

NY Citi Bike data analysis and recommendations

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Goals

- Better understanding NY Citi Bike's customers' behaviour
- Making recommendations for improving services' quality

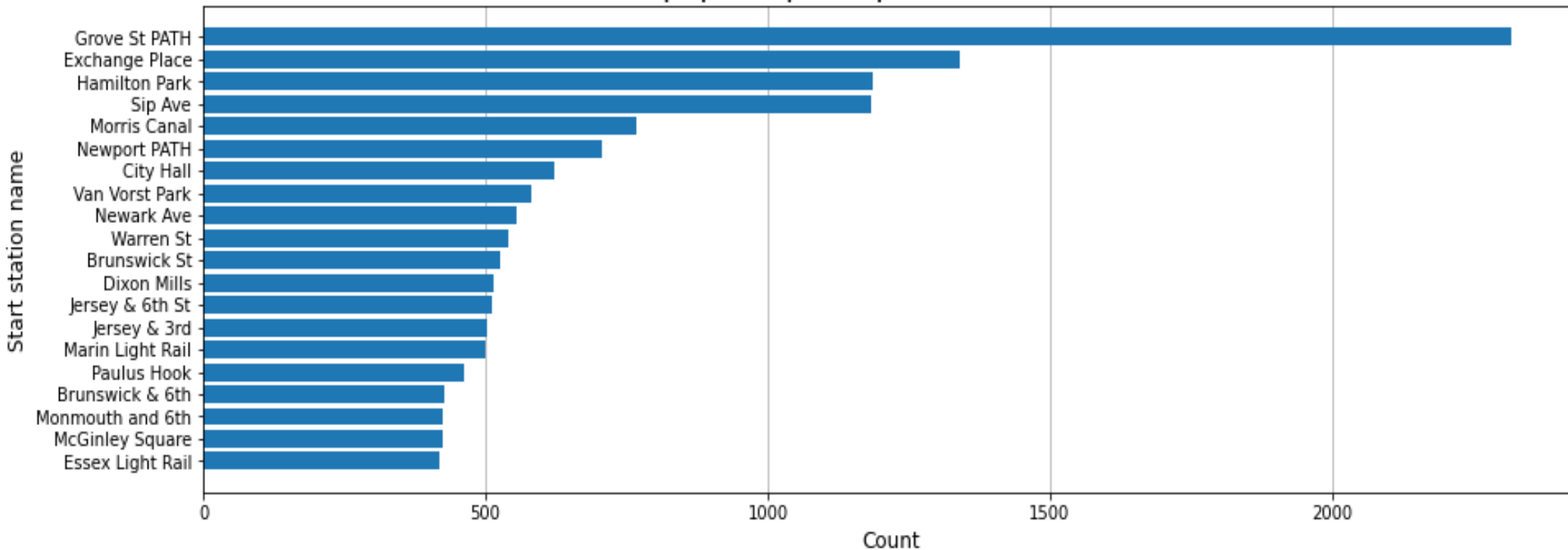


Questions to answer

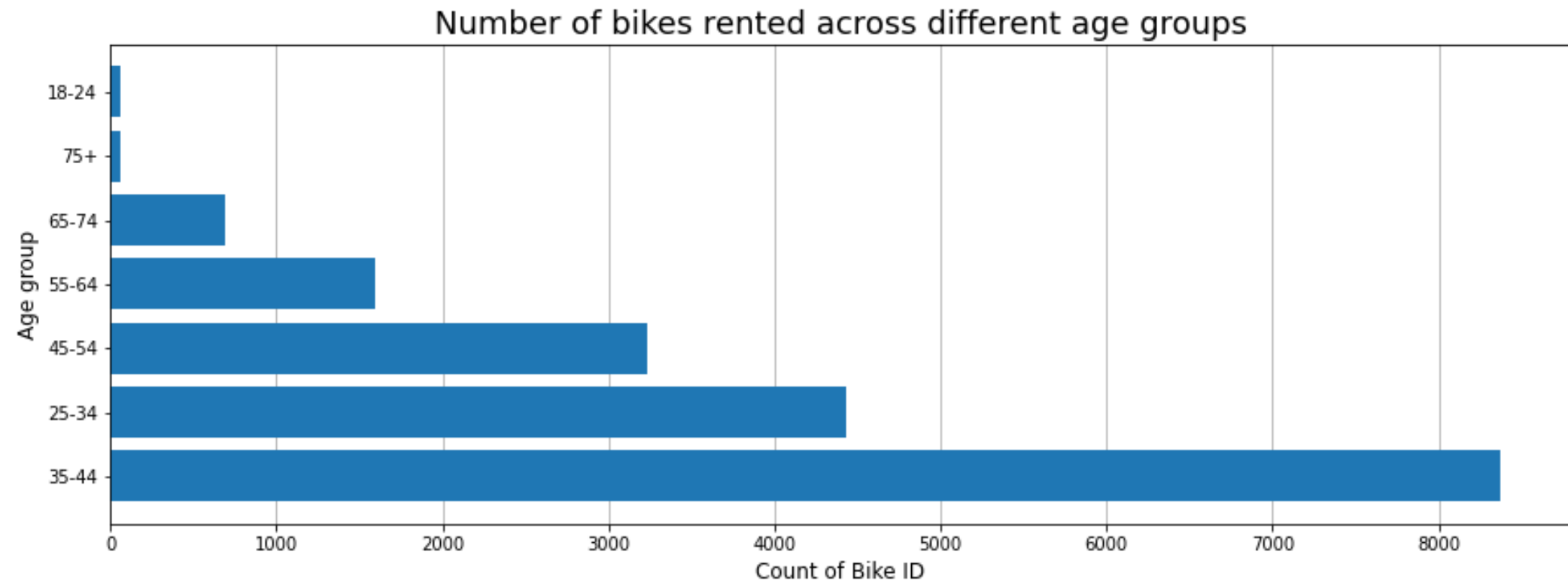
- What are the most popular pick-up locations across the city for NY Citi Bike rental?
