

## **Citi Bike Analytics Tableau**

### **1. Aim**

The aim of this project is to create visualisations and dashboards on Citi Bike trip history data to look for trends that can give insights for improving the program.

### **2. Data source**

Jersey City bike data from January 2019 to December 2020 is used for this analysis.

Data is downloaded from <https://ride.citibikenyc.com/system-data>

### **3. Method**

- Download data in csv format
- Use Pandas to combine and transform the data
- Load the data to Tableau

### **4. Findings**

- Covid-19 resulted in reduction of total number of rides by about 17% in 2020 compared to 2019.
- Proportion of rides taken by subscribers dropped significantly in 2020 to less than 70% from almost 90% in 2019. Most likely caused by Covid-19.
- The number of male riders is significantly higher than female. Male riders account for more than 65% of total trips taken in 2019 and 2020.
- Male riders take more trip in all age group whereas female riders take longer trip in almost all age group.
- Summer months have the highest total rides while winter months the lowest.
- Increasing number of bikes being available and reduction in trips result in improvement in bike availability / reduction in utilisation rate.

### **5. Recommendation**

- Conduct marketing campaigns aiming to bring back the lost subscribers; and to appeal to new potential subscribers in particular female residents.

### **6. Link to visualisation**

[https://public.tableau.com/app/profile/david.salim/viz/CitiBikeAnalytics\\_16645181086760/Story?publish=yes](https://public.tableau.com/app/profile/david.salim/viz/CitiBikeAnalytics_16645181086760/Story?publish=yes)