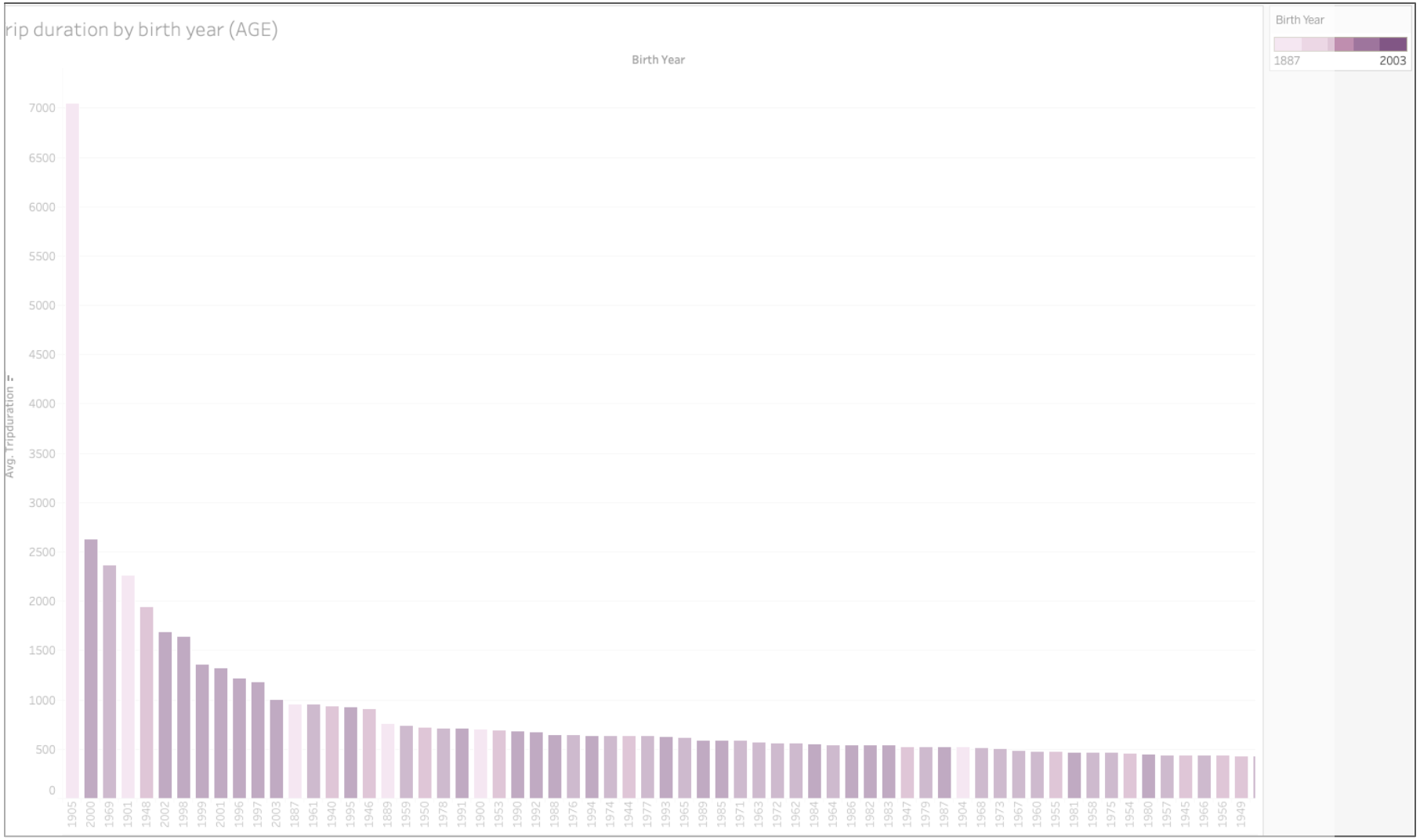
Jersey City 2019 Citi Bike Trip Data, Dashboard Visualization

Trip duration by birth year (Age)

