

# CitiBike Analysis

For this report I analyzed 6 months of CitiBike customer data, from **July 2018** through **December 2018**. This is about 10 million trips of data. I am using this data to improve the city program. Analyzing this data also allows me to come up with interesting ideas which could improve this program.

## Gender Breakdown

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Citybike sells the most one day or 3 day passes in July

Capped the avg trip duration at 80 years. One age which stands

All bike stations with a visual indication of the most popular

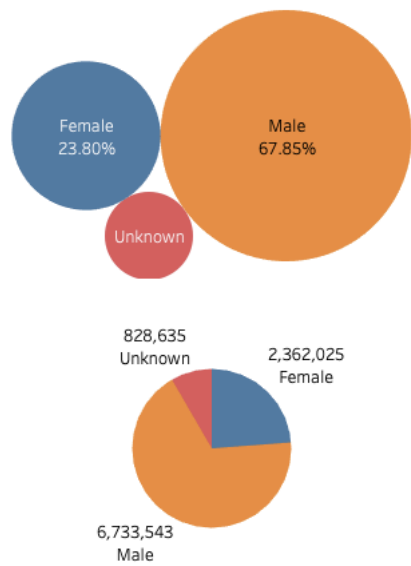
Looking at the top 10 stations, you will quickly notice that

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### Trips Recorded

	2018
	9,924,203

### Gender Breakdown



It is important to see that over 65% of bikers are male and only 24% are female. Advertising to females in New York should be a high priority. A great solution would be to create more fashionable bikes which would attract more female bikers. Currently there are only two bikes.

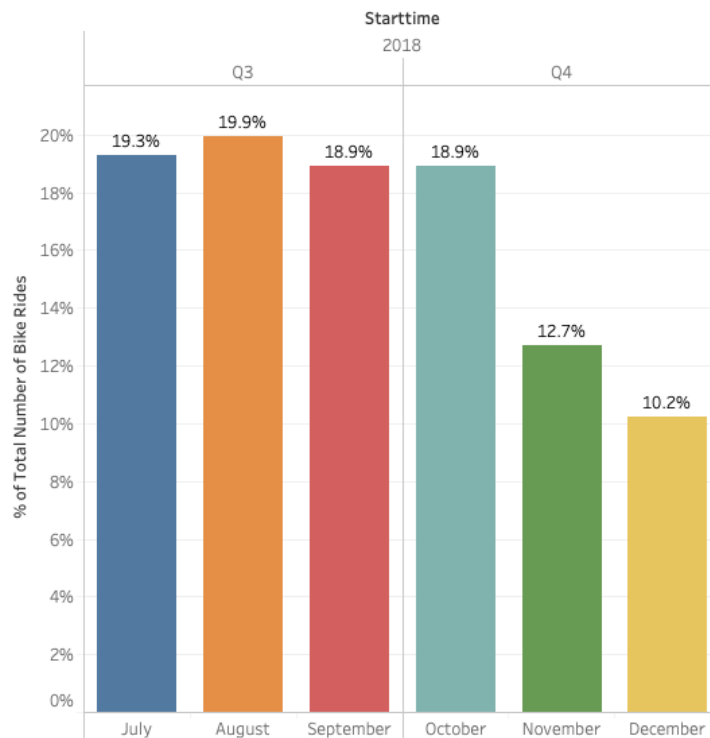


Many women in New York are fashion conscious, so it would be a good idea to come up with different designs and different colors for female bikers to choose from.

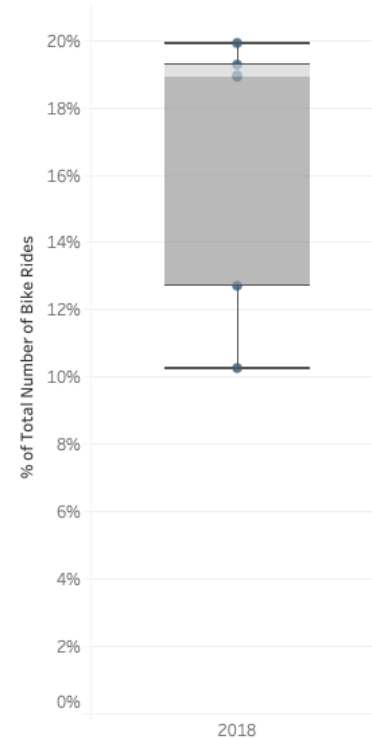
## Ridership by month

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Ridership %



Box and Whisker Plot



Ridership is at its highest in August hitting 20%, but just a couple of months later the ridership drops to 10% in Dec. This has to do with the months leading up to December being the colder months of the year.

