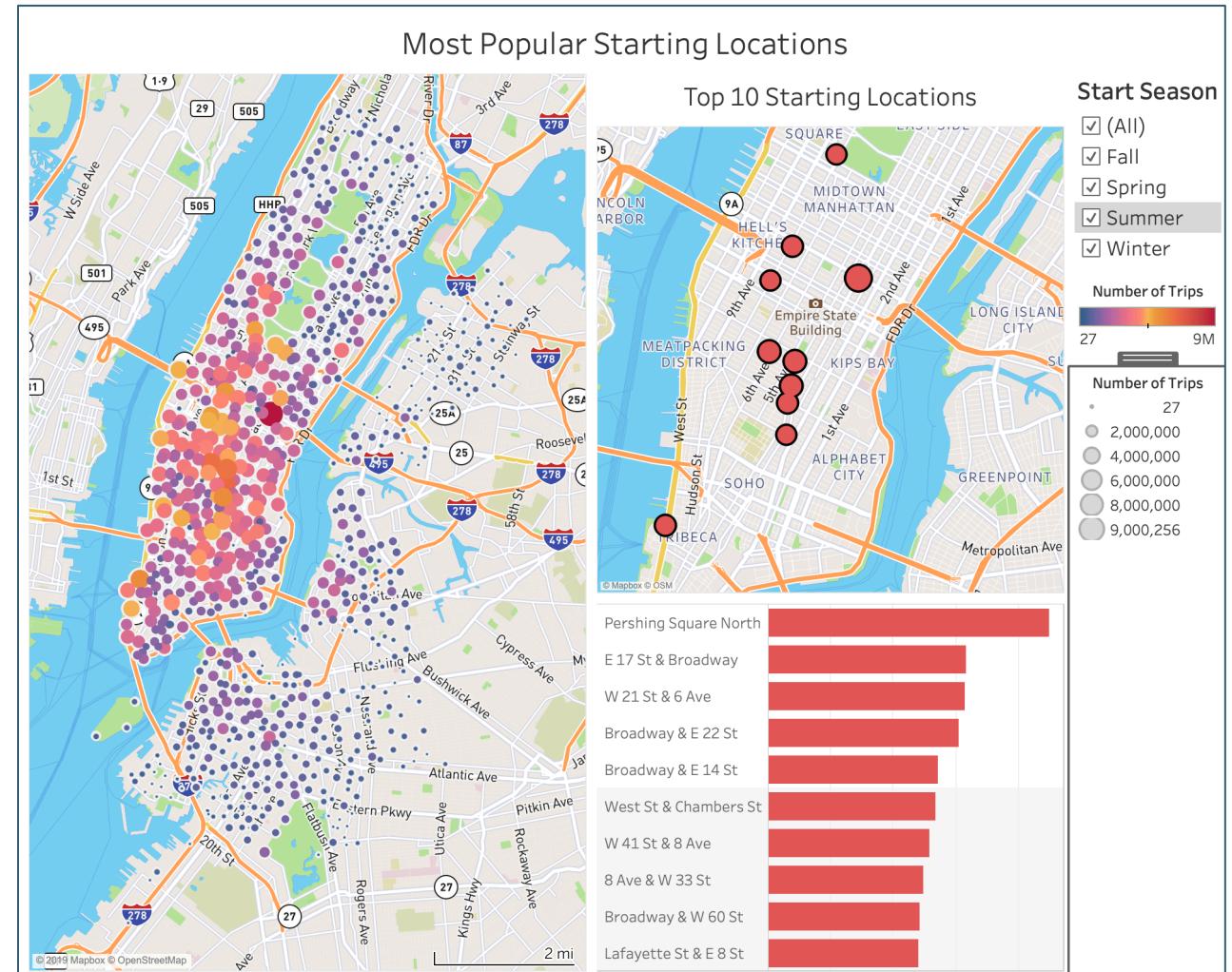


CITIBIKE ANALYTICS- 2018

Reported using Tableau
by Gretel Uptegrove

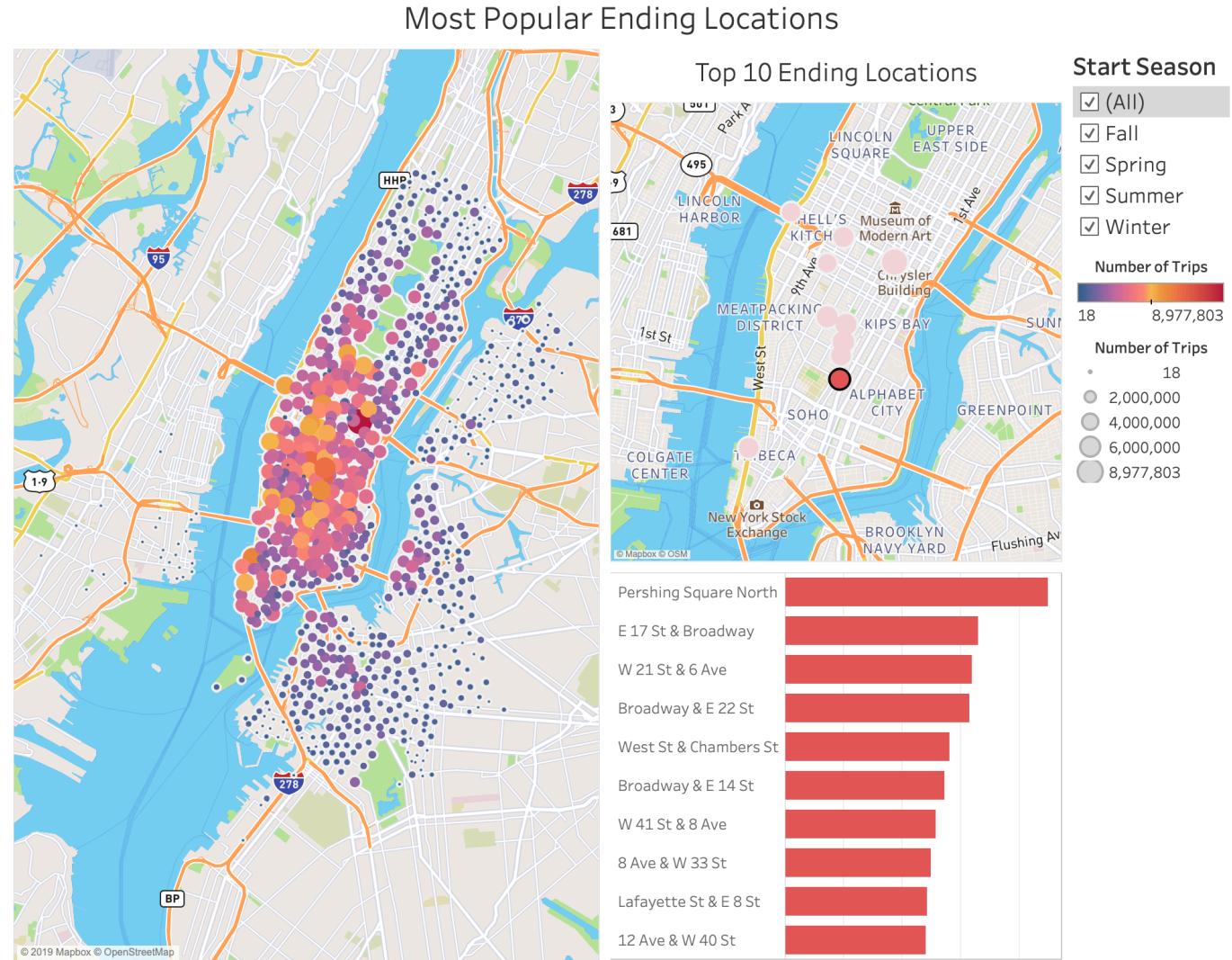
STARTING LOCATIONS

- The most popular locations, by far, to rent a bike are located in midtown and lower Manhattan.
- As this where business and tourist locations are mostly located, it makes sense that they see heavy traffic.
- It is important to keep these locations well stocked with maintained bikes, and it may be worthwhile to invest in additional locations near hotspots, such as Pershing Square North.



