For my project I used citi bike data collected from 2013 for the month of June. After playing with the data I found three phenomenon’s. the first one that I found interesting was that people born before 1950 average close to the same duration of trips as people born in 1980 or before. Once it gets past that most of the people are riding bikes for much longer. Even though most of the people riding bike are younger the older people that rode kept up around the normal average. The second phenomenon was even though there is about 100,000 more subscribers then normal costumer. The costumer still had a higher average duration per trip and more total miles traveled in total as well. This show that Citi bike should incentivize people to be subscriber because it shows once someone is a subscriber they drive less and creates more room for normal costumes who tend to use the bikes more. The final Phenomenon that I found is that the most popular starting and stopping places are mostly the same places throughout the city. This show that Citi bike should consider putting more bikes in these areas because they seem to be the most popular spots for users.