

Citi Bike Data Analysis

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Project Goal:

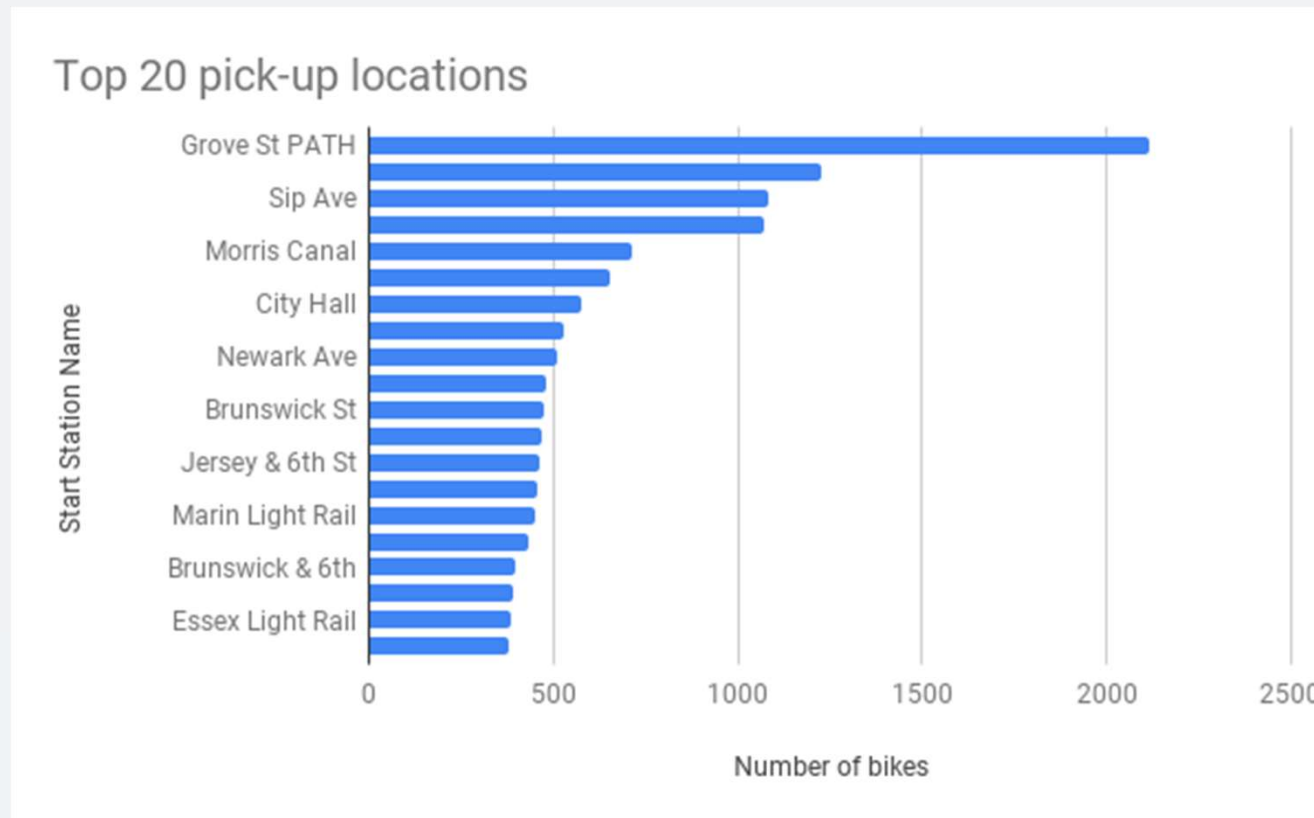
- *To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes*
- *This will help us to:*
 - *Identify where more bikes should be installed*
 - *Create targeted marketing campaigns that will appeal to different customer segments*

Key questions:

- What are the most popular pick-up locations across the city for 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 the factor of user age impact the bike trip duration?

