Analysis

Age/Trip/Season

1. In the summer (85.2%) are subscribers while in the winter (96.7%) are subscribers, which is likely due to people not using a bike for just getting around one time or going on random bike rides. Those subscribed in the winter, are most likely “hardcore” biking individuals, who bike rain or shine every single day.
2. The tendency of a subscriber’s age is less than 40 (68.5%) in the summer, and (66.0%) in the winter. This could be due to the availability of younger people, lack of funds to buy a bike, or a car.
3. Significantly more trips are taken during the summer than in the winter, this could be due to temperature/adverse climate affects.
4. The average ride time is longer in the summer as well than in the winter, this could be due to temperature/adverse climate affects.
5. The outlier is a few trips in the millions of seconds by someone aged 50. This is most likely an input error, or the individual kept the bike for several days without giving it back to a station.

Top 10/Gender

1. The top ten spots by station is interesting because regardless of the climate the top spot is always Grove St PATH. This is most likely due to the convenient location, which is right in the middle of the downtown area, next to city hall.
2. The surrounding areas next to Grove St PATH are all frequently visited due to the very short distance.
3. The outlier in all the top ten is Sip Ave, which is located far north west of Grove St PATH. After further investigation, it is in the heart of a college campus making it a frequently used spot. It is ranked higher during the winter months due to class being full time in session, while during the summer fewer students attend class.
4. Sip Ave in the winter is (97.8%) subscribers, higher than the average subscriber (96.7%) showing the effect of having students on campus.
5. Gender 1 makes up (71.7%) of all trips taking from winter through summer.