A great way to increase ridership would be to offer customers winter clothing. So, why not create an ecommerce website or partner with an existing store to offer discounts to customers on clothes such as gloves, umbrellas, winter jackets, etc.



## Customer type changes by month

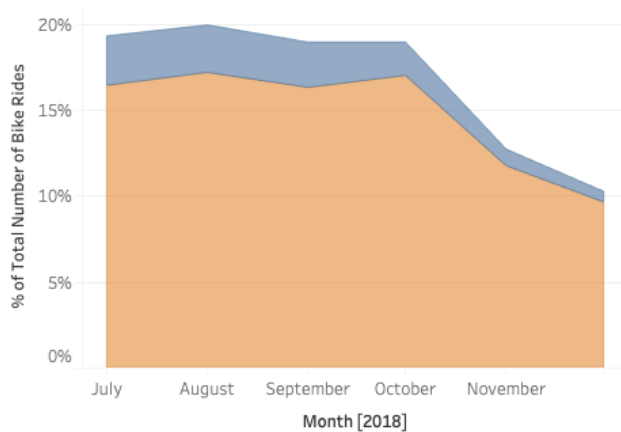
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### Customer type

Month of Starttime	Customer	Subscriber
July 2018	14.89%	85.11%
August 2018	13.84%	86.16%
September 2018	13.91%	86.09%
October 2018	10.24%	89.76%
November 2018	7.58%	92.42%
December 2018	6.01%	93.99%

