

June 2019

# MONTHLY REPORT



citibike

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# Executive Summary

This report serves as a monthly analysis of ridership in New York City. Data was pulled from [CitiBike System Data](#) and all analysis and visualization was completed using Tableau.

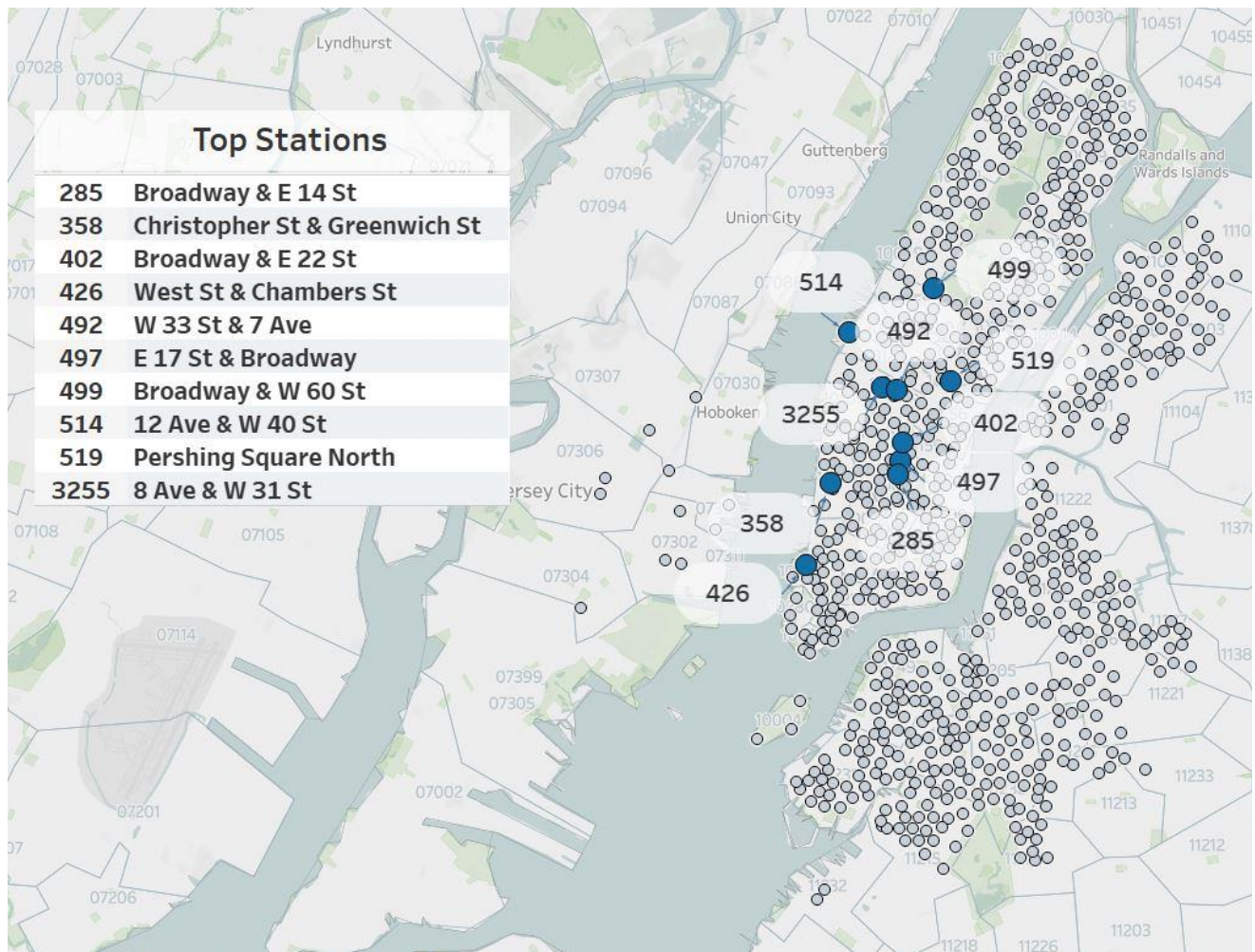
As you can see from the table below, CitiBike experienced an overall 10.43% increase in ridership in the month of June as compared to May. Customer (1-3 day pass) ridership increased by 26.57% in June, while our subscribers rode 7.52% more.

