CitiBike Analysis:

1. Is there a single location that is significantly more popular in user? Where is it located?
   * There is a single location that is significantly more used and based on the map created you can see size wise that it stands out from the rest of the locations. The dot is also located very centrally in comparison to the rest of the starting locations. Due to its centrality it may be more popular because it’s easier to get there from wherever users may be coming from.
2. Is there any relation between the start and stop locations? Anything different?
   * When comparing the most popular locations by records for users to start and stop their rides they are at the same station, the Grove St PATH. This is also indicated on the map. Again, users may stop and start from this station due to its central location. One difference between the two bar graphs of start and stop locations is that the starting locations had many more records spread throughout all of the locations where the ending locations were clustered more towards only a few locations.
3. What time is the most popular time for users to ride? Start time and End time?
   * The line graph spikes at 7 AM for popular starting times as well as at 5 PM. This would make sense for in the morning people leaving their homes to go to work and then leaving work in the afternoon to go home, so an average 8-hour workday. The same is found for the stop-time line graph which means short ride duration to end at the same time as starting, to and from work.
4. Does one gender use the bikes more than the other?
   * There wasn’t a huge difference in the number of users between male and females of the bikes, but women did have a higher number.
5. Is there a huge difference in the number of records over the course of a year? Months?
   * Over the course of three years, 2017, 2018 and 2019 there wasn’t a great difference in the number of users of the bikes. When looking at months though, there were a greater number of users in June, July, August and September compared to the rest of the year. This is most likely due to those months being in the nicer weather or Summer and Fall for New York.
6. What is the relationship between Subscribers and Customers in the use of the bikes?
   * There is a drastic difference in the number of subscribers versus customers in New York City. This may mean that customers may use other forms of transportation to get around the city and only use the bikes once in a while. It may be cheaper to subscribe to use the bikes than rather just be a customer.