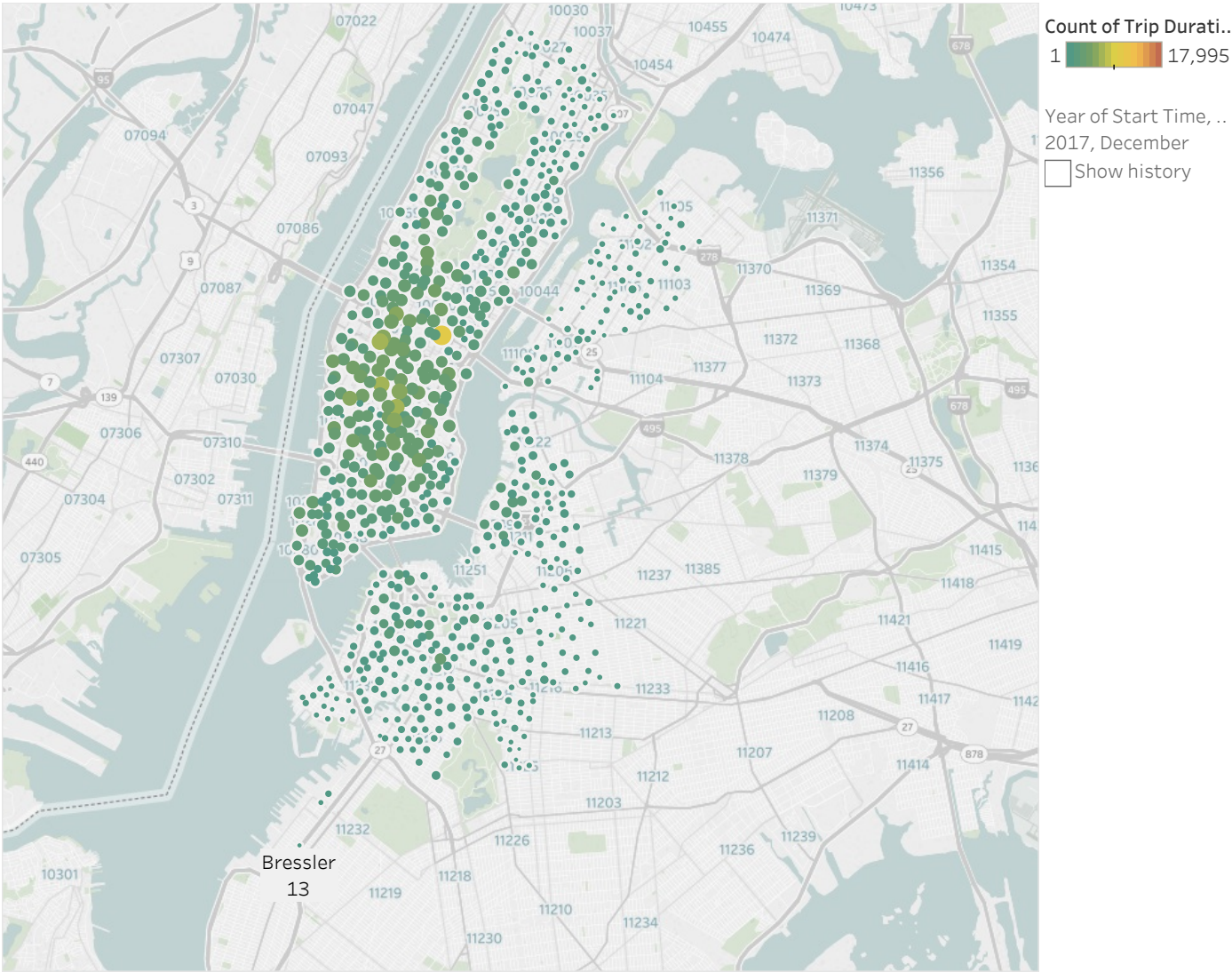


CitiBike NYC 2015-2017

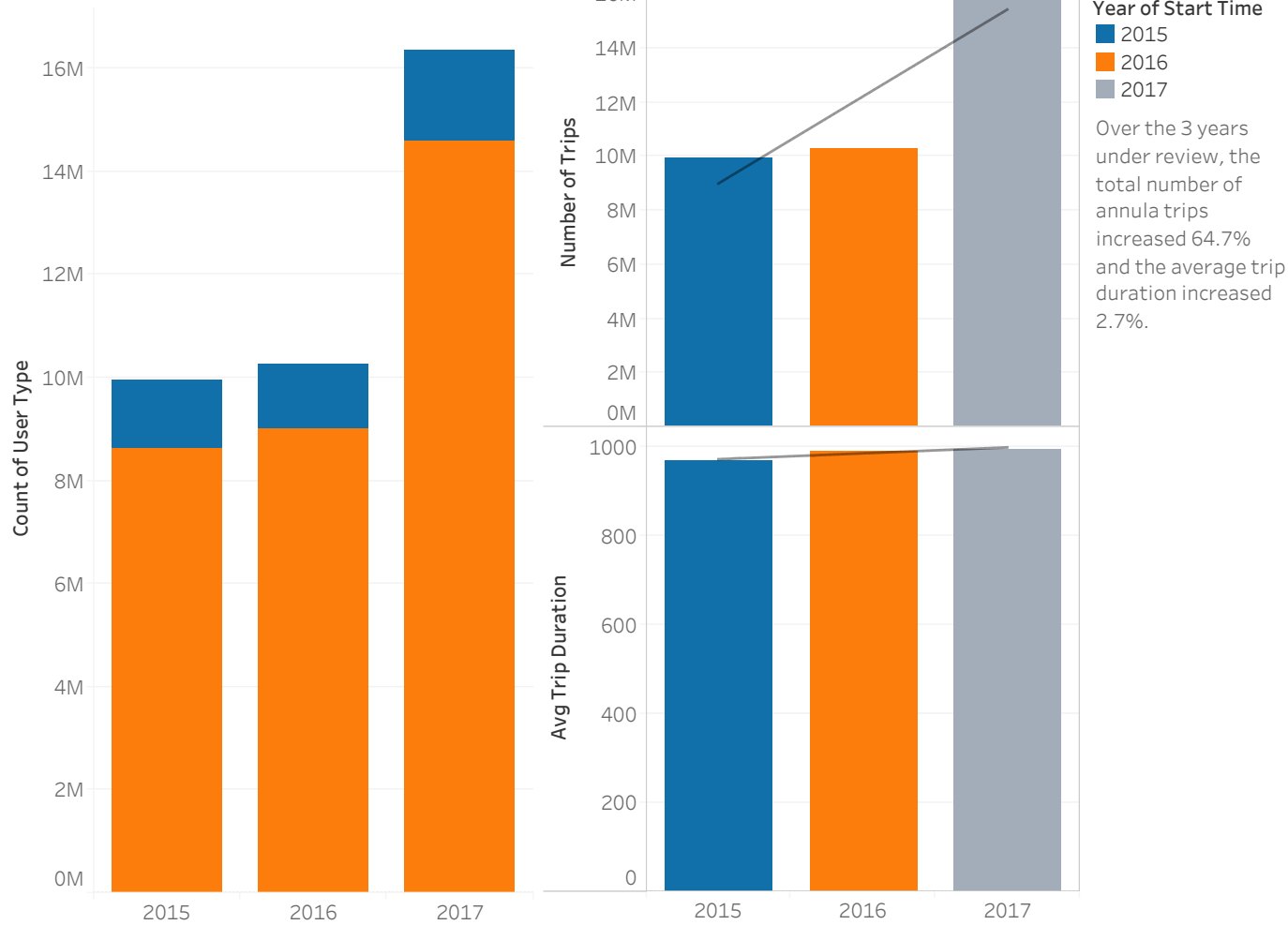
Timelapse History of CitiBike Use	Annual Stats from 36,565,227 confirmed trips.	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data
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CitiBike NYC 2015-2017