#### Usertype

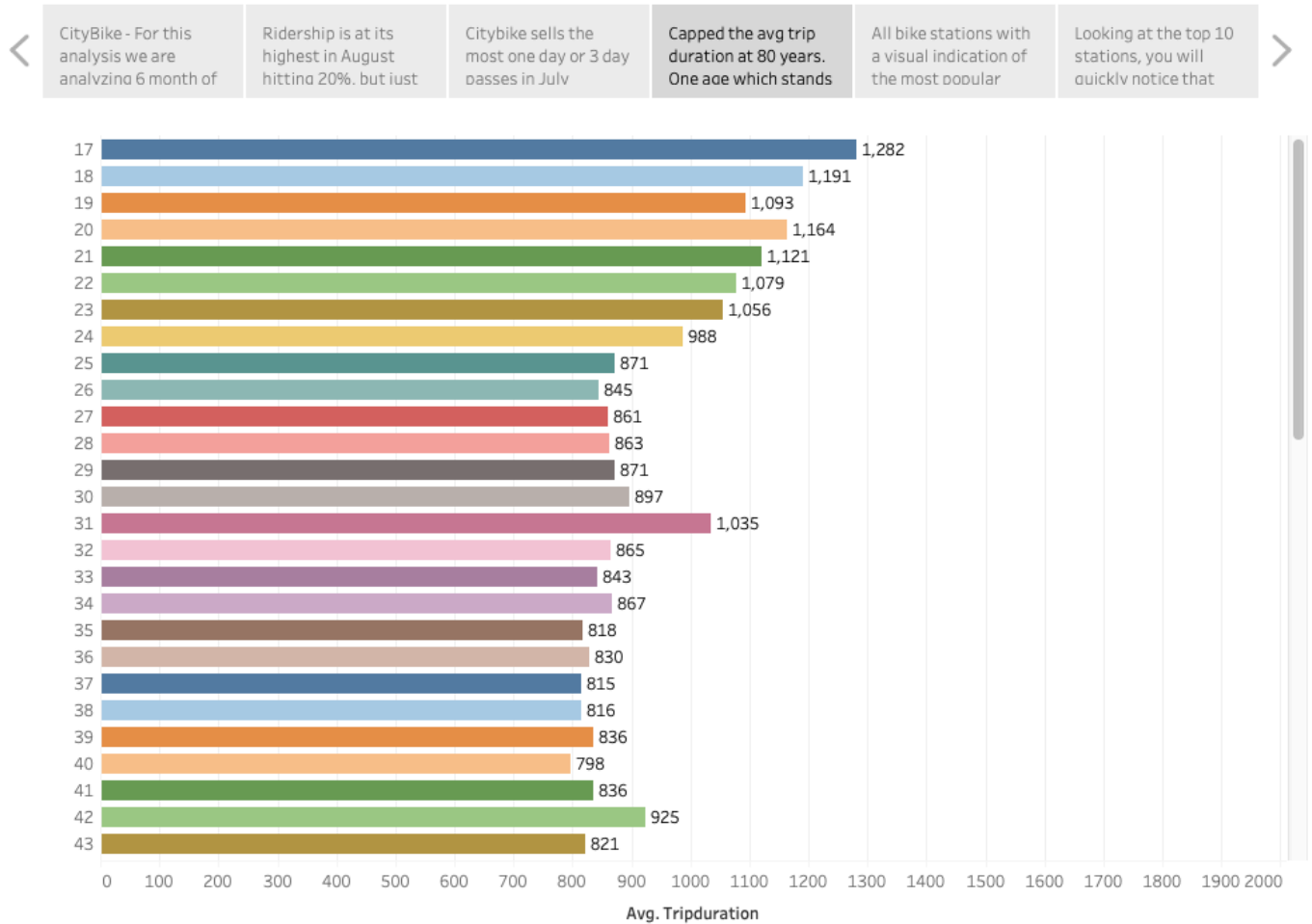
Customer  
 Subscriber



CitiBike sells the most one day or 3 day passes in July (14.89%). However, in December over 90% of revenue is generated from the annual subscribers and only 6% from one-time customers. Giving out discounts during the winter months could boost revenue for 24 hour or 3 day passes.

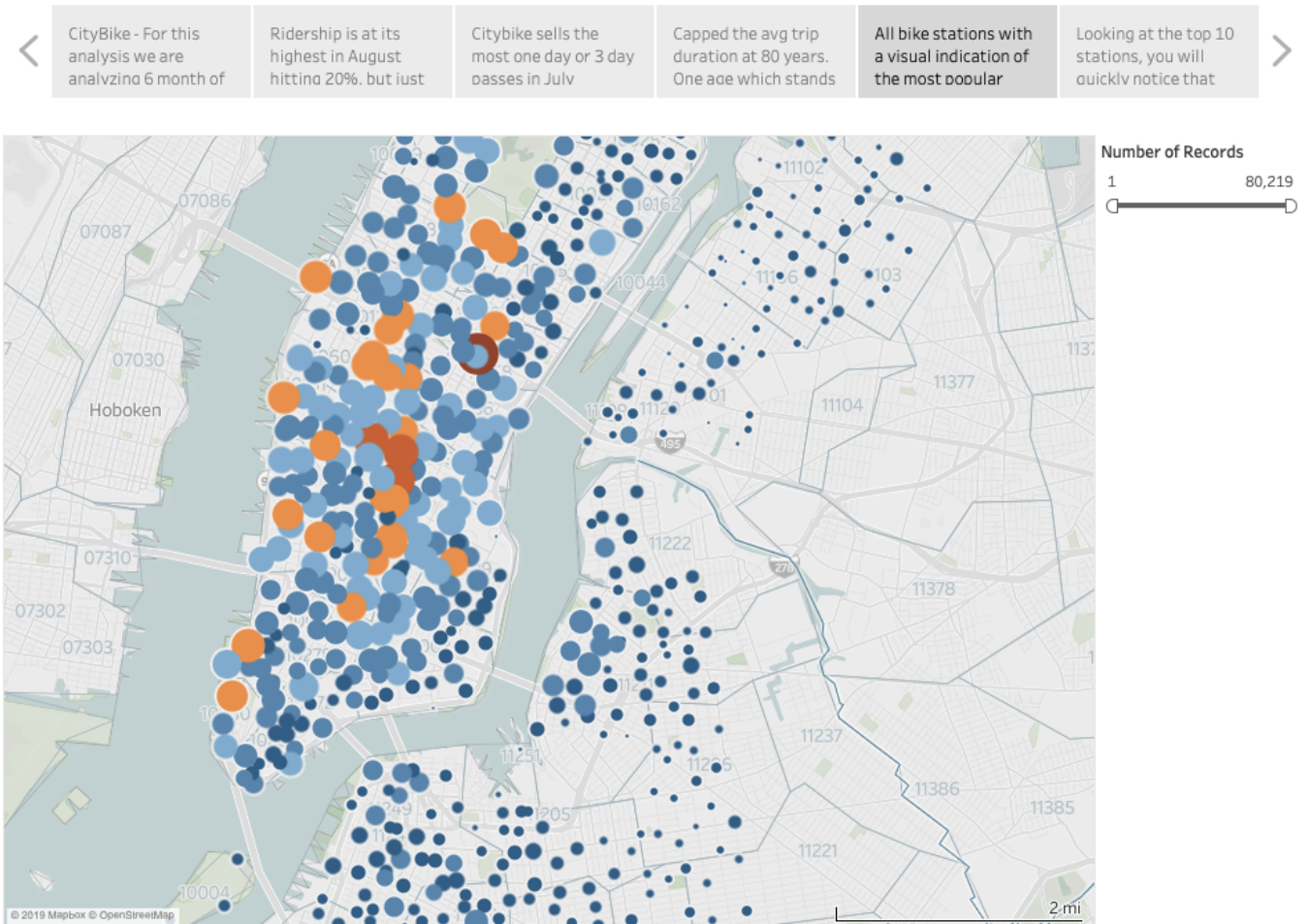
However, we need to keep in mind that this will always be a seasonal program.

