The Citi Bike data provides a comprehensive look at bike-sharing usage patterns, highlighting key trends related to trip duration, user demographics, and seasonal fluctuations, station usage and membership. I looked at sample data from November 2024 and December 2024. I wanted to get a snapshot of ridership by only looking at 500 rides from both months. In the analysis, there was not a significant number of differences between the two months, but I did find some interesting insights. I have created the following visualizations:

1. Top 10 End Stations – November 2024

2. Top 10 End Stations – December 2024

3. Top 10 Start Stations – November 2024

4. Top 10 Start Stations – December 2024

5. Bottom 10 End Stations – November 2024

6. Bottom 10 End Stations – December 2024

7. Bottom 10 Start Stations – November 2024

8. Bottom 10 Start Stations – December 2024

9. Bike Type – Classic vs Electric – November 2024

10. Bike Type – Classic vs Electric – December 2024

A few insights found electric bikes were rented more than classic bikes in November and in December. The most popular end station stayed consistent between November and December. The bottom start stations in November did differ from the bottom start stations in December. My recommendation for next steps would be to survey residents near these areas to get a better understanding behind the low usage at these stations and maybe even offer more incentives for more people to use the stations.