Findings & Insights

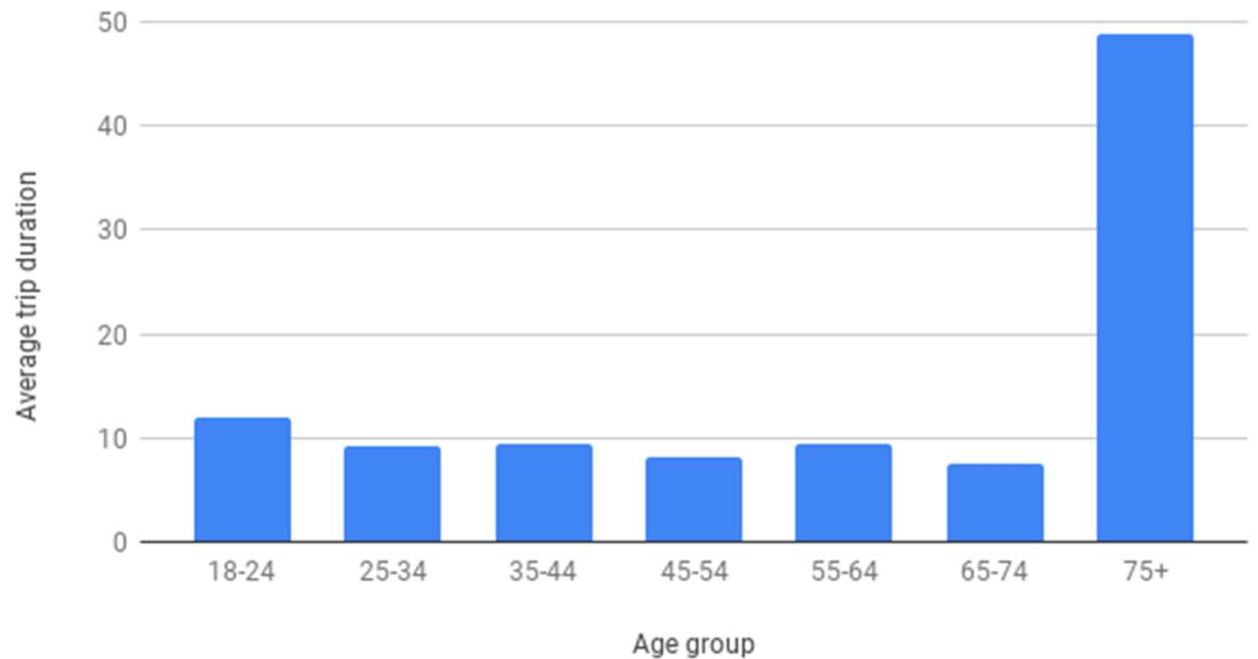
1. What are the most popular Citi Bike pick-up locations?