Timelapse History of CitiBike Use	Annual Stats from 36,565,227 confirmed trips.	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data
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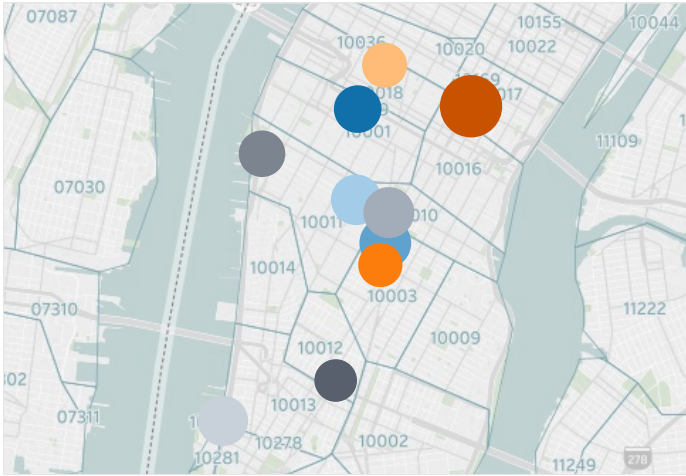
Annual Subscriber vs. Short-term Customer
Trip Stats by Year



CitiBike NYC 2015-2017

Timelapse History of CitiBike Use	Annual Stats from 36,565,227 confirmed trips.	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data
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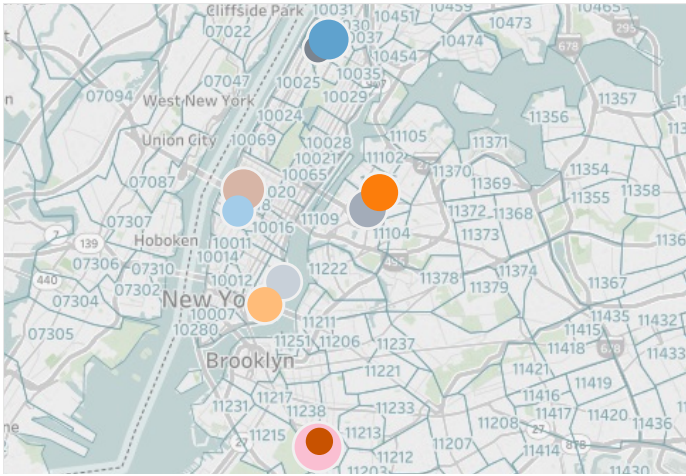
Top Starting



