

Citi Bike Analysis Summary (2019)

Usage by Season: Summer vs. Winter

In summer and winter, Citi Bikes are used most often from 6-10am, from 3-7pm, and on weekdays. This suggests that Citi Bikes are used most often by individuals commuting to and from work. Citi Bike usage is higher in the summer, but the trends in time and day are the same across seasons.

Usage by User Type: Subscribers vs. Customers

Citi Bike usage is higher among annual subscribers than short-term customers (13,200,557 trips by subscribers vs. 1,539,435 trips by customers). Across user types, more Citi Bike trips are recorded by male users and in the summer.

Most Popular Starting and Ending Stations

The most popular Citi Bike stations for starting a journey are also the most popular stations for ending a journey. For example, Pershing Square North is the most popular starting and ending station. Similarly, the top 10 Citi Bike starting stations are also the top 10 ending stations.