Covering phenomenon observed in Citibike data: A report on gender habits.

Beginning with the ride breakdown by gender, males dominate the usage share of citibikes. This could be for any number of reasons related to feeling safe while riding them in certain areas or comfort riding a bike at all, so I won’t speculate on that matter. What we do see is that a handful of stations carry a significant relative share of female ridership. Grove St. especially owns a much larger proportion of the female ridership when compared to other stations. There is likely some kind of environmental factor at play here: it could be at the center of a downtown area, making it convenient, or it may be an area women feel safe riding alone in, but it’s worth comparing other locations to the Grove St. one to see if female ridership can be improved in other areas.

The station map shows every citibike station in the data, and it’s clear that the vast majority of rides are clustered downtown around the Grove St. station. Rather than trying to put new stations up in urban or suburban areas, I believe that citibike would be best served creating dense station networks in business and commercial sectors of cities.

The distribution of rides across genders and age seems to point to something similar: the largest share of riders are those in the 25-40 range, with those rides also being generally short. Taking into account the popularity of stations which are densely packed with each other, and the age of most riders, I believe most riders are using the bikes for simple commutes in dense, urban locations, where using a car may be a suboptimal form of travel.

Given this information, rather than trying to expand into suburban neighborhoods, I believe citibike should focus their business on dense, tight sectors of industry and commerce, enabling office workers to zip around during lunch or after they finish the business day.