**Link to the Tableau workbook:**

<https://public.tableau.com/app/profile/eric.nguyen7071/viz/TableauChallenge18_17035103086220/BikeStory?publish=yes>

**Summary:**

* The chart illustrates a comparison between total members and casual customers in November 2023. It is evident from the graph that members accounted for approximately 59.3% of the overall customer base.
* Classic bicycles were the preferred choice for both members and casual riders, surpassing the popularity of electric bikes. Additionally, Wednesdays and Thursday stood out as the preferred weekdays for bike rides in November 2023. The number of trips declined towards the weekends Furthermore, the peak hours for bike rides were observed from 7 to 8 am, and from 3 to 7pm
* The starting stations most commonly selected align with the ending stations frequently chosen. On further examination, it becomes clear that a majority of Citibike stations are located in the densely populated suburbs around New York City that offer views of the river, specifically 07030, 07310, and 07302. Interestingly, these suburbs were also found to have significantly high per capita income levels.