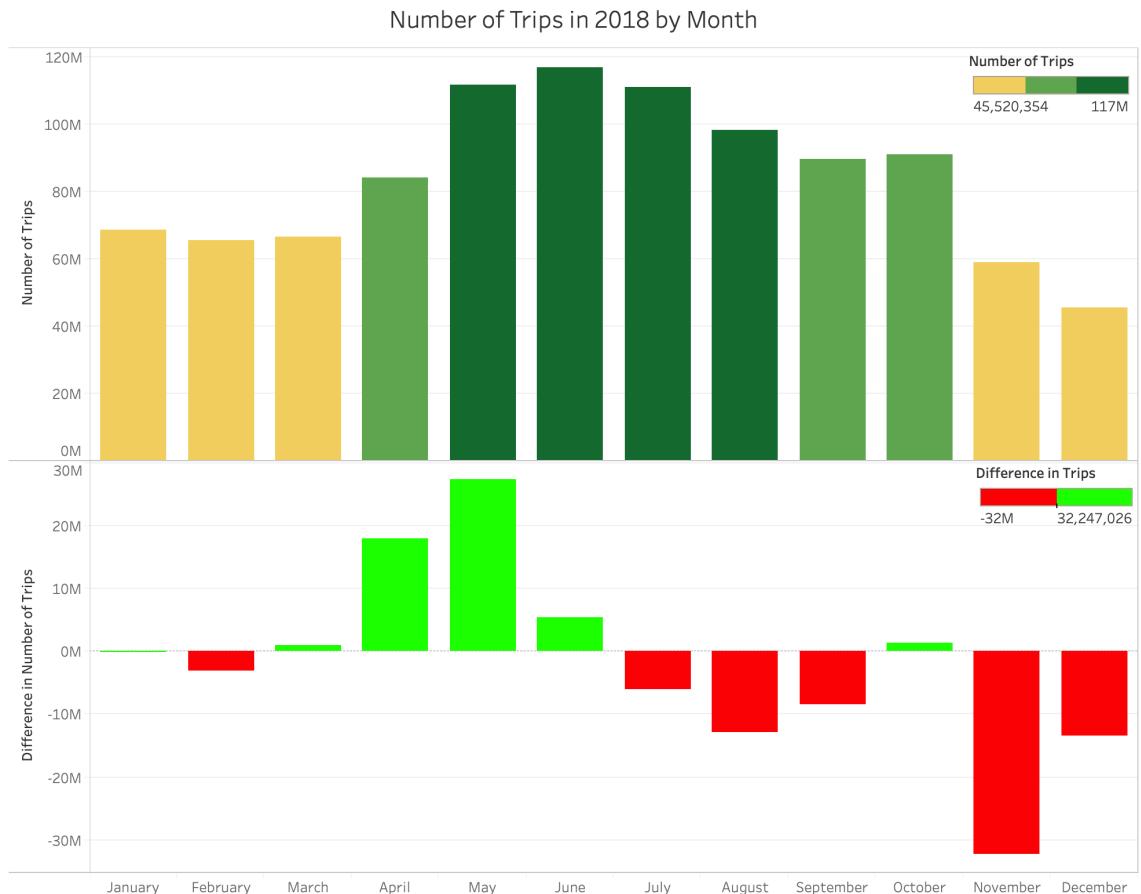
ENDING LOCATIONS

- The most popular drop-off locations closely mirror the most popular starting locations, as the most popular fall within midtown and lower Manhattan.
- It is worthwhile to notice, however, that there is a not insignificant use of drop-off locations over the rivers in Brooklyn and NJ, suggesting that commuters or visitors may utilize CitiBike to leave the city, even if they did not use it to enter.
- This suggests that there may be room for growth by promoting the use of CitiBike to get into the city as well as out.