- How does the average trip duration vary across different age groups?
- Which age group rents the most bikes?
- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?
- Does user age impact the average bike trip duration?

What are the most popular pick-up locations across the city for NY Citi Bike rental?

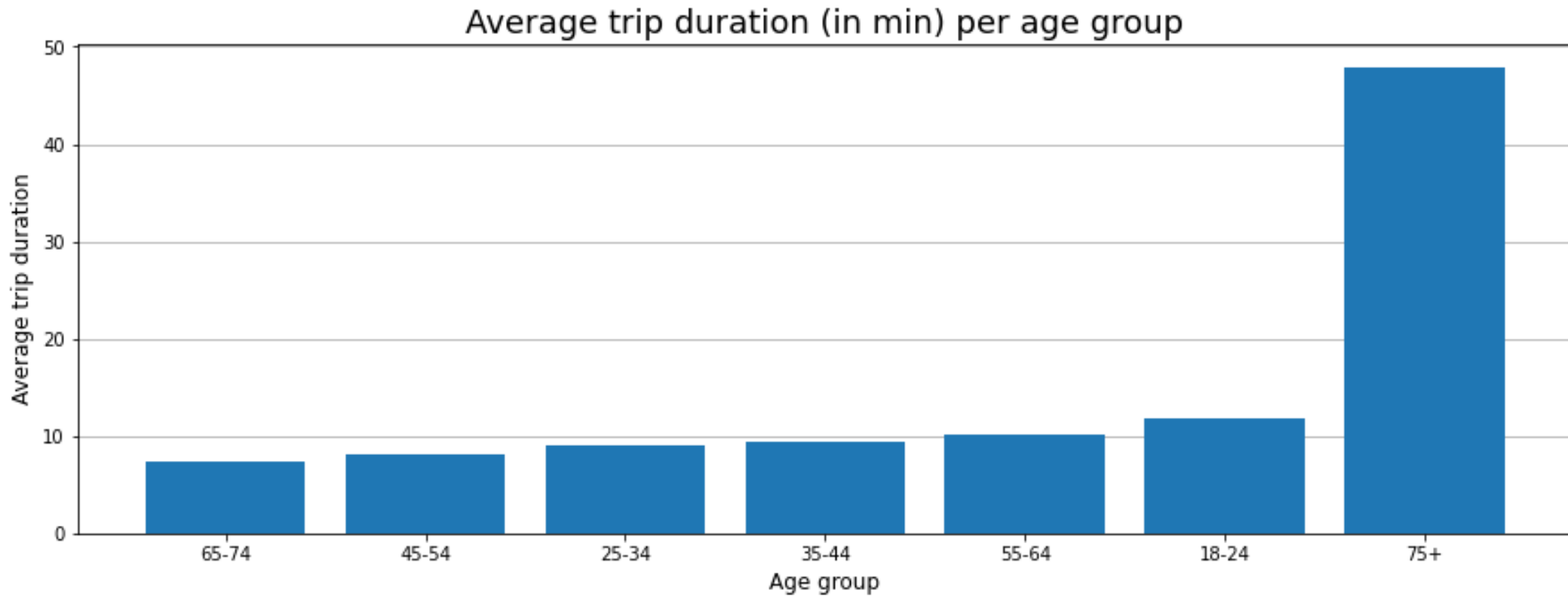
The most popular pick-up stations for NY Citi Bikes