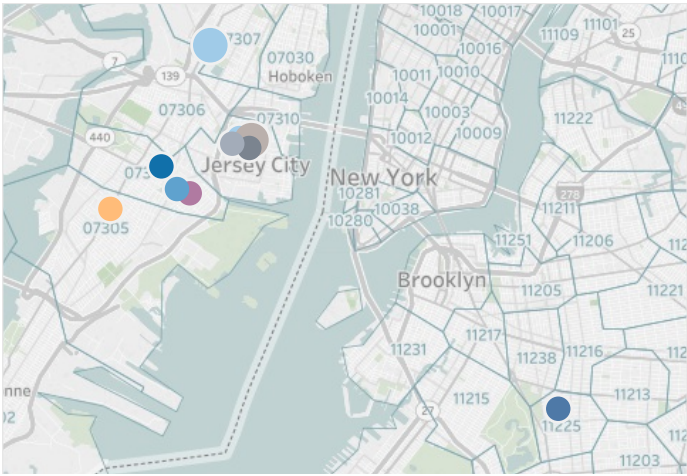
Top Ending



Bottom Starting



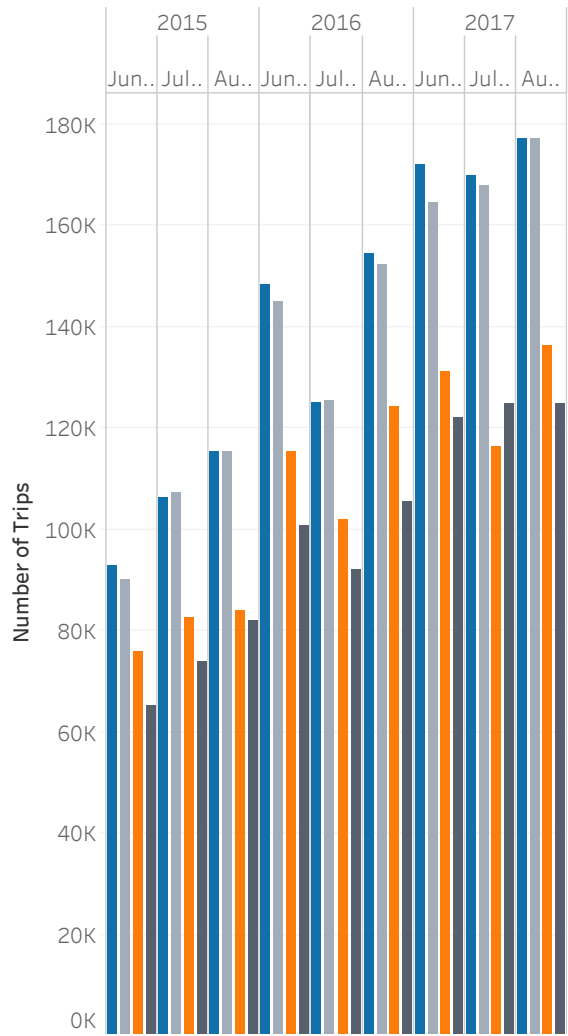
Bottom Ending



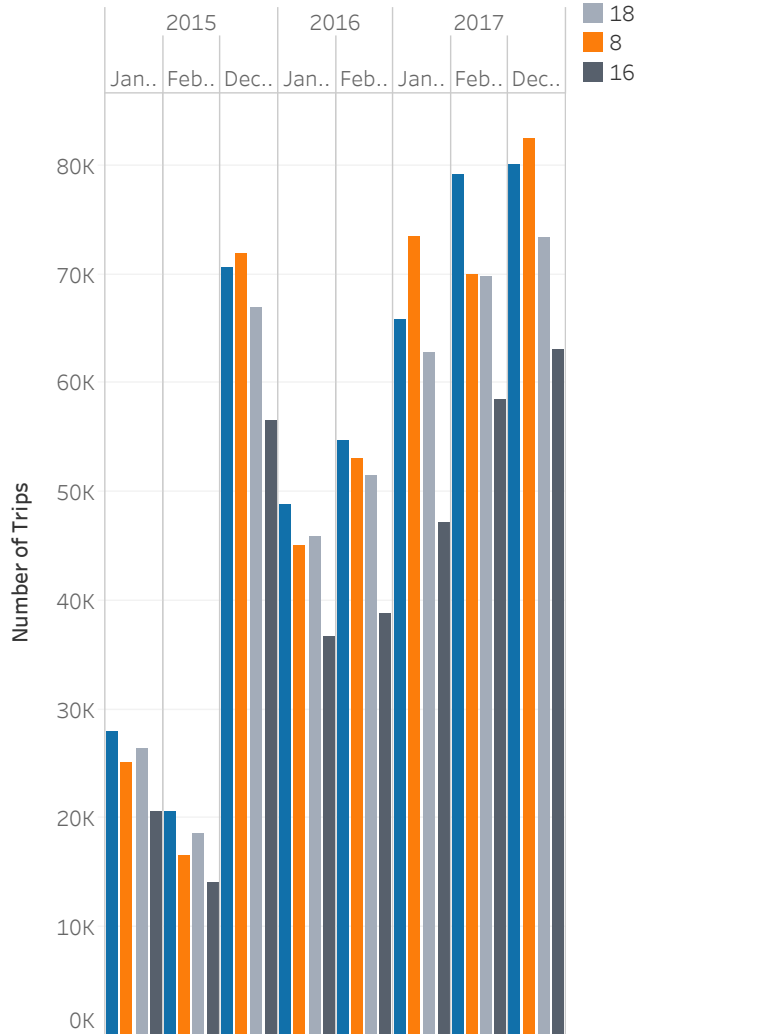
CitiBike NYC 2015-2017

Timelapse History of CitiBike Use	Annual Stats from 36,565,227 confirmed trips.	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data
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Summer Peak Hrs