## Average trip duration by age



I capped the average trip duration at 80 years. One age which stands out is age 50. These customers have an average trip duration of 1,800, which is the highest trip duration out of all the ages.

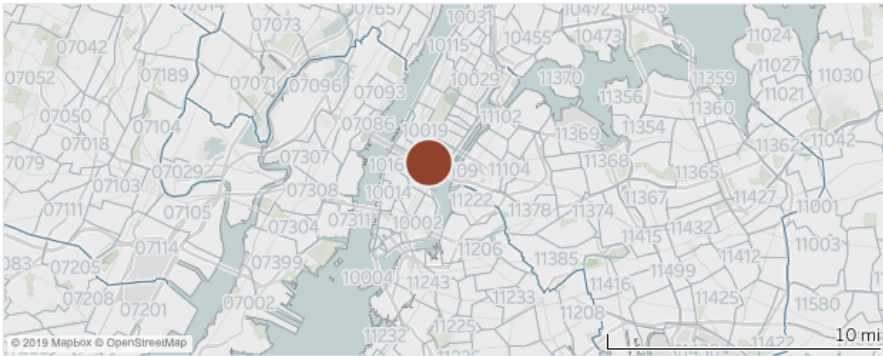
### Map of the most popular stations



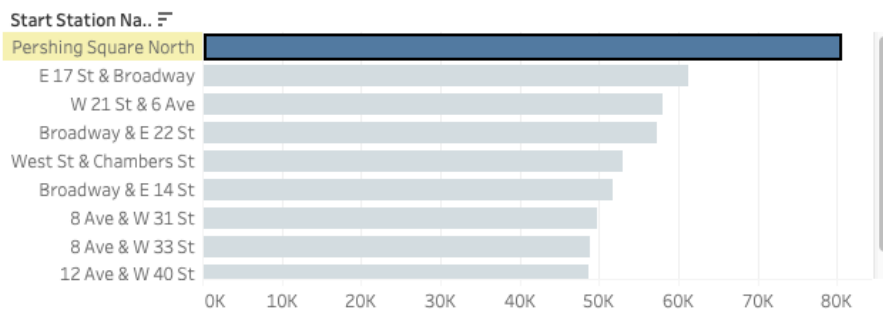
All bike stations with a visual indication of the most popular locations with zip code data overlaid. The red big circles are the most popular stations followed by the orange circles. Zip code 10165 has the most popular station.

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## Map



## Top10



Looking at the top 10 stations, you will quickly notice that they are Manhattan. This could be because most customers live and work in that location. So, instead of taking an Uber, Lift, taxi or a subway ride, they take the bike to work.

In conclusion, CitiBike is a great alternative to the other existing mediums available for travel. I would like to get feedback from existing subscribers on their experience with CitiBike. As adoption increases it's important to constantly analyze up to date customer data in order to improve customer's experience and improve the program.

