
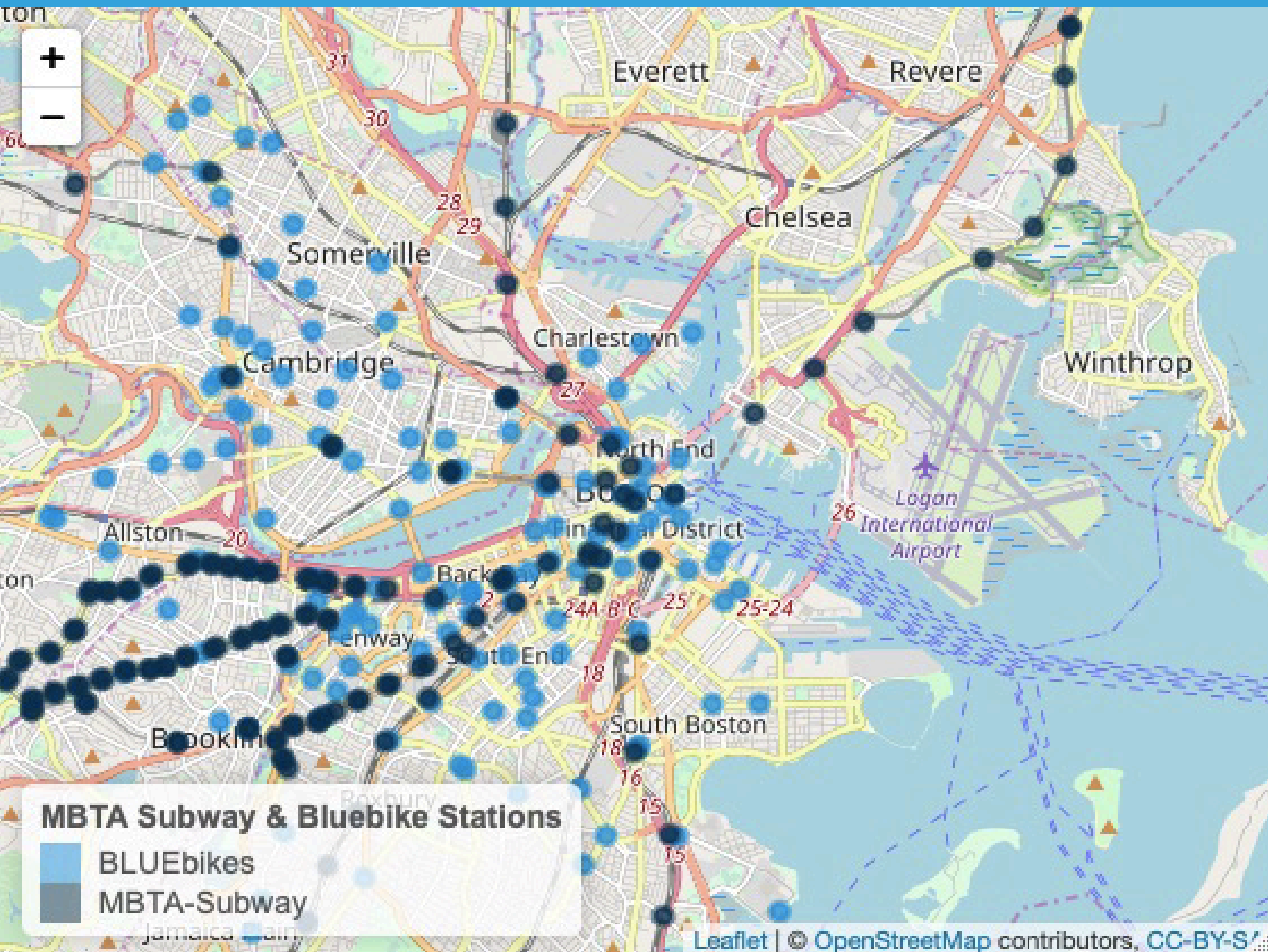


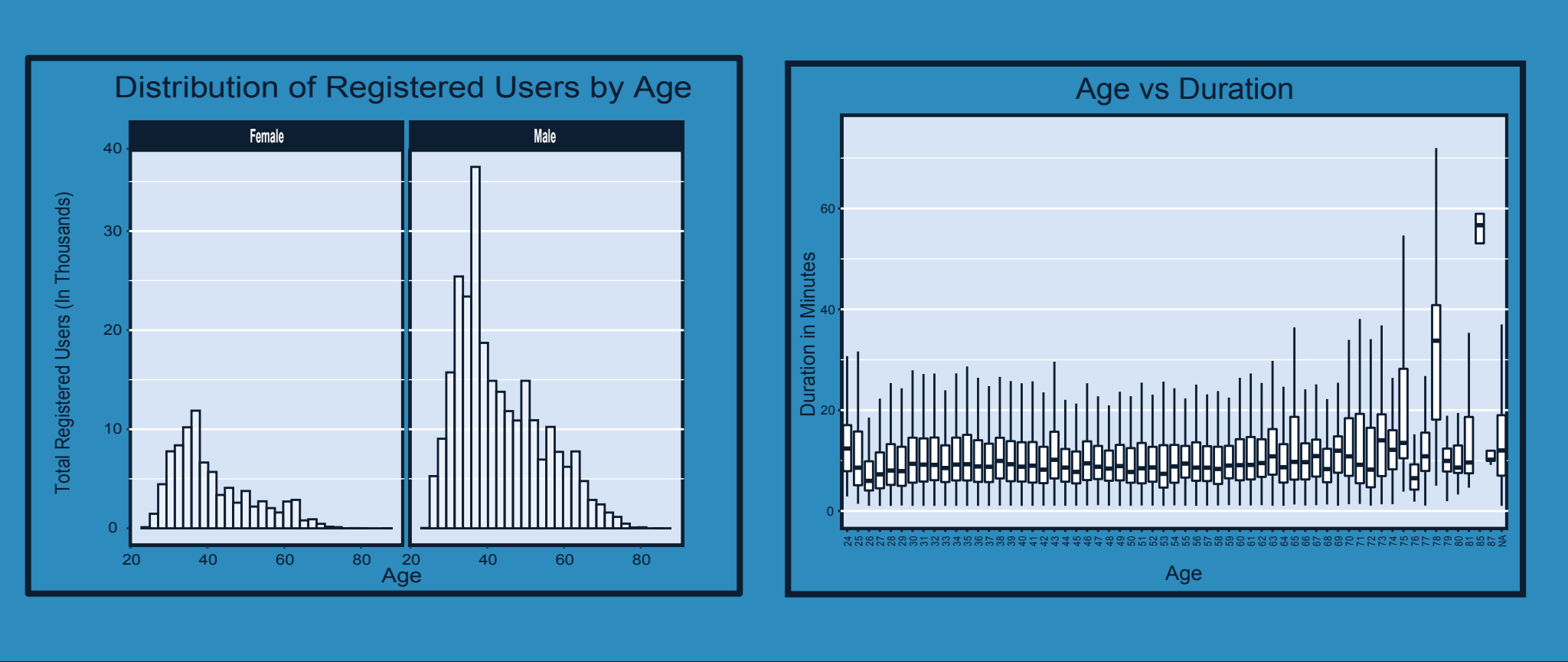
The mission is to visualize this bike sharing platform to understand more about who uses bikes and for what purpose, as well as how people get around Boston. The goal is to find answers questions about : 1. Who is using Hubway? 2. Where's everyone going?

Audience: Bike Sharing Customers • Companies Stakeholders • City Authorities • Academics • Data Related Professionals