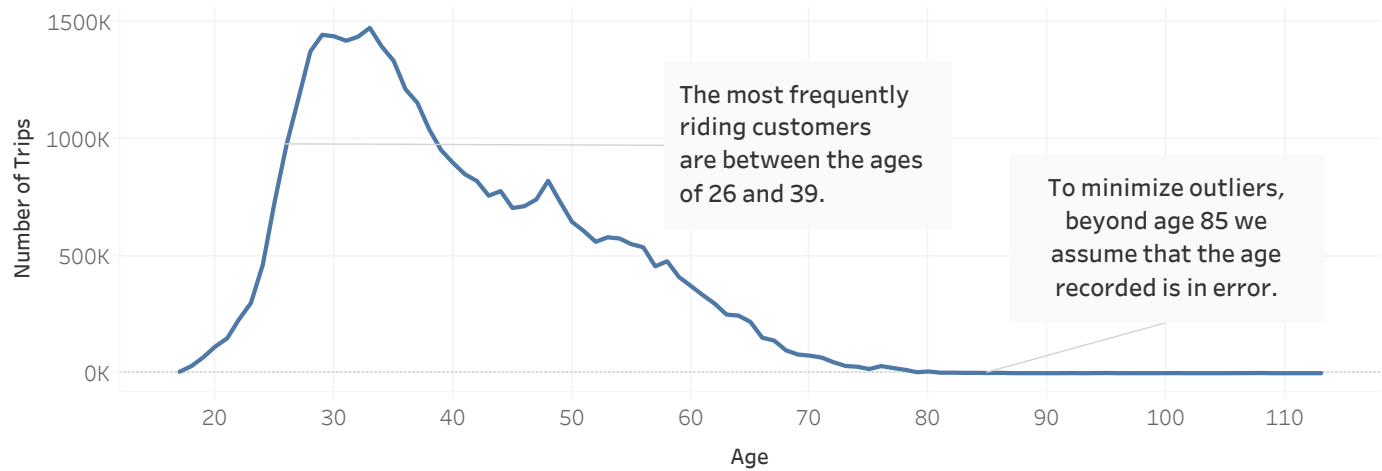
Winter Peak Hrs



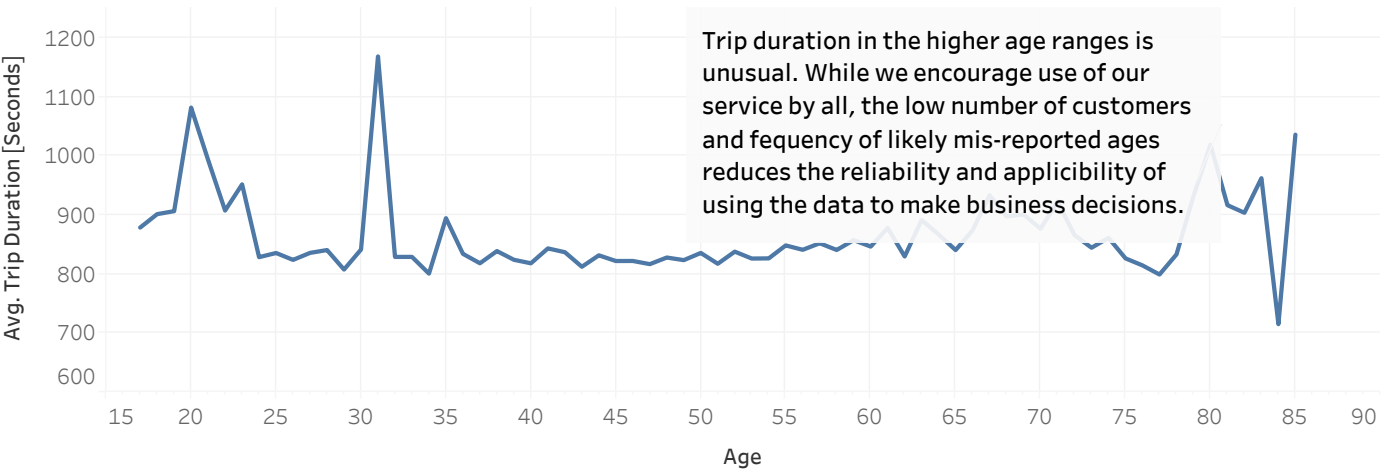
CitiBike NYC 2015-2017

Annual Stats from 36,565,227 c..	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data	Notes
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Trips by Age



