Findings –

1. Bike Locations

We discovered that a majority of the usage of Bikes was between a few locations. Almost 20% of the trips started from only 3 locations, which is a very heavy skew across all stations. From these findings we determined that more bikes need to be allocated to these top 10 locations to provide for the majority of the trips being taken here.

1. Age

We also discovered that the median age of our users was quite surprising. Initially, we saw that it was 36. However, upon further inspection we realized that many users lied about their age. There were several users with ages 100+. It is safe to assume those were not accurate ages and therefore threw off our age set. That being said, once we excluded the estimated “incorrect” age groups, we still saw a large amount of users in their 50’s.