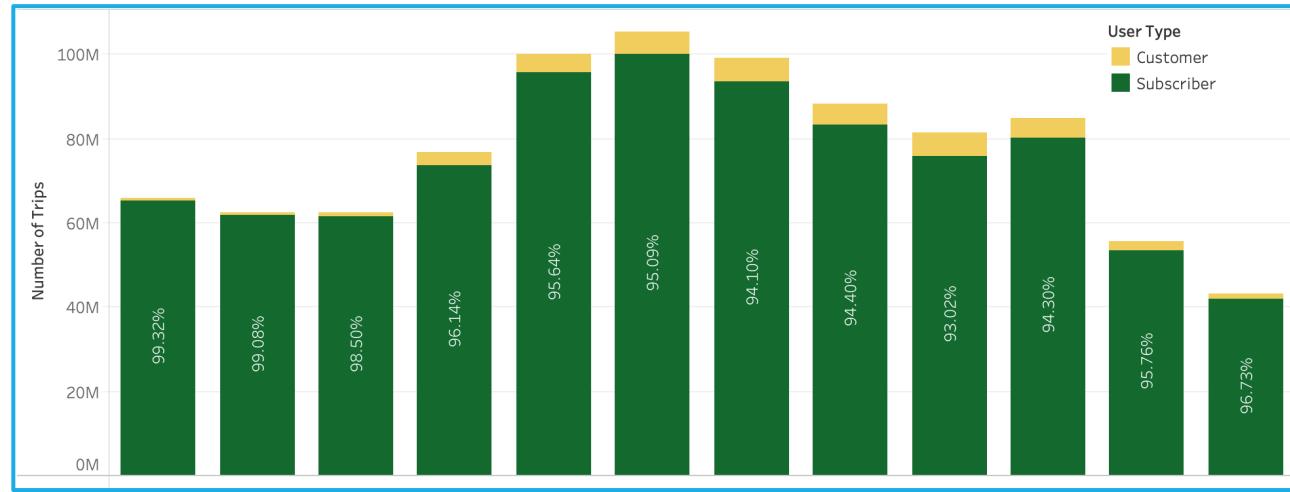


TRIPS IN 2018

- There is a significant change in ridership over the months in 2018.
- There is a marked increase in trips during the spring months, with a slight decline during the summer, another slight decline in fall, and a deep plunge in November and winter.
- This is expected as people may be less likely to bike outside in the cold or inclement weather.
- It still may be worthwhile, however, to investigate ways of promoting CitiBike usage during colder months, perhaps by discounting rates.



- The vast majority of riders are subscribers to CitiBike service.
- Non-subscriber customers tend to ride more in spring and summer, likely because they may be tourists.
- It may be advantageous to run a special promotion during one of these months to get these customers to be subscribers.



RIDERSHIP – USER TYPE

RIDERSHIP - GENDER

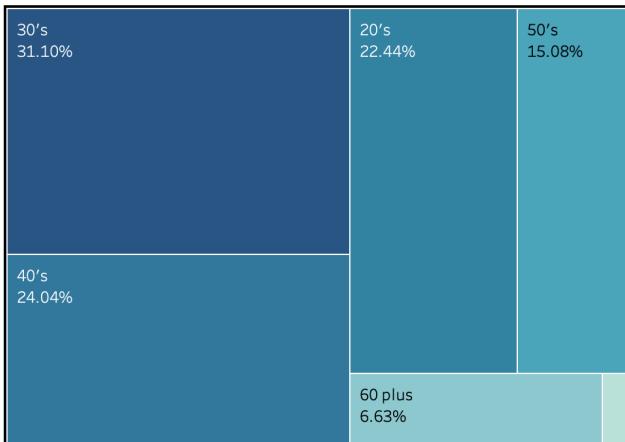


- Men are about three times more likely to use CitiBike than women.
- This breakdown remains consistent throughout the year, with a slight decrease in female usage during the winter.
- It would be worthwhile to allocate resources to promote CitiBike usage to the female demographic, as this is a huge largely untapped market.