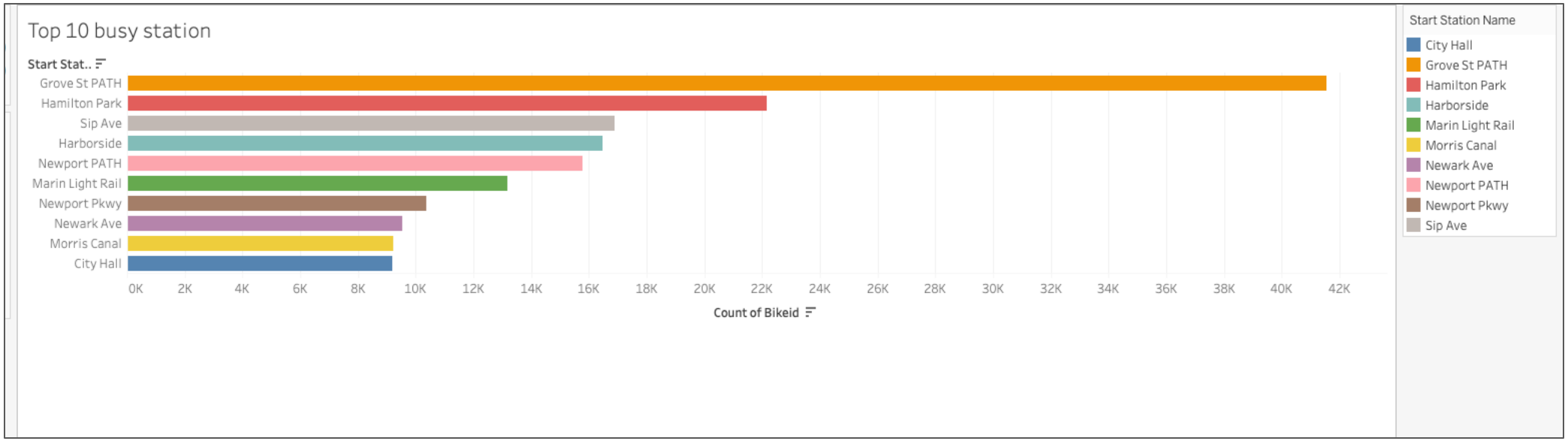
This graph represents average trip duration by birth year (age); this data can be use and an enabler for target marketing to specific age groups.

Note: you will notice that you have riders born between 1880 to 1960. My guess here is it could be that the riders choose not to enter their year of birth. **My recommendation** is CitiBike could make users enter their exact year of birth but capturing a picture of their identification documentation if they intend to use this data for target marketing.



The Top 10 Busy Start Stations

People who work or live in and around these stations earn an income above the average income bracket; hence they could afford public transportation to and from work. However, they choose to use CitiBike for commuting as a means of physical exercise, a way to avoid heavy traffic to or from office to train station or their homes



