Tableau Markdown File

Key Observations

Age Groups of Citibike Users

A vast majority of individuals that were using the Citibikes were born in 1969 while the remaining following 8 are from the late 1980’s and early 1990’s era. This is indicative of people something of a health trend going on. If the income or area codes of these individuals were provided we could further determine if this is caused by a wealth deficit (I.E. these elderly individuals do not have enough money to afford any other sort of transportation).

Subscription Vs. Customer By Age Group

What is interesting is that a majority of users born in 1969 choose to be customers are opposed to subscribers. It is generally observed that older individuals have greater brand loyalty than younger ones but here it is the opposite. Anyone born after 1969 tends to be more of a subscriber than a customer. It now begs the question of whether we should invest resources into converting those individuals into subscribers or allow them to continue being customers.

Traffic

This is not necessarily surprising, both customers and subscribers used the bikes during the early morning later afternoon. What is noticeable is that there is a significant drop during December of 2020 and January 2021. We can attribute this obviously to Covid-19 and the quarantine measures that have been applied in the city of New York. Further research could be done to determine whether traffic will ever increase to the same levels or not. Specifically, we could ask the question “Has Covid-19 adversely impacted the future of public transit?”.

Map

As we can see on the map, most of the stations that are being stopped at are coming from western New York. This is interesting because most of them are closely clustered together indicating that there is a greater degree of mobility and accessibility than elsewhere in New York for biking which is also supported by a list of the Top 10 stations.

The Longest Duration

This is more a point of curiosity than anything else. The longest anyone ever held a bike for was for over 23 days starting on December 10th, 2020. This is more interesting than anything else because if you look at the rest of the day you see that the longest most people onto their bikes is generally a few hours.