Write-Up: Unexpected Phenomena

* People who identified as “unknown” for gender specification chose to be customers rather than subscribers. Unknown customers also have a higher trip duration than male and female customers combined. Males dominate in both number and trip duration in the subscriber category, as well as in the “Gender and Trip Duration” graphic.
  + Questions regarding phenomena:
    - Does Citi Bike market to a male audience specifically?
    - Why aren’t more people identifying as “unknown” becoming subscribers?
    - Should Citi Bike need to consider more inclusive marketing campaigns to gain more subscribers?
* Geographic location rather than seasonality seems to have a greater impact on the number of records a station receives. In every month, stations located in the northeast and southeast have the lowest number of records. Regardless of the season, the central area on the map experiences the highest usage activity.
  + Questions regarding phenomena:
    - Should Citi Bike remove or relocate any stations with fewer than 900 reports to busier areas?
    - Why aren’t people using Citi Bike in the north and southeast?