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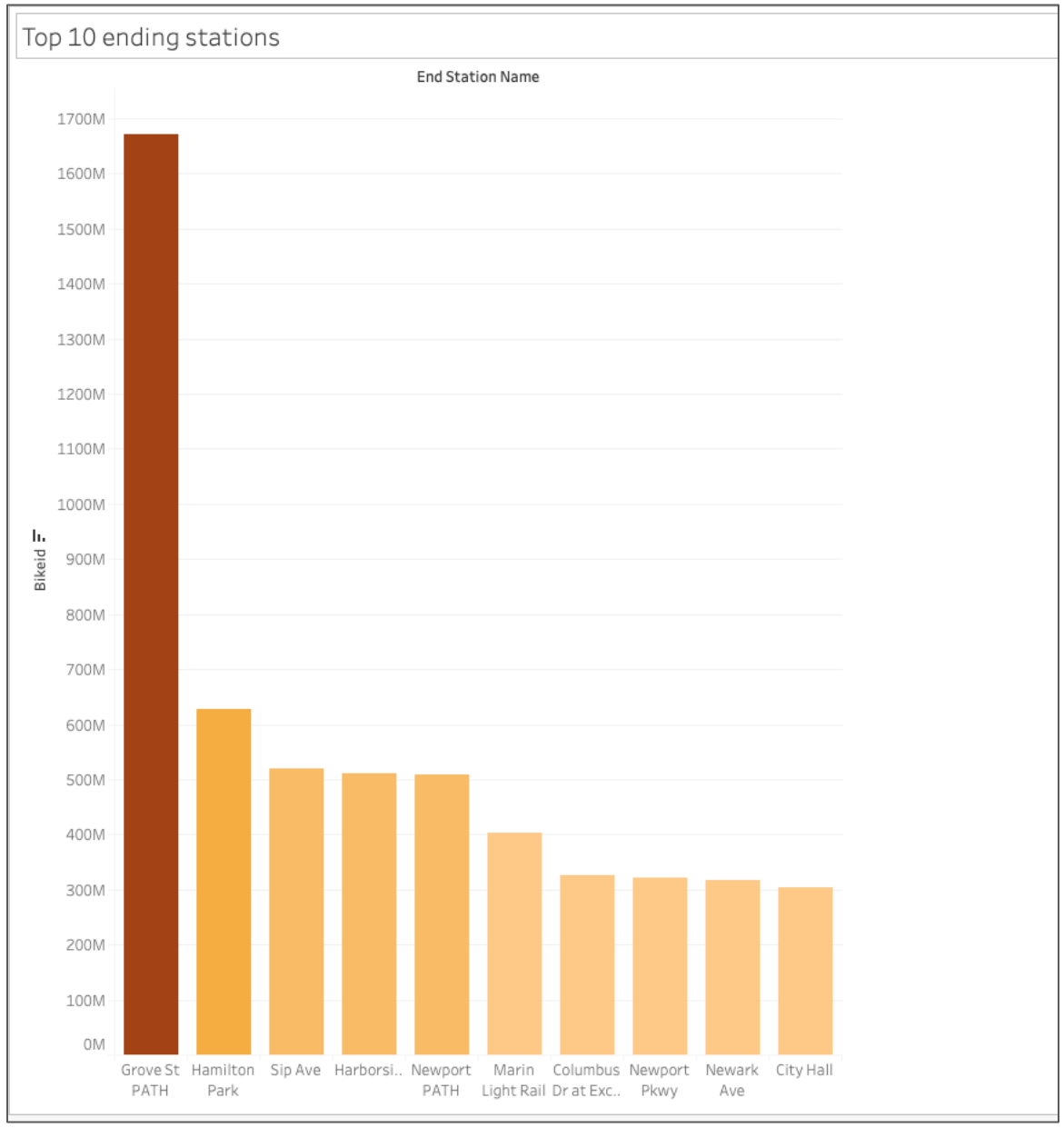
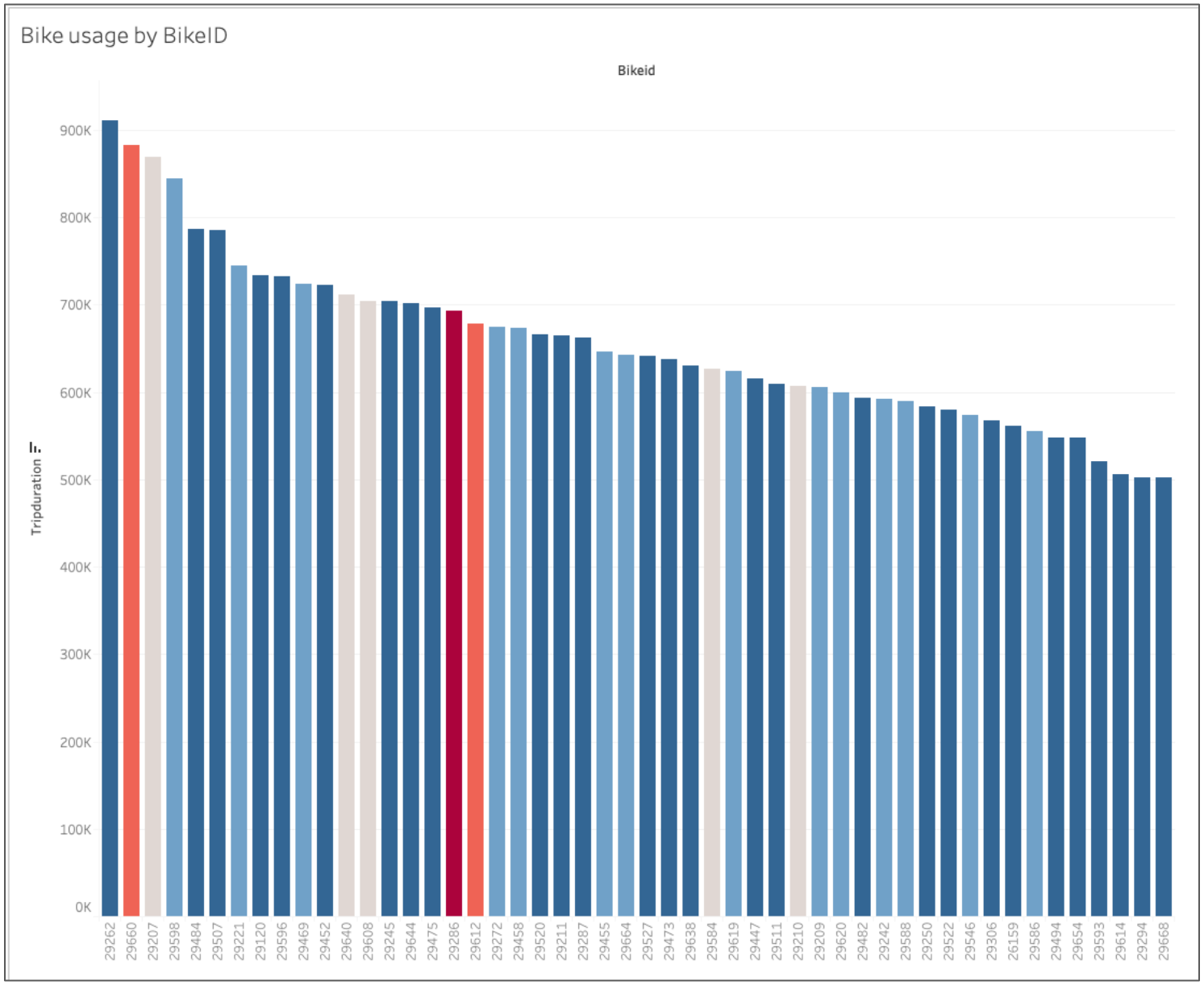