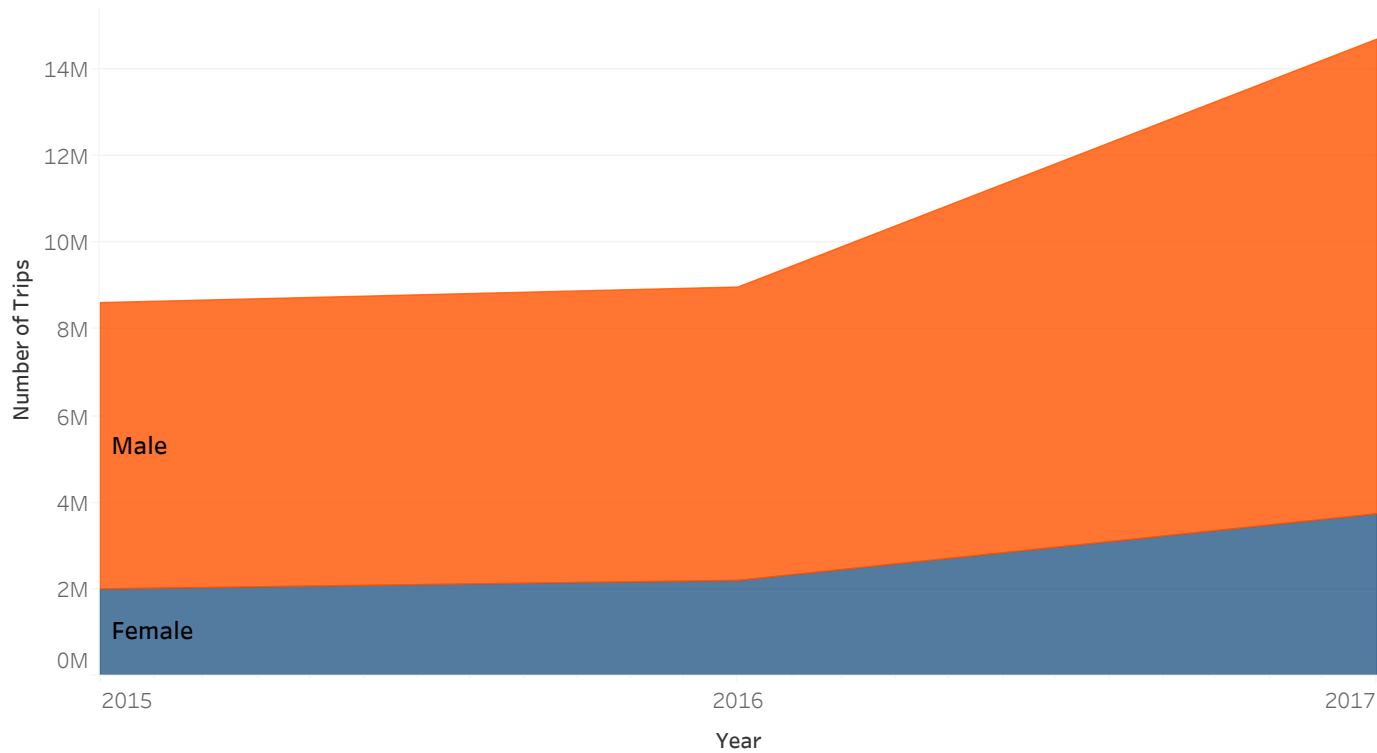
Trip Duration by Age



CitiBike NYC 2015-2017

Annual Stats from 36,565,2..	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data	Notes
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Gender Over Time