2. How does the average trip duration vary across different age groups?

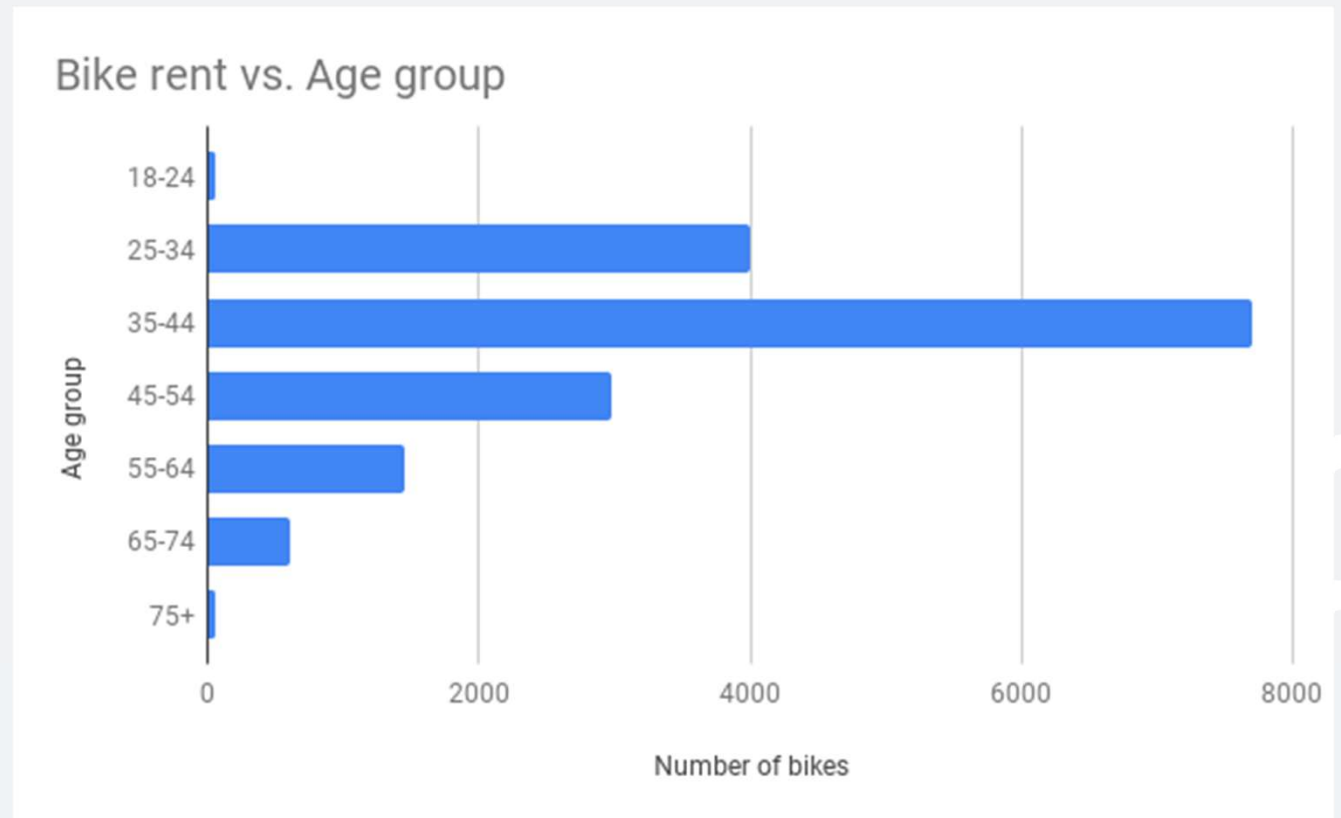
- *75+ customers take the longest trips on average*