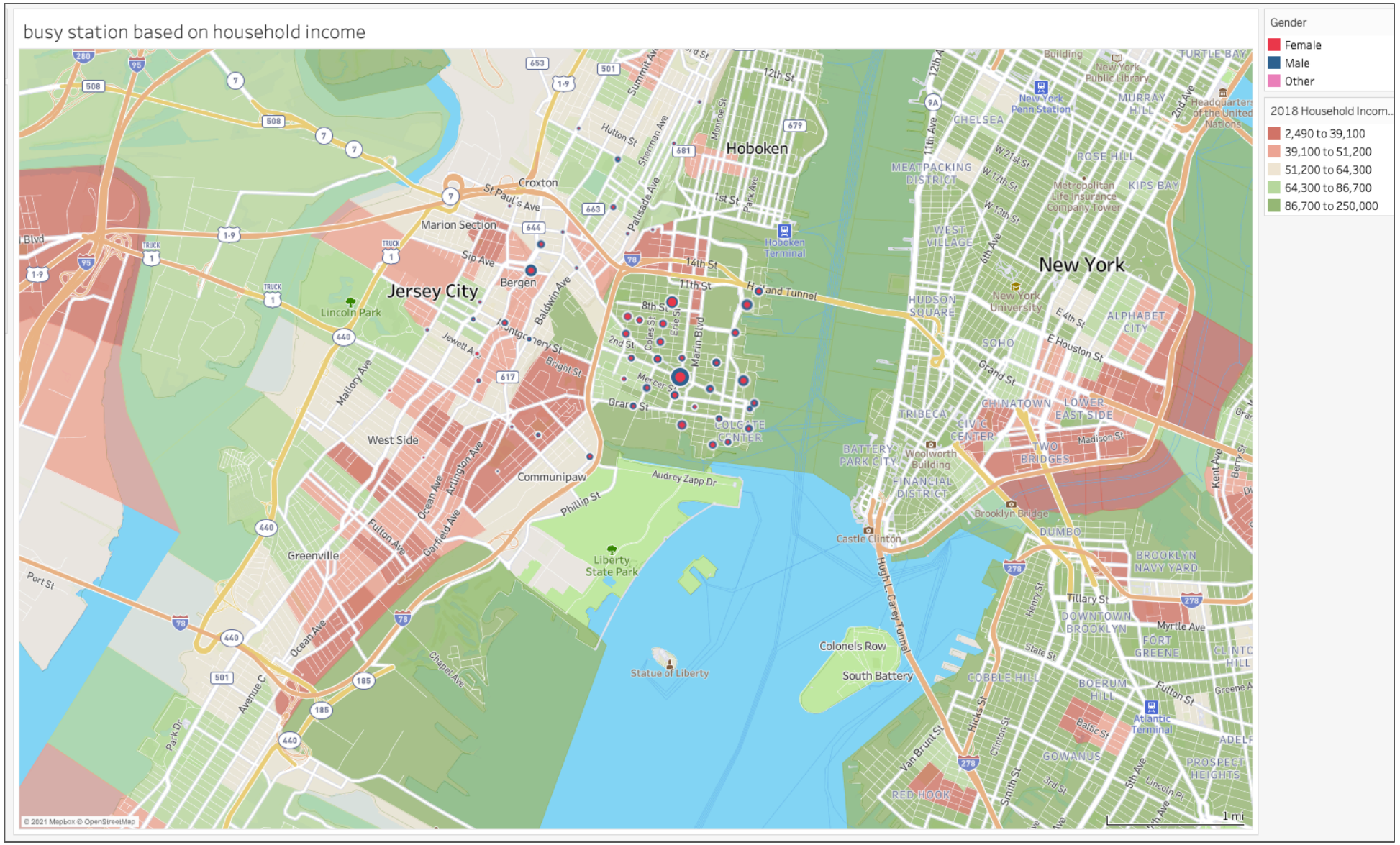
Trip duration covered by the most used bikes (50)

