Citi Bike – The Data Tells The Story

We have gathered data from the last year from November 2018 – October 2019 in an effort to predict trends, marketing focus, and how to manage our biking network. The attached link addresses specific efforts to make NYC’s Citi Bike Program as effective as possible.

As can be seen from The Strategic Initiative Dashboard, an interesting correlations we find between who has the most bike checkouts vs who has the bikes the longest. The bottom graph clearly demonstrates that are subscribers check out the bikes most frequently. But when we compare it to our bubble chart, they are the most discreet users when it comes to the average length of time they rent it.

In comparison, although our customers check out less frequently, they dominate duration in which they hold on to the bike. This gives us some interesting feedback in which we can use to market to both groups. We know our customer group may be one-time users. But my marketing to them we are getting more revenue per customer visit.

On the other hand, we can see that the frequency of our subscriber base not only allows us to use the collected data to market to them to encourage our Bike Program, but it proves the validity and strength of our Program.

We should market to the customer base for overall profit, and market to our subscribers for validity and work of mouth of our program in the cities. We should focus on creating consumer feedback and inclusivity benefits, such as reward points and give backs to keep them as our core base and as free advertisement.

Our other chart as seen on the Strategic Initiative 2 allows us to drill down to some of the most active stations to keep a sharp eye on for overcapacity or under capacity. We are able to hover over the data to address Grove St Path, Hamilton Park, and Harbor Side as High Traffic areas. We can monitor these areas in particular for feedback of complaints and efficiency amongst riders.

We can use data and the full integrated feedback loop to monitor other stations and attention as necessary to be as effective with our ground teams as possible. Low bikes or no space to return bikes in locations such as the high traffic ones will result in loss in revenue, loss of business, and poor customer reviews.

<https://public.tableau.com/profile/brandon.jackson3436#!/>