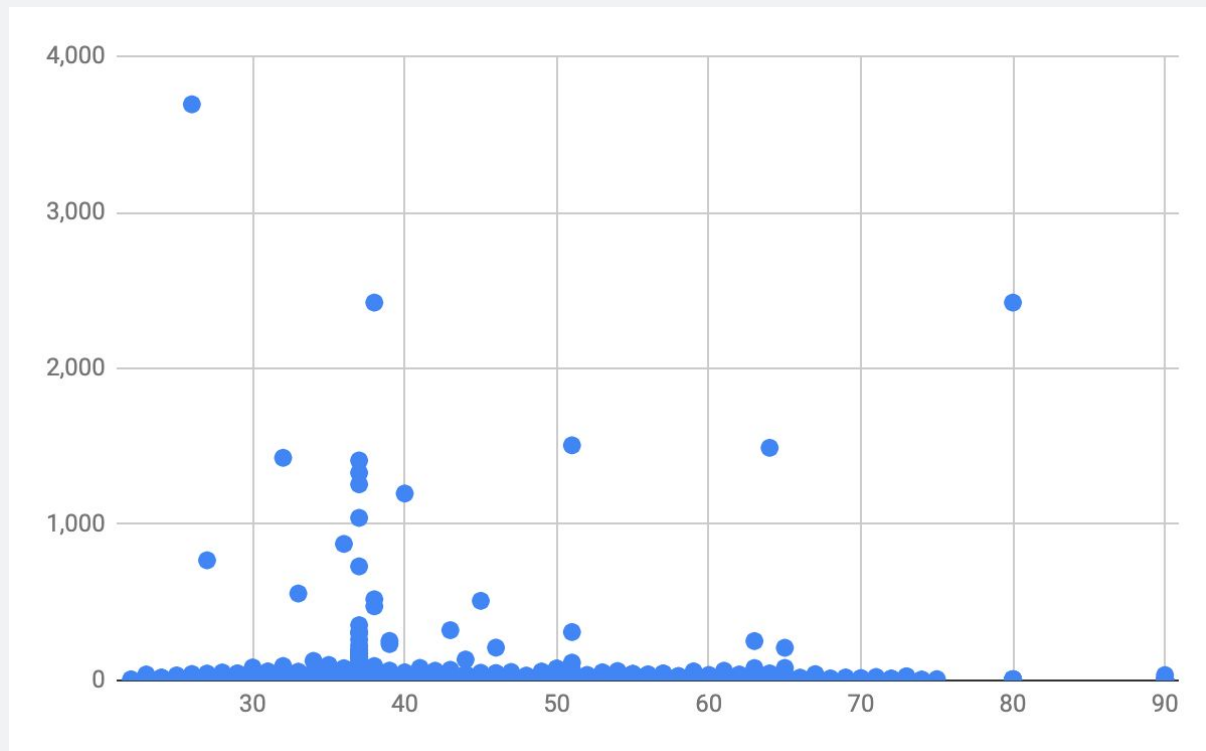
*Citi Bike customer base is predominantly made up of long-term subscribers*

*Subscribers are more active during the week*

*One-time users are more active on weekends*



## 5. Do factors like weather and age impact the average bike trip duration?



*No relationship  
between user age  
and trip duration*

# Summary

# Summary of findings:

- **Top 5 pick-up locations for bikes:**

- *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*

- **Customer base:**

- *Based on your findings, how would you describe Citi Bike's customer base? Think in terms of characteristics like age and user type*

- **Citi Bike customer behavior:**

- *Who takes the longest and shortest trips on average?*

# Actions & Recommendations

# Recommended actions:

## ***Product recommendations:***

- *Install more bikes at Grove St Path, Sip Ave, Newport Path, Newark Ave, Van Vorst Park.*

## ***Marketing recommendations:***

- *The Citi Bike customer base is mostly long-term subscribers aged between 35-44, who are most active during the week. This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.*

# Thank you!