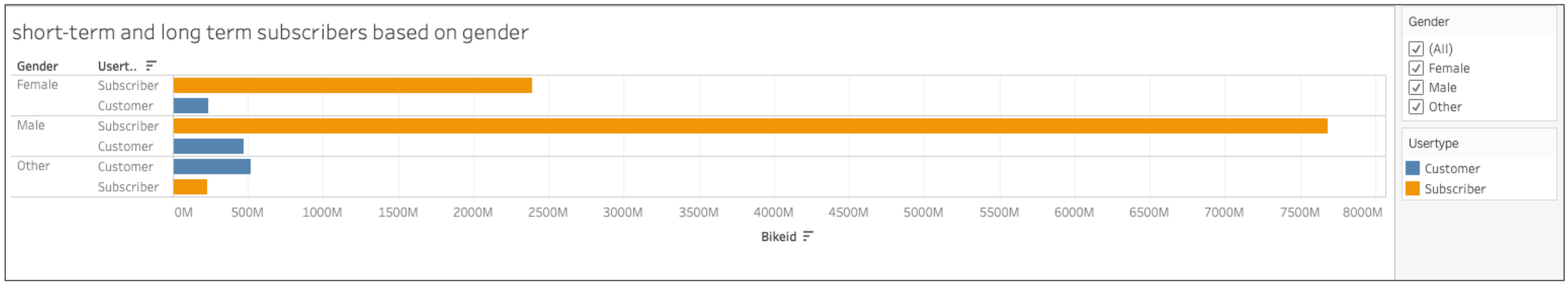
The essence of this analysis is to identify the most used bikes by trip duration covered, and this data will assist in planning for repairs and retiring of bikes.



Busy stations by gender and household income

This visualization aims to base our facts on bike usage on gender and 2018 household income data.




short-term and long term subscribers based on gender
Gender
Usert..
Female
Subscriber
Customer
Male
Subscriber
Customer
Other
Customer
Subscriber
0M
500M
1000M
1500M
2000M
2500M
3000M
3500M
4000M
4500M
5000M
5500M
6000M
6500M
7000M
7500M
8000M
Bikeid
Gender
(All)
Female
Male
Other
Usertype
Customer
Subscriber

This graph represents usertype by birth year (age); this data can be use and an enabler for target marketing to specific age groups.

