For this project I looked at the first 6 months of data for Jersey City to develop my story

The Story-Citibike

**“Maps of Station Use Amount”**

* I created a map visualizing the amount of transactions that occurred at different start and end stations.
* With this information I was able to find the most popular stations for stop and end for users
* The top 5 used stations for both start and end were : “Grove St. PATH, Hamilton Park, Sip Ave, Newport PATH, and Harborside”
* This information can be leveraged by investigating into what factors make these points so popular, and possibly start utilizing at other stations if it is feasible.

**“Most Common Start and End Trip”**

* In this visualization I looked at the most common destination combinations between start and end stations
* By being able to look at this data visualized I could determine the most popular trip made using Citibike.
* The most traveled path was between “Hamilton Park to Grove St. PATH” and “Grove St. Path to Hamilton Park” has the second highest count of user trips.
* Knowing two stations have high volume could offer the opportunity to perhaps strategically add other stations between the two stations to draw out more customers to utilize the Citibikes

**“Number of Hours Ridden by Station”**

* With this visualization we see the duration of rides by start and end stations
* With this information we can get a feel from where people riding the longest and potentially the farthest within a day, and give a notion to what areas people are willing to take the time to travel too more often.

“Count of Users By Age with Median”

* This visualization offers a look at the age demographics with ages ranging from 16 to 79 to get a sense of who is the primary customer.
* It would appear the predominant activity occurs between the mid-20’s crowd to around early forties, and a median age of around the mid-30’s to offer some insight for some potential targeted advertisement.

**“Monthly Use and Gender Data”**

* This visualization shows us a trend with the amount of users of Citibike overall increasingly presumably with warmer weather.
* The Gender visualization offers a lot insight into the demographic of users.
* The male users far outnumbers female and unknown gender categories.
* It would appear that a major portion of numbers driving up overall users is from the male population.
* This offers more demographic information both for potential targeted advertising and also evaluations into what may offer mor appeal to people in other categories.