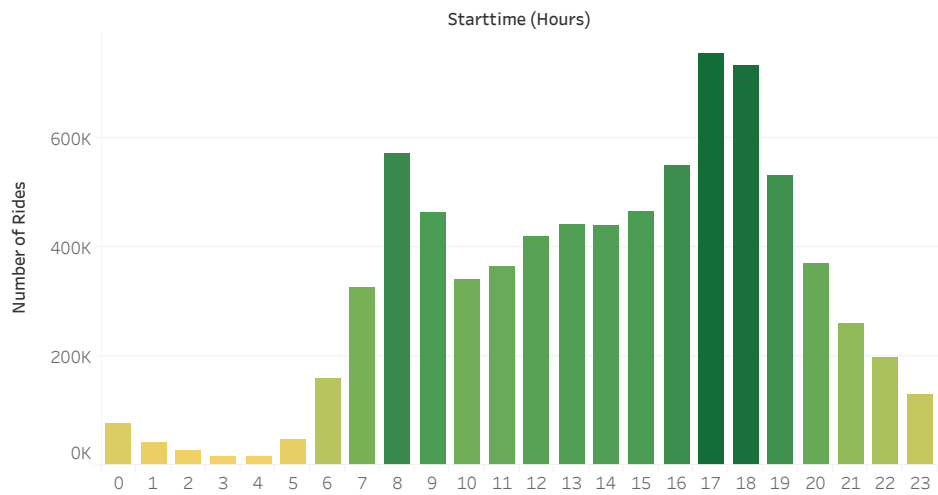


Citi Bike Analytics 2018

| | | | |
|------------|-----------------------|-----------|-----------------------------|
| Peak Hours | Top & Bottom Stations | Age Group | Bike Utilization Statistics |
|------------|-----------------------|-----------|-----------------------------|