Average trip duration vs. Age group



3. Which age group rents the most bikes?

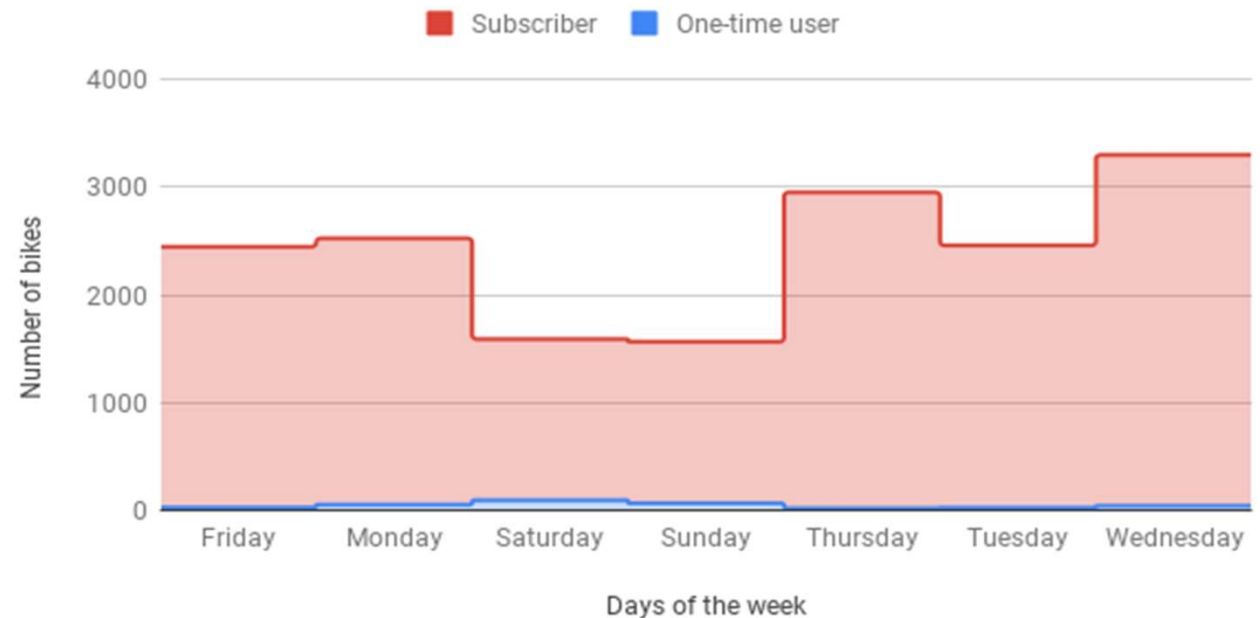
- *The age group 35-44
Rents the most*



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

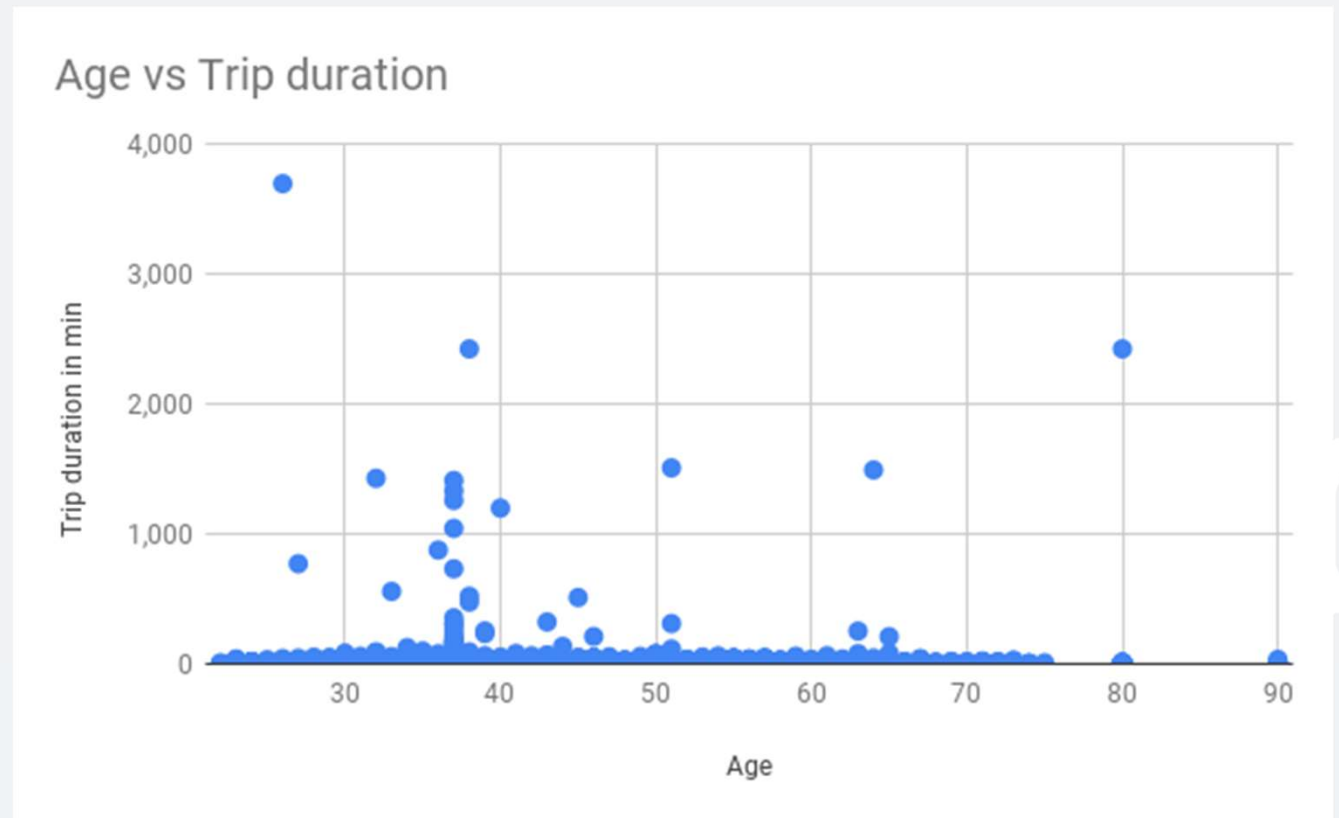
- *Subscribers dominate the weekdays while there is a surge of casual users in the weekends*