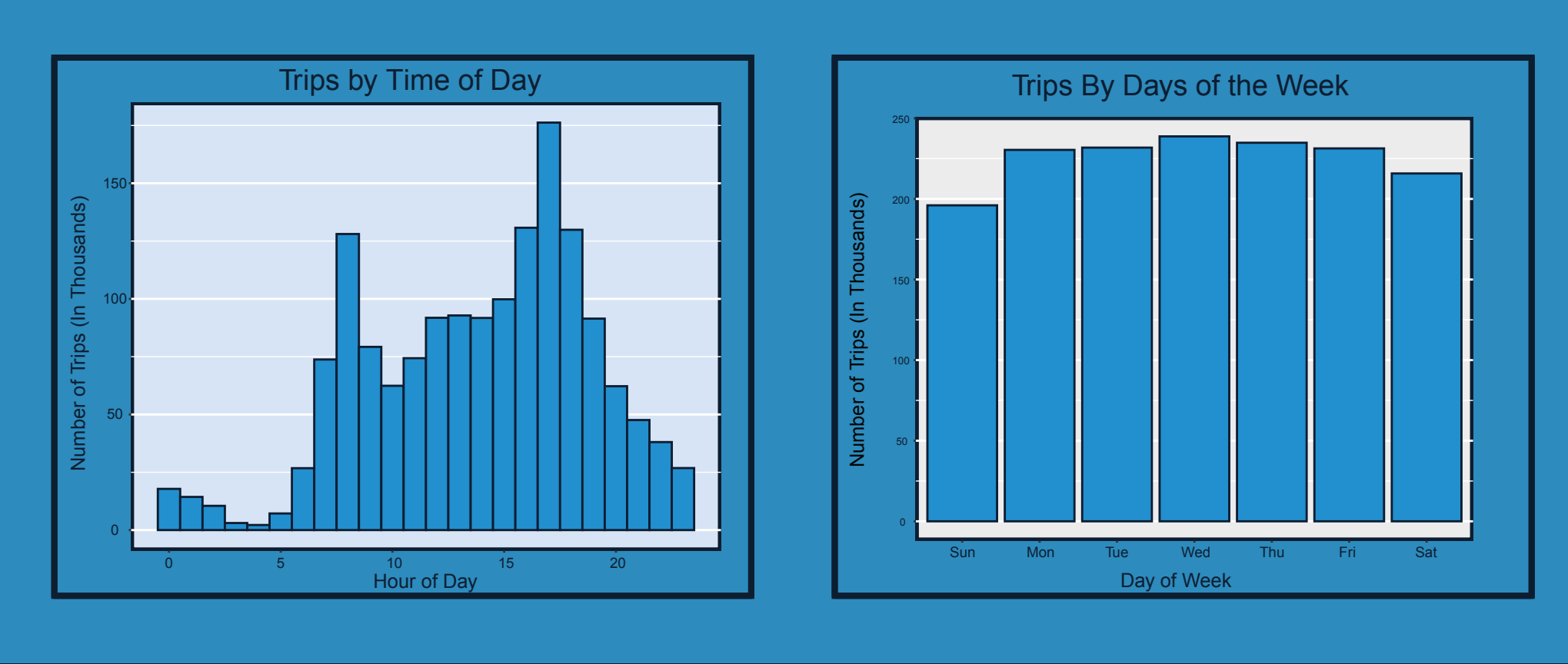


Hubway is a bicycle sharing system in the Boston area. Since its launch in 2011, Hubway has grown to more than 140 stations and more than 1300 bikes. In 2013, Hubway in partnership with the Metropolitan Area Planning Council, released data from more than a half million trips that were taken on Hubway bikes between its launch on July 28, 2011 until the end of September 2012. The Hubway trip history data includes:

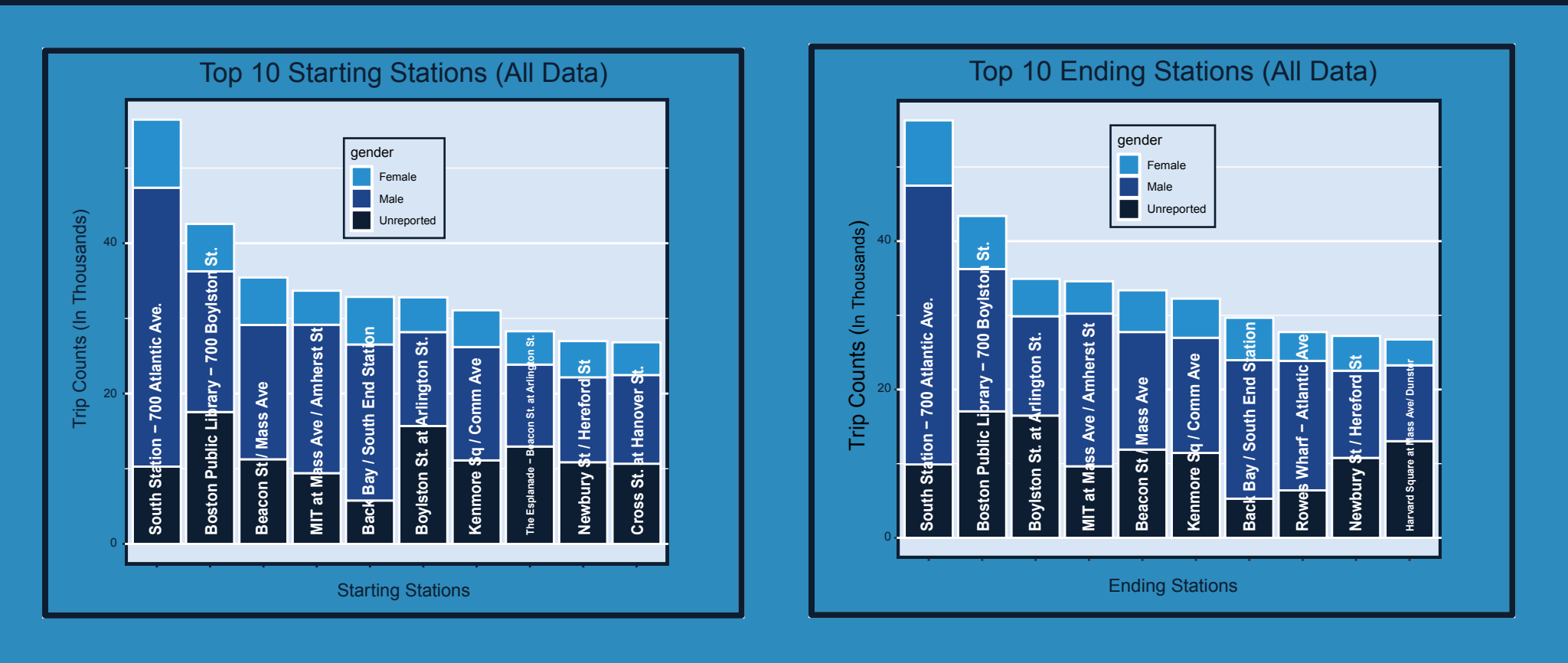
- Trip Duration (seconds)
- Start Time and Date, Stop Time and Date
- Start Station Name & ID, End Station Name & ID
- Bike ID
- User Type (Casual = Single Trip or Day Pass user; Member = Annual or Monthly Member)
- Birth Year
- Gender, self-reported by member



The age distributions for both gender is right skewed with median ages being 30 for females and 40 for males. Older people tend to cycle slower than younger people.