Peak Hours During Summer Months



Total Trips

Total Trips
17,593,918

Ridership has grown 18 % in the year 2018

Summer rides are clearly more than winter rides observe the Y-axis Scale

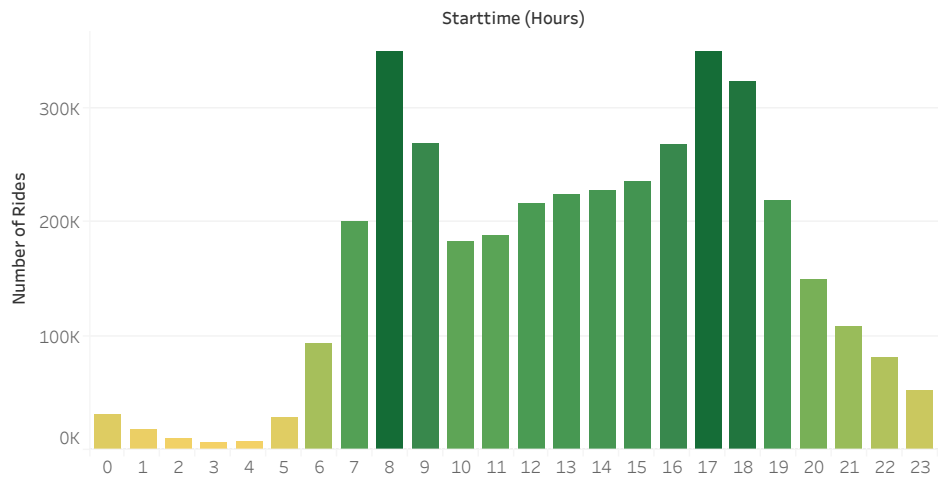
Average Miles Ridden in 2018

| Q1 | Q2 | Q3 | Q4 |
|--------|---------|---------|--------|
| 58,210 | 132,573 | 119,381 | 72,923 |

Ridership Growth 2018

| Q1 | Q2 | Q3 | Q4 |
|-------|-------|--------|--------|
| 0.00% | 5.24% | 13.12% | 18.06% |

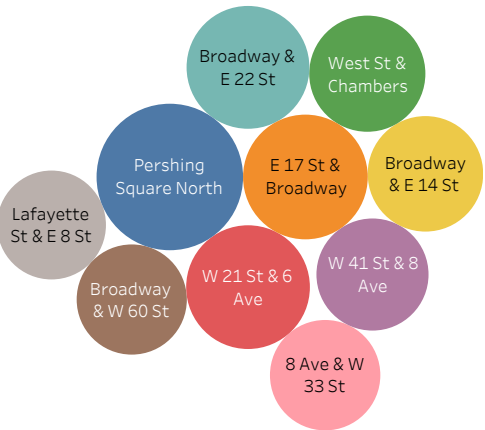
Peak Hours During Winter Months



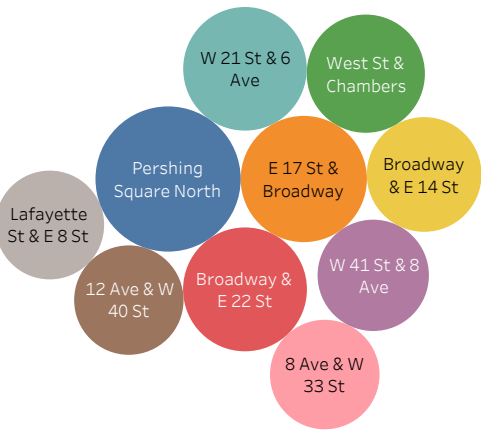
Citi Bike Analytics 2018

| | | | |
|------------|-----------------------|-----------|-----------------------------|
| Peak Hours | Top & Bottom Stations | Age Group | Bike Utilization Statistics |
|------------|-----------------------|-----------|-----------------------------|

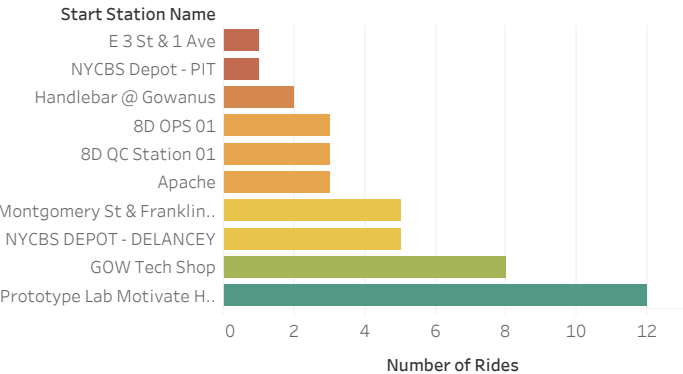
Top 10 Starting Stations



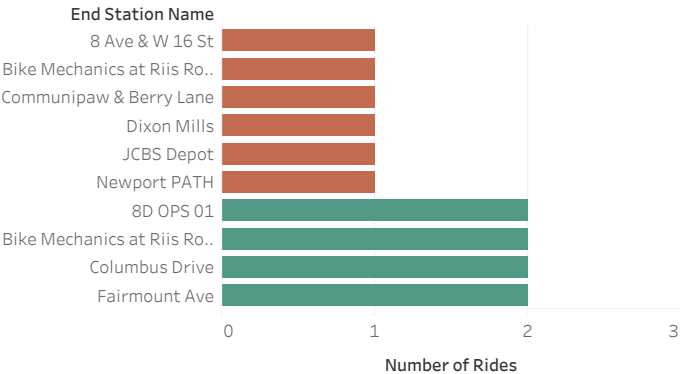
Top 10 Ending Stations



Top 10 Ending Stations



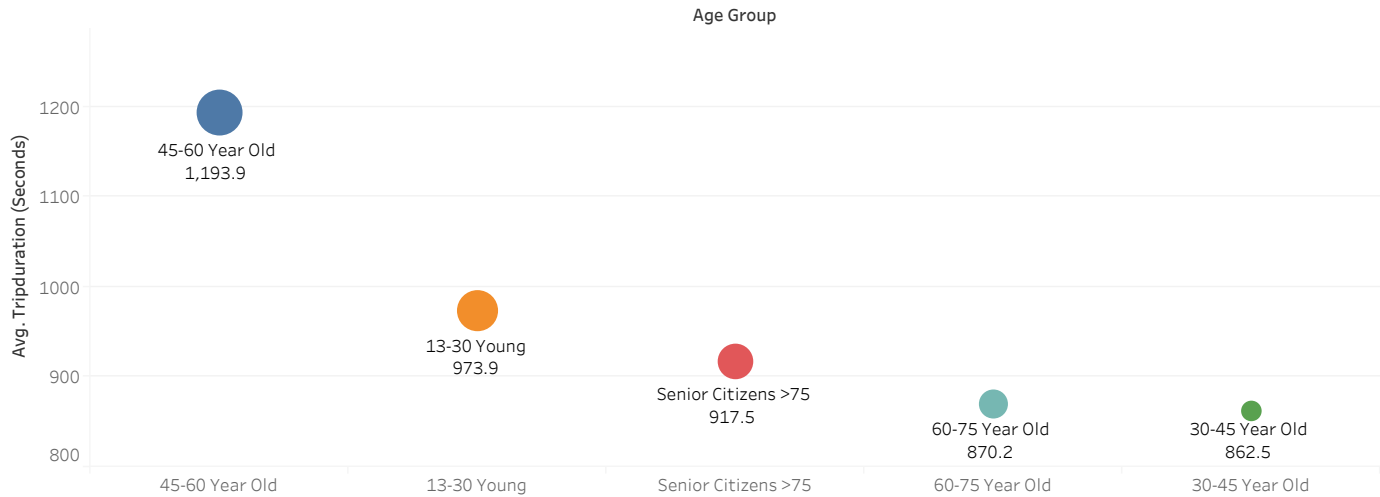
Bottom 10 Ending Stations



Citi Bike Analytics 2018

| | | | |
|------------|-----------------------|-----------|-----------------------------|
| Peak Hours | Top & Bottom Stations | Age Group | Bike Utilization Statistics |
|------------|-----------------------|-----------|-----------------------------|