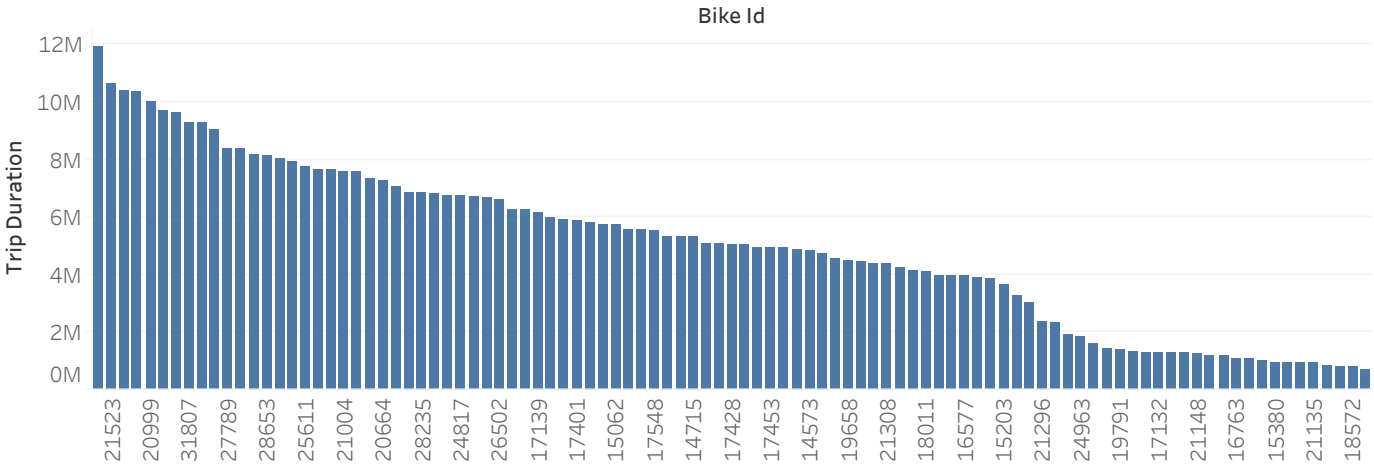


Both male and female ridership saw an increase during 2017. The increase for both was at a significantly faster rate than teh growth in 2015 and 2016.

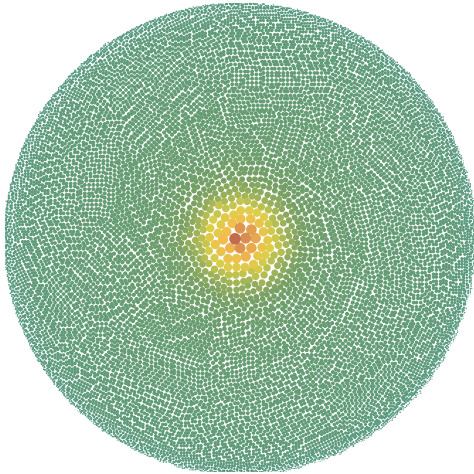
CitiBike NYC 2015-2017

Annual Stats from 36,565,2..	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data	Notes
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Top 100 Bikes 2017



Bike Utilization 2017



Repair List

Bike Id	In / Ou..
14573	Abc
14715	Abc
14868	Abc
15062	Abc
15203	Abc
15356	Abc
15361	Abc
15462	Abc
16165	Abc
16355	Abc
16577	Abc
16666	Abc
16811	Abc
16984	Abc
17129	Abc

The 3 year overall average trip duration is 976 seconds or about 16 minutes.

Throughout 2017, there were just over 14,200 bikes in circulation. 74 bikes were in use for more than 3 million seconds the equivalent of almost 35 full days of riding. These have been consolidated in a list for repair or replacement.

CitiBike NYC 2015-2017

Annual Stats from 36,565,2..	Station Use	Peak Use	Age Based Data	Gender Trend	Bike Data	Notes
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Presentation Notes:

Ridership by individual user was not able to be determined using the data provided by CitiBike. Attempts to isolate users by age, gender, and frequent start or end locations were inconclusive.

No detailed conclusion about a supposed female targeting membership drive could be drawn beyond the fact that 2017 subscription growth overall was up, and male subscriber growth remained apparently greater than female subscriber growth. Overall, it seems the female targeted membership drive was a better campaign for general subscription growth than at specifically attracting new female clients.