**City Bike Analysis Summary**

**Bike User Analysis:**

By comparing the data sets from March 2020 & October 2020, the subscriber usage far outweighed the one-time customer usage. However, the trip duration between these two groups favored the one-time users. An explanation for this trend could simply be that the one-time users may want to get the most out of their rental or simply because the purpose of the bike was for leisure/exercise. Hence, these trips would tend to last longer than a subscriber going from point A to B.

**Ridership Trends:**

Given the two data sets utilized in this exercise (March 2020 & October 2020), one can see an increase in usage of the Citi Bike service. This trend was most likely initiated by the beginning of quarantine restrictions due to the pandemic in March, which curbed usage of the service, followed by relaxing of those restrictions & increased ridership by October. The pandemic also seemed to change the trip duration, which was shorter for both customers & subscribers in March, with a rebound in October.

**Maps:**

The most popular station end point on the map created was in Jersey City, where many businesses are located.

**Links:**

[**https://public.tableau.com/profile/dd2874#!/vizhome/CitiBikeTripData03\_2020/Sheet1?publish=yes**](https://public.tableau.com/profile/dd2874#!/vizhome/CitiBikeTripData03_2020/Sheet1?publish=yes)

[**https://public.tableau.com/profile/dd2874#!/vizhome/CitiBikeTripData10\_2020/Sheet1?publish=yes**](https://public.tableau.com/profile/dd2874#!/vizhome/CitiBikeTripData10_2020/Sheet1?publish=yes)

[**https://public.tableau.com/profile/dd2874#!/vizhome/BikeUserPreferences03-20/Sheet1?publish=yes**](https://public.tableau.com/profile/dd2874#!/vizhome/BikeUserPreferences03-20/Sheet1?publish=yes)

[**https://public.tableau.com/profile/dd2874#!/vizhome/BikeUserPreferences10-20/Sheet1?publish=yes**](https://public.tableau.com/profile/dd2874#!/vizhome/BikeUserPreferences10-20/Sheet1?publish=yes)

**<https://public.tableau.com/profile/dd2874#!/vizhome/Map_16056602977790/Sheet1?publish=yes>**