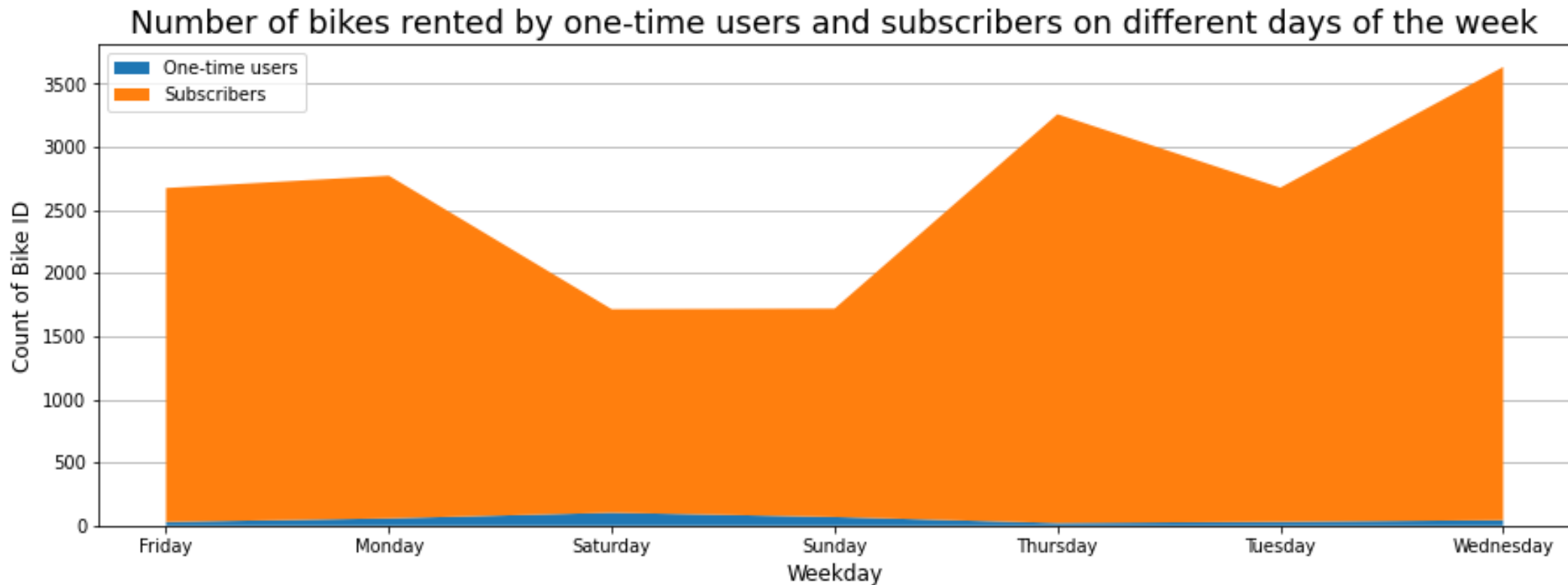
Which age group rents the most bikes?