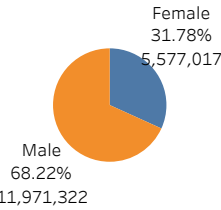
Average Trip Duration by Age-group



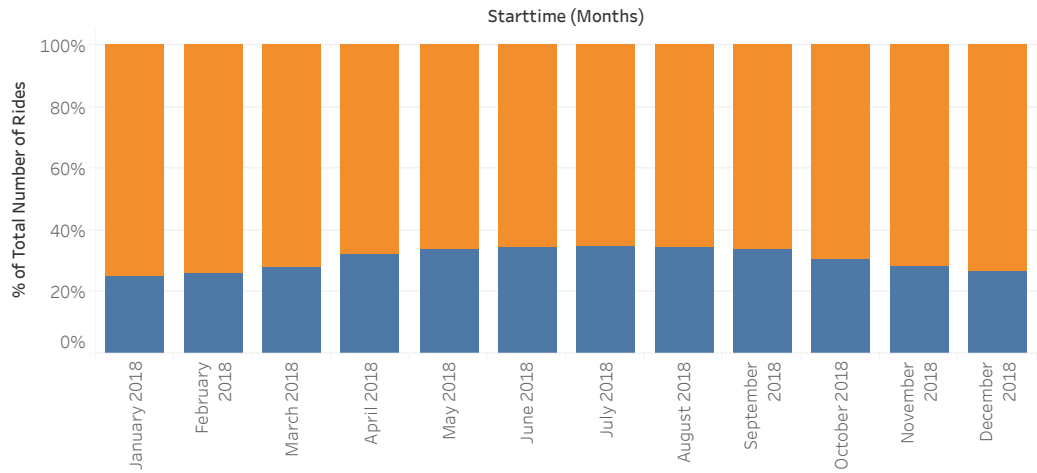
Gender Name

- Male
- Female

From the graph, There is an improvement in the over all percentage of Female riders. Percentage of female riders increased during summer months when compared to winter.



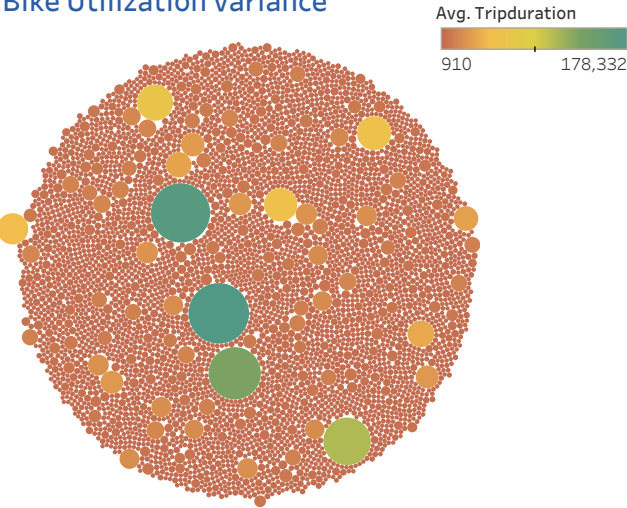
Gender Outreach



Citi Bike Analytics 2018

| | | | |
|------------|-----------------------|-----------|-----------------------------|
| Peak Hours | Top & Bottom Stations | Age Group | Bike Utilization Statistics |
|------------|-----------------------|-----------|-----------------------------|

Bike Utilization variance



Bikes that may require Inspection

| Bikeid | Number of Rides | Tripduration |
|--------|-----------------|--------------|
| 30657 | 2,862 | 2,489,917 |
| 32124 | 2,728 | 2,285,126 |
| 32090 | 2,707 | 2,134,110 |
| 32036 | 2,692 | 2,680,094 |
| 32541 | 2,681 | 2,393,929 |
| 32195 | 2,627 | 2,191,292 |
| 32606 | 2,593 | 2,374,968 |
| 30692 | 2,584 | 2,158,455 |
| 31108 | 2,576 | 2,126,982 |
| 30315 | 2,570 | 2,129,040 |

Short-Term Vs Anual Customers

