Tableau HW Analysis: Diana Kennen 8/3/21

**Data**: Citibike data for February 2021 – June 2021 was used

**Phenomenon 1**: Stations with the Highest Number of Trip Starts

* Sheet 1 is a filtered bar graph which depicts stations with over 25 thousand trip starts. When sorted, the stations with the maximum number of trips are all located in highly populated sections of Manhattan (E 17th St & Broadway or W21st St & 6th Ave). Locations with more starts are colored in darker shades of orange.
* Sheet 2 is a map with the same filter on start station values. The most trafficked stations are located in central Manhattan near the Flatiron District, Tribeca, Battery Park, and Lenox Hill.
* Sheet 3 is the basic map of all of the Citibike stations with a zipcode overlay. Stations with more starts are colored orange. Larger dots coincide with higher end counts. The stations outside of the island have a much lower frequency of acting as start or end stations.

**Phenomenon 2**: Casual vs Member Station Use

* Sheet 4 is a filtered and sorted, stacked bar graph that depicts the percentages of casual and member users for each station. Most stations have between 65 and 80% member users. Some outliers include the Central Park and 6th Ave station with 49% casual users and the Central Park W & 68th St at 43% casual users. This indicates a significant number of casual users using Citibike in or around Central Park.
* Sheet 5 shows a comparison of average trip time by weekday between casual users and members. Typically, casual users keep their bikes for twice the amount of time as members. Weekends are the peak use time for casual users while member use is more consistent throughout the week.
* Sheets 6 and 6(2) show the start count map for casual vs member users. There is not a discernable difference in the pattern of use between the two maps, though members have higher levels of use overall.

Dashboard 1 depicts the two visuals for the 1st phenomenon.

Dashboard 2 depicts the basic map.

Dashboard 3 depicts the casual vs member visuals.

Story 1 is also related to the phenomenon 1.