Citi Bike Analysis

* Using Tableau, I created visualizations, dashboards and a story about Citi Bike in year of 2018.
* Number of rides tend to be higher in spring and summer months, along with average duration of trips
* Peak hours in summer and winter happen to be during standard commute hours at 8 am and 5 pm, and also during lunch hour.
* User data still shows that most of the users are subscribers.
* Moreover, users aged 49 are the most common customers of Citi Bike. They could be a possible target audience, or it may indicate that more advertising needs to be targeted towards other age groups
* Most customers are male in 2018. Maybe there should be plans to decrease gender gap in Citi Bike.