**City Bike Major Findings**

* Males far outnumber women in terms of subscription and customer count.
* There is a small, but notable, decrease in both customers and subscribers in 2019 vs 2018.
* In both the number or start station visits and destination station visits, the Grove St. PATH is the most popular. There could be an opportunity for collaboration with local businesses in this and other heavily trafficked stations. Perhaps, something in the spirit of a marketing campaign where if riders patronize businesses around popular stations, they get a percentage off on their bike rides etc... This would be a win win for Citi Bike and local business! From the marketing perspective, it would be best to spend marketing resources on the 25 to 45 age group since they share the greatest market share of subscriptions. Furthermore, there could be some hidden opportunities in the 45 and older group that could boost their subscriber share.
* The highest concentration of subscribers is in the 31 yo age group at 17,399 subscribers.
* Also, of note, the 17 yo age group has the longest ride durations (3,968 seconds) on average over the period of the study. However, they have among the lowest number of subscribers likely due to a lack of disposable income.

**Map Items of Note**

* The number of stations has changed a lot over the study period with new additions.
* There have been a lot of new destination stations added in the NYC area in particular and in general, the number of destination stations outnumber the count of start stations.