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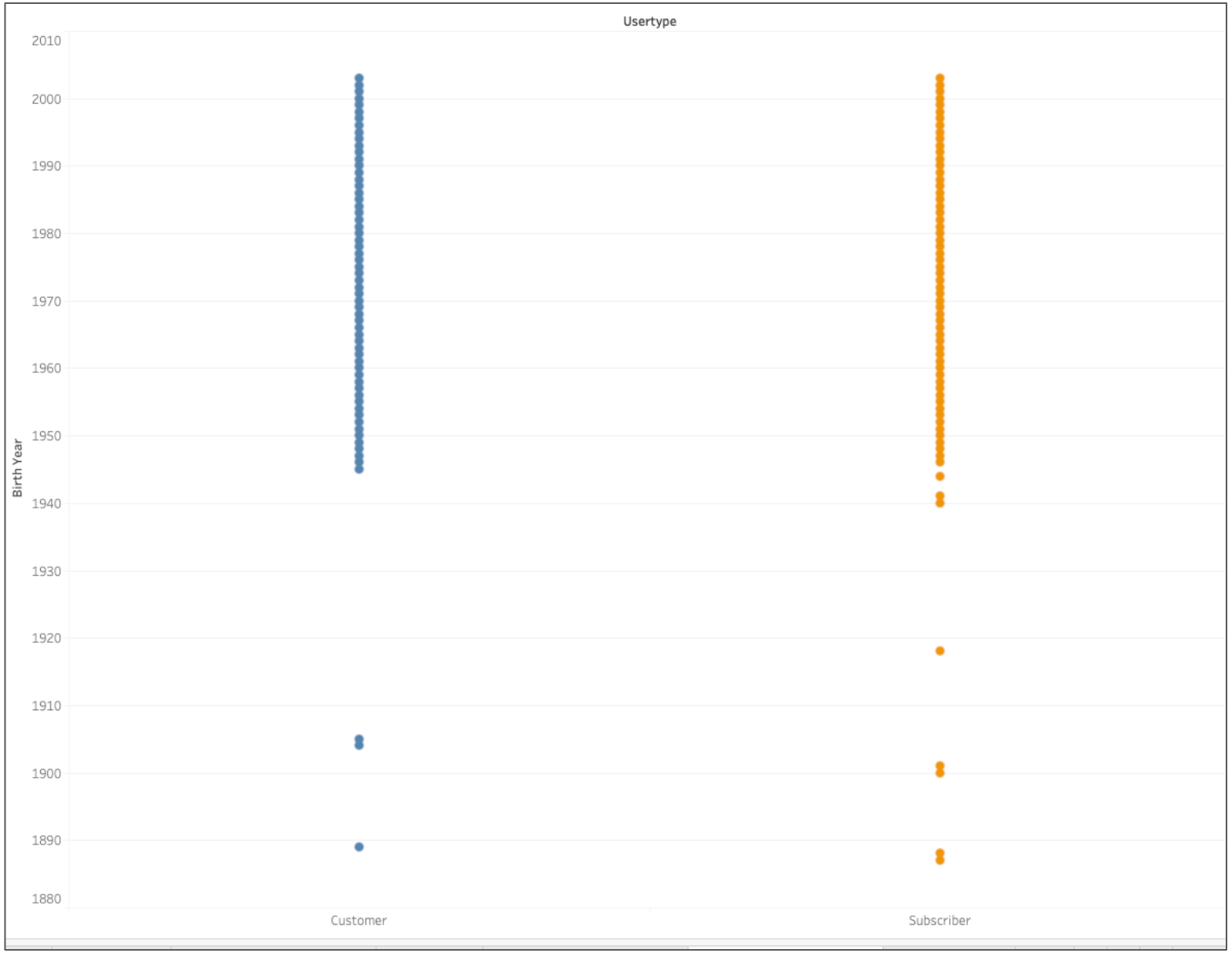

Avg distance by bike

This data again helps us to identify the average distance by bike,
this data will also assist in planning for repairs and retiring of bikes.