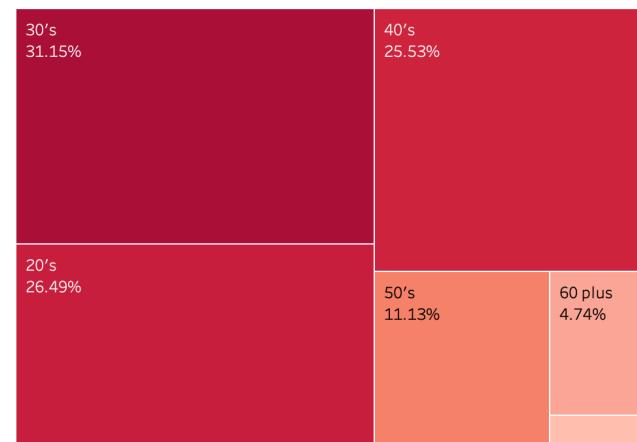
RIDERSHIP - AGE

- Riders in their 30's comprise the greatest percentage of CitiBike users across all seasons.
- Riders in their 20's and 40's are ranked 2nd or 3rd depending on the season, remaining in the low to mid-twenties percentages.
- Surprisingly, riders under 20 comprise such a small percentage that they barely register.
- Investigating this young demographic, perhaps targeting students, may be worthwhile.

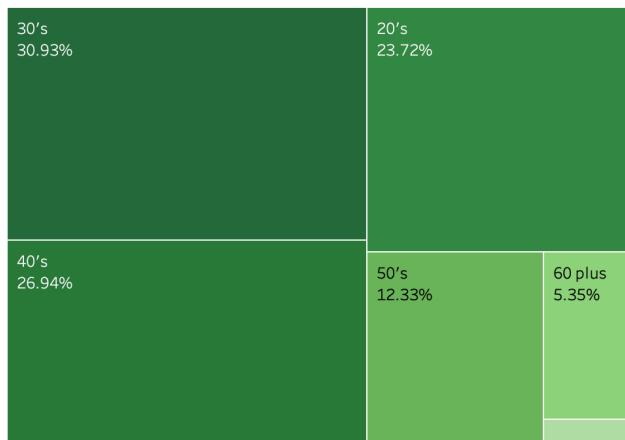
Trips in Winter



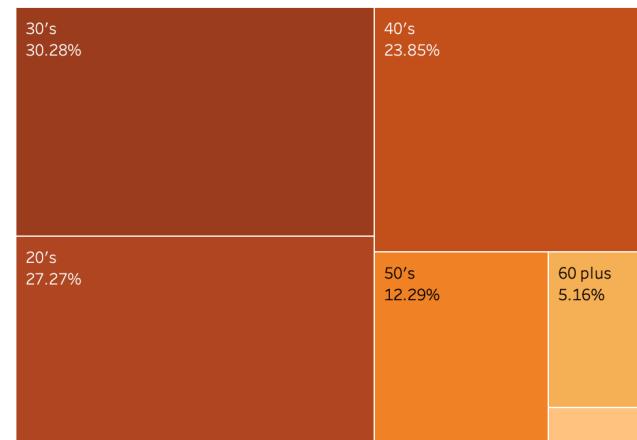
Trips in Summer



Trips in Spring



Trips in Fall



CONCLUSION



It is important to focus on maintaining stock and possibly expanding locations in high traffic areas.



There may be room for growth by promoting CitiBike as a way to enter the city as well as exit it.



Running promotions during colder months may help cushion the fall-off in usage winter brings.



Running a special promotion during a warmer month may encourage more users to become subscribers.



Targeting women should be a priority to expand ridership as they currently under-represented.



Investigating the under 20 and student demographic may be worthwhile in expanding ridership.