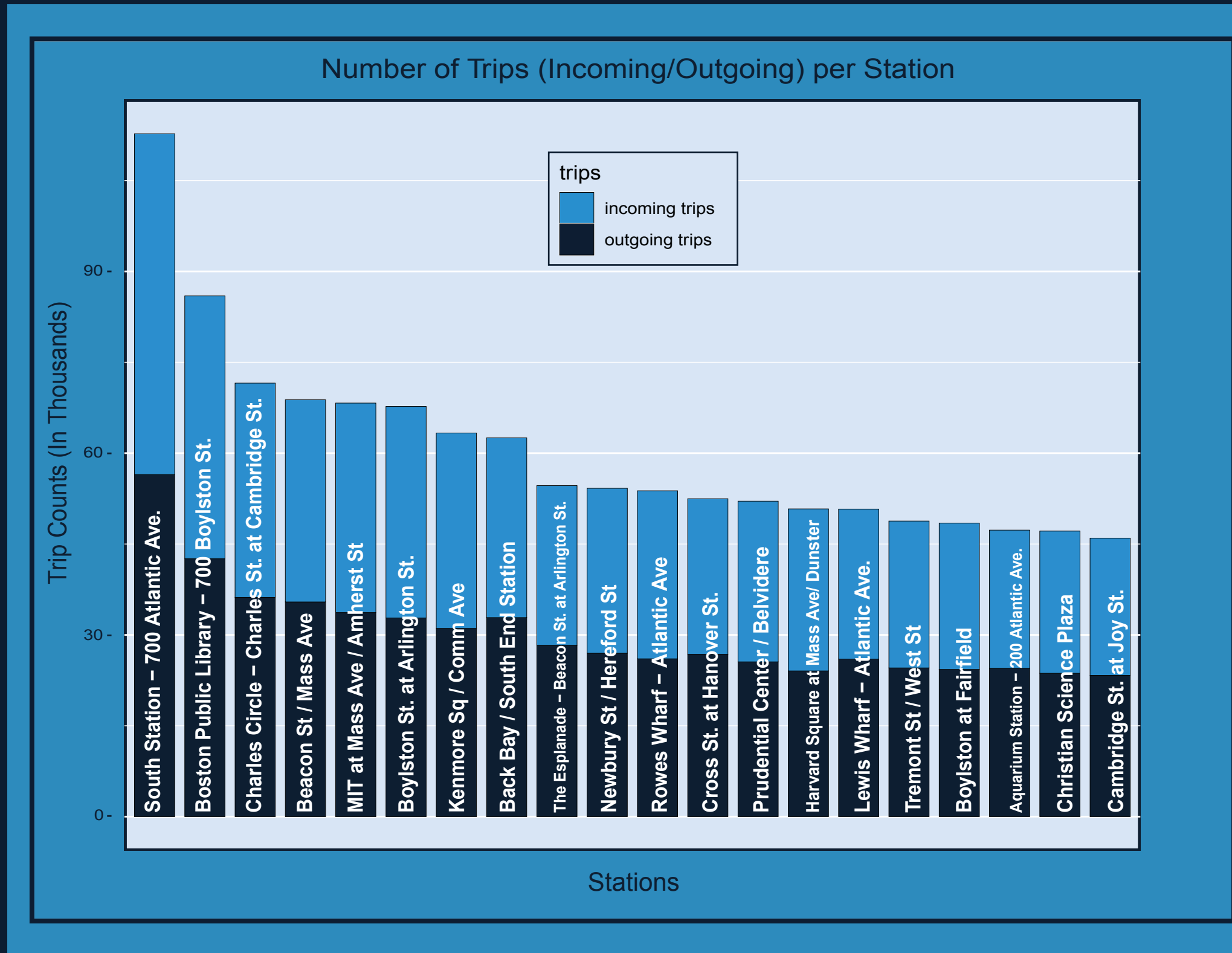
The bike usage peaks two times in the Time of Day graph. The frequency of trips is similar for weekdays and lower on weekends. This suggests that users might be commuting to and from their work location.



Four of five top locations occurred in both the Starting and Ending, with the top 2 being exact matches. When compared to the Number of Trips graph, we conclude that these trips are mostly round trips to and from work locations. The graphs are representing trips to South Street in the morning, and trips leaving South Street at the end of the day.

Most Traveled Stations:

- South Station - 700 Atlantic Ave. (Major Transportation Hub, Downtown Boston)
- Boston Public Library - 700 Boylston St. (Boston Public Library)
- MIT at Mass Ave / Amherst St (MIT)
- Beacon St / Mass Ave (Boston University)
- Back Bay / South End Station (Major Transportation Hub, Downtown Boston)
- Boylston St at Arlington St (Boston Public Garden and Arlington Street Church)-tourist sites
- Charles Circle (Major Transportation Hub, Downtown Boston)



The area around Atlantic Avenue, Boylstron Street and Charles Street are the most active for frequency of incoming and outgoing trips. This suggests that the South Station, Boston Public Library and Charles Circle stations are close to more interesting places.

Hubway bikes are currently used by both Boston locals as well as visitors. We see that many Boston residents are using the Hubway/Blue Bikes bike sharing program to travel to and from major transportation hubs in downtown Boston during peak transportation hours as an alternative to the previously existing modes of transportation. We are also seeing that there is large amounts of bike traffic to tourist destinations such as Boston Public Garden as well as the Boston Public Library.