## May to June Changes

Usertype	% Difference in Num..		Number of Records	
	May	June	May	June
Customer		26.57%	294,566	372,844
Subscriber		7.52%	1,629,997	1,752,526
Grand Total		10.43%	1,924,563	2,125,370

The remainder of this report will highlight some of the key demographic and performance indicators for the month of June.

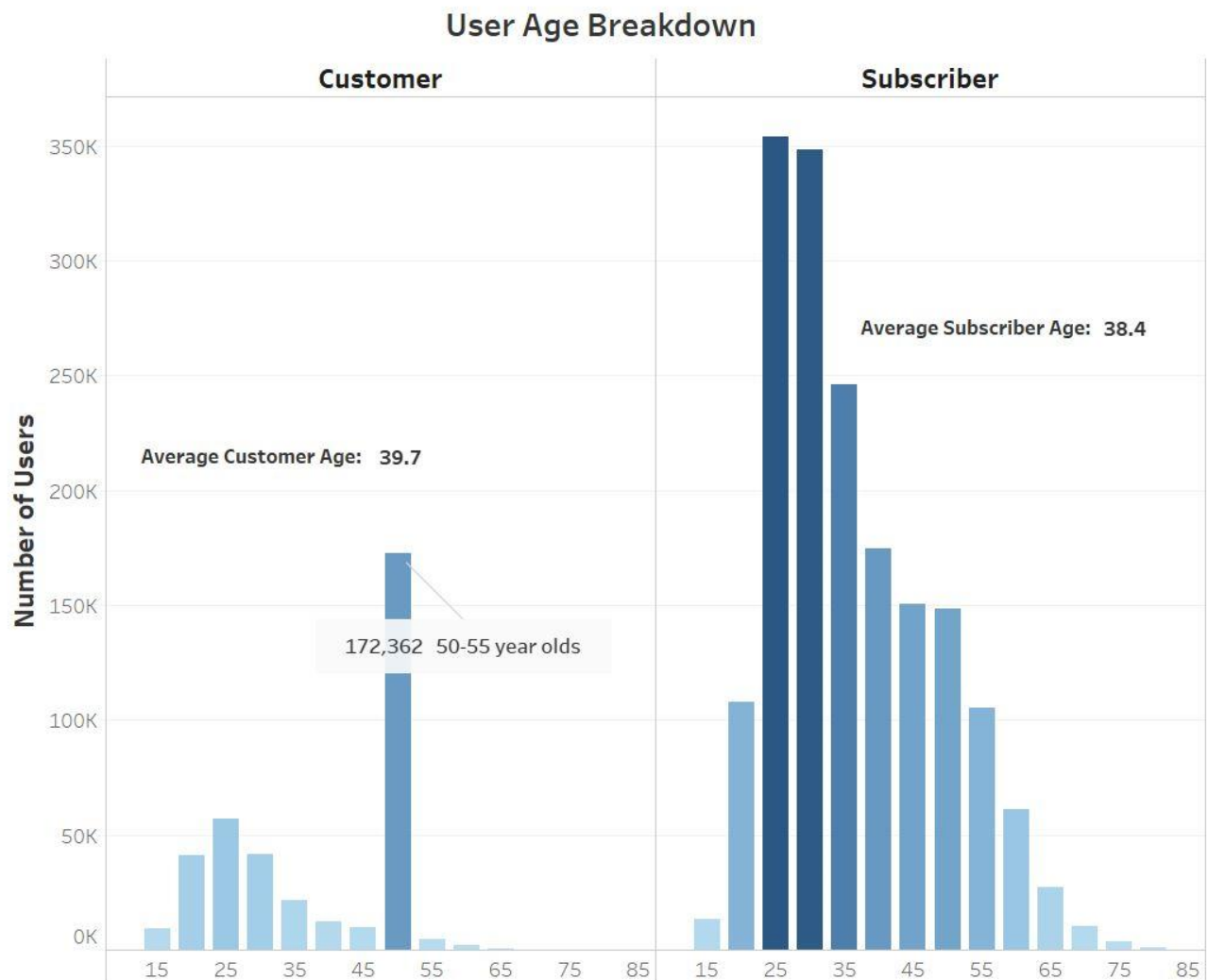
# Top Stations



This graphic depicts the most frequented CitiBike stations for both starting and ending a trip. There is no differentiation between start and end stations on the graphic due to the same stations appearing in both 'top ten' lists. As expected, the top stations are all near major public transportation hubs, business or commercial districts, or tourist destinations.