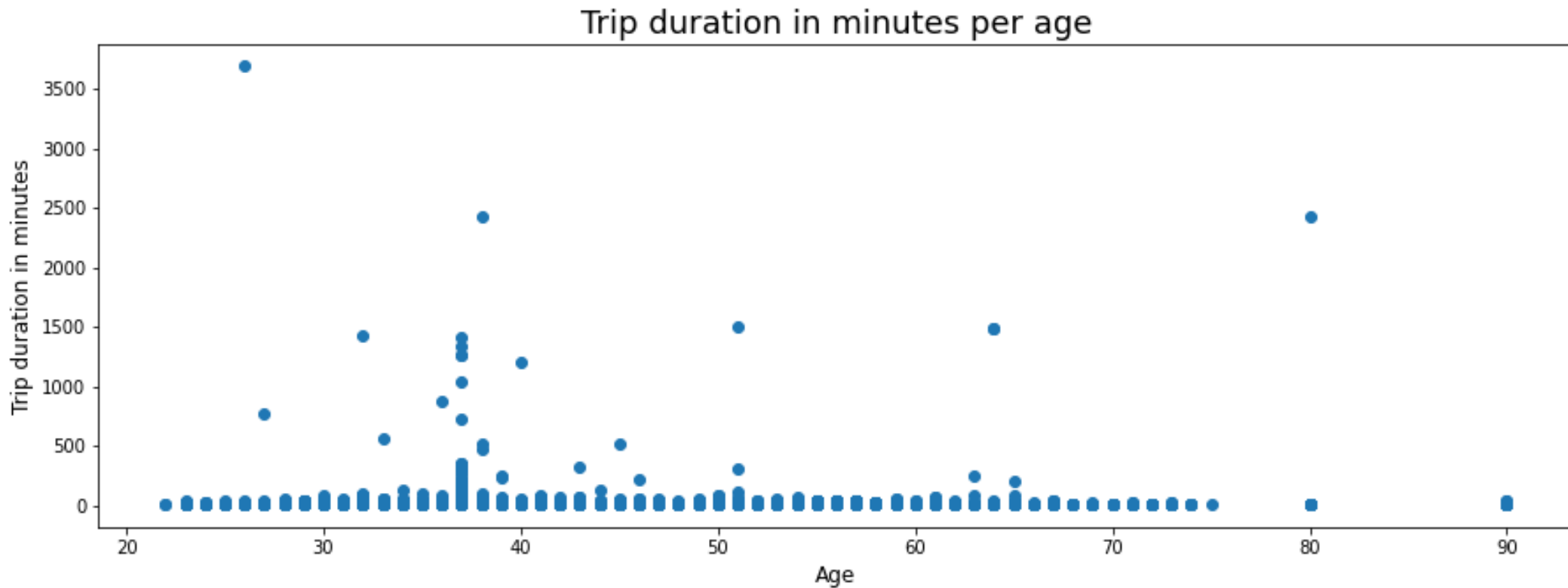
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How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?



Does user age impact the average bike trip duration?



Summary

- Top locations:
Grove St PATH, Exchange Place, Hamilton Park, Sip Ave, Morris Canal
- Age:
 - most bikes rented by group of 35-44,
 - longest average trip duration in group of 75+
- Subscribers / one time users:
 - subscribers outnumber one-time users,
 - subscribers most active during the week,
 - one-time users most active during weekend

Recommendations

- Installing more bikes at top locations
- Targeting campaigns to group of 35-44 as the most common age group as well as people potentially interested in subscribing Citi Bike mostly for week rides

