**Tableau Challenge**

**Citi Bike Analytics**

Tableau Analysis Link: <https://public.tableau.com/app/profile/daniel.garza/viz/Tableau-Challenge_16501412321410/Story1?publish=yes>

In this challenge, I analyze the data from Citi Bike located in their public [Citi Bike Data](https://www.citibikenyc.com/system-data) webpage. The dataset I selected contain the Citi Bike trip history logs for Jersey City, September 2015.

The dataset it shows us that the top 10 stations are as follow:

1. Grove St PATH
2. Exchange Place
3. Hamilton Park
4. Newport PATH
5. Sip Ave
6. Newport Pkwy
7. Newark Avenue
8. City Hall
9. Essex Light Rail
10. Paulus Hook

The list of weekdays as per their activity are as follow:

1. Tuesday
2. Wednesday
3. Saturday
4. Monday
5. Sunday
6. Friday
7. Thursday

The top 3 more busy hours are 18:00, 08:00 and 17:00 hours.

We have two different types of clients, Subscribers and Customers. We have a total of 5,292 subscribers and a total of 1,376 customers. From the subscribers, we have more male with a total of 3,944 and a total of 1,344 female subscribers. We don’t have gender data from the customers.

**Final thoughts**:

I will recommend share this data with the marketing team so they can direct their marketing efforts to the locations with more activity and promote it to the different groups of subscribers in their respective peak times.