Subscriber and One-time user



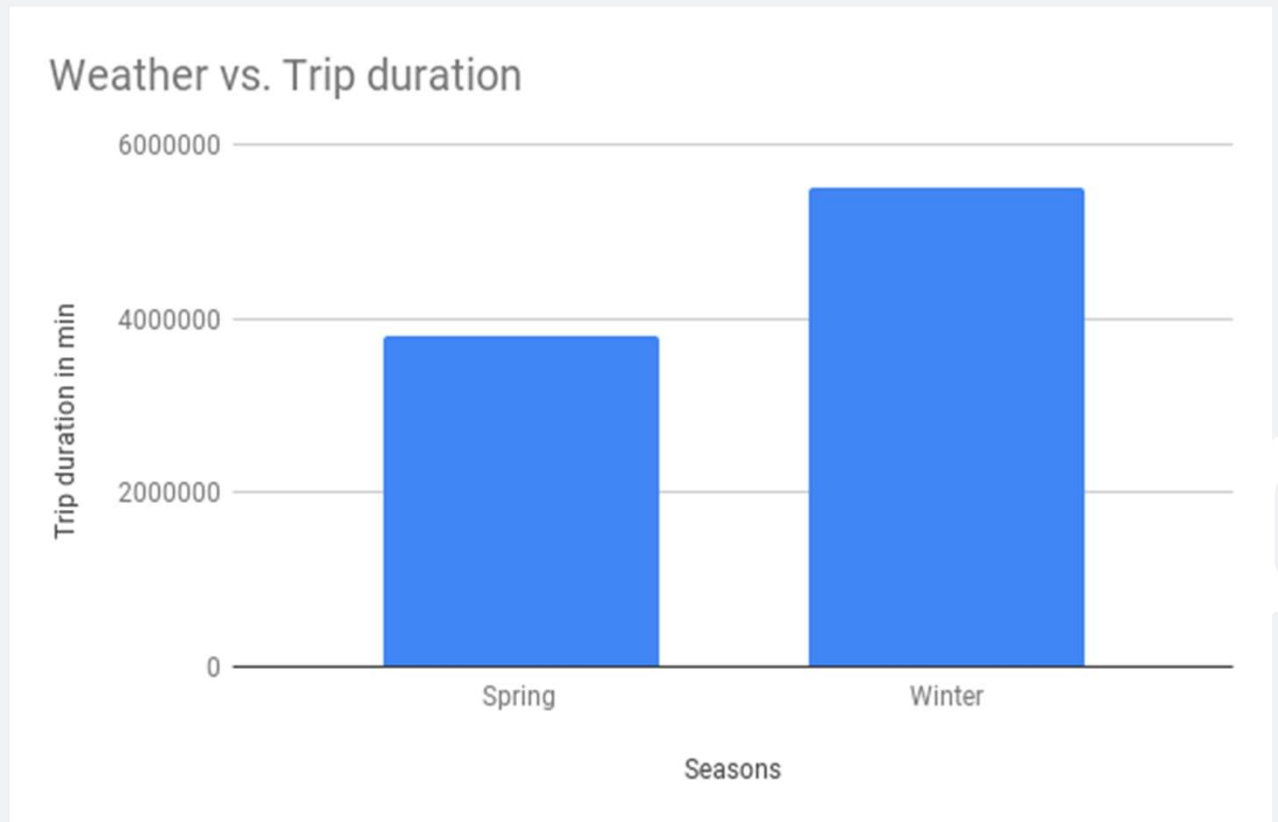
5. Do factors like weather and age impact bike trip duration?

- *No clear relation between user age and bike trip duration has been found*



Cont.

- *When can see from the chart that there is higher trip duration during cold weather*



Summary

Summary of findings:

- **Top 5 pick-up locations for bikes:**

- *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*

- **Customer base:**

- *Most of the customer are between the ages 25-54 and are long-term subscribers*

- **Citi Bike customer behavior:**

- *75+ customers take the longest trips on average while 65-74 take shortest*

Actions & Recommendations

Recommended actions:

Product recommendations:

- *Install more bikes at Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal.*

Marketing recommendations:

- *The Citi Bike customer base is mostly long-term subscribers aged between 25-64, who are most active on weekdays. This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.*

Thank you!