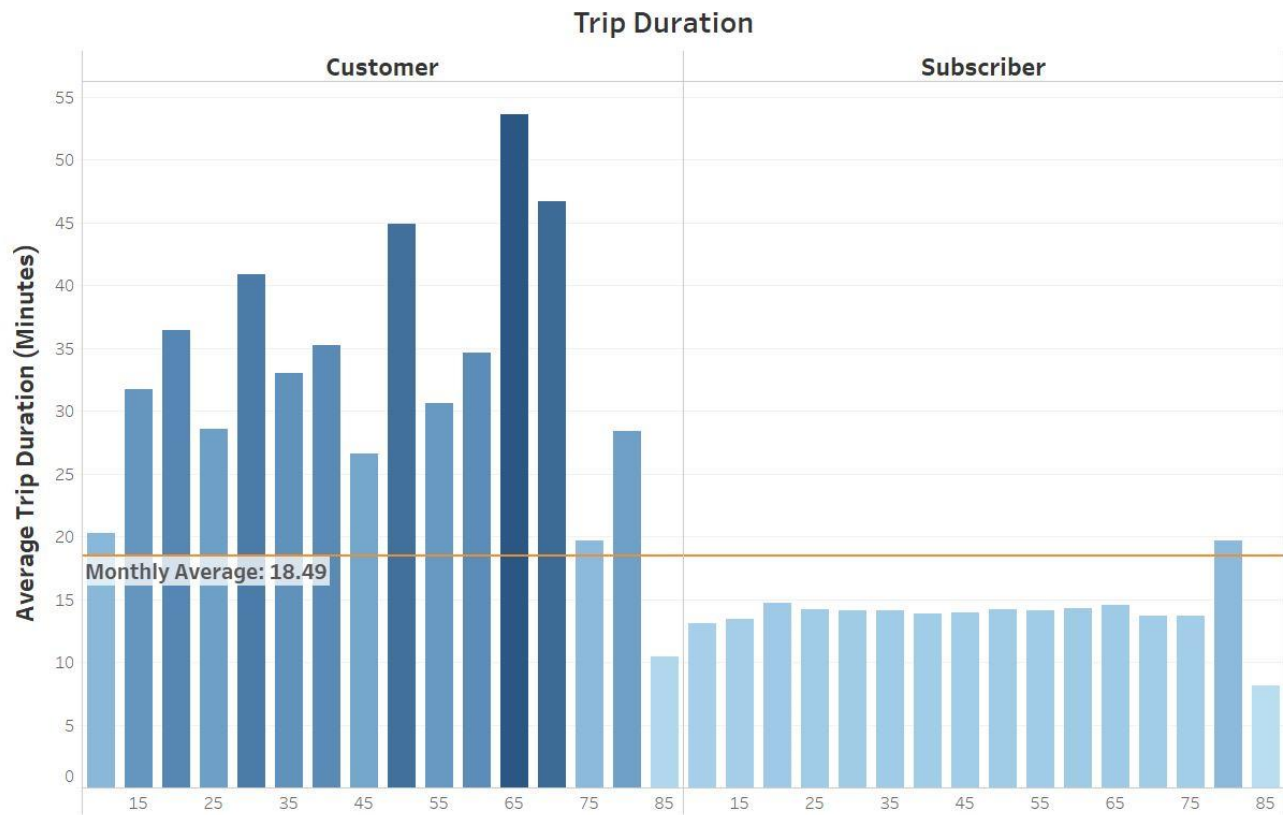
# User Ages

The average CitiBike Customer and Subscriber ages are relatively the same – 39.7 and 38.4 years old, respectively. While the majority of our Subscribers are 20-30 years old, the average age for that sub-population is pulled up by the sizeable block of >60 years old Subscribers who regularly use our services.



Interestingly, about half of our Customers fall into the 50-55 year old bracket. This insight could provide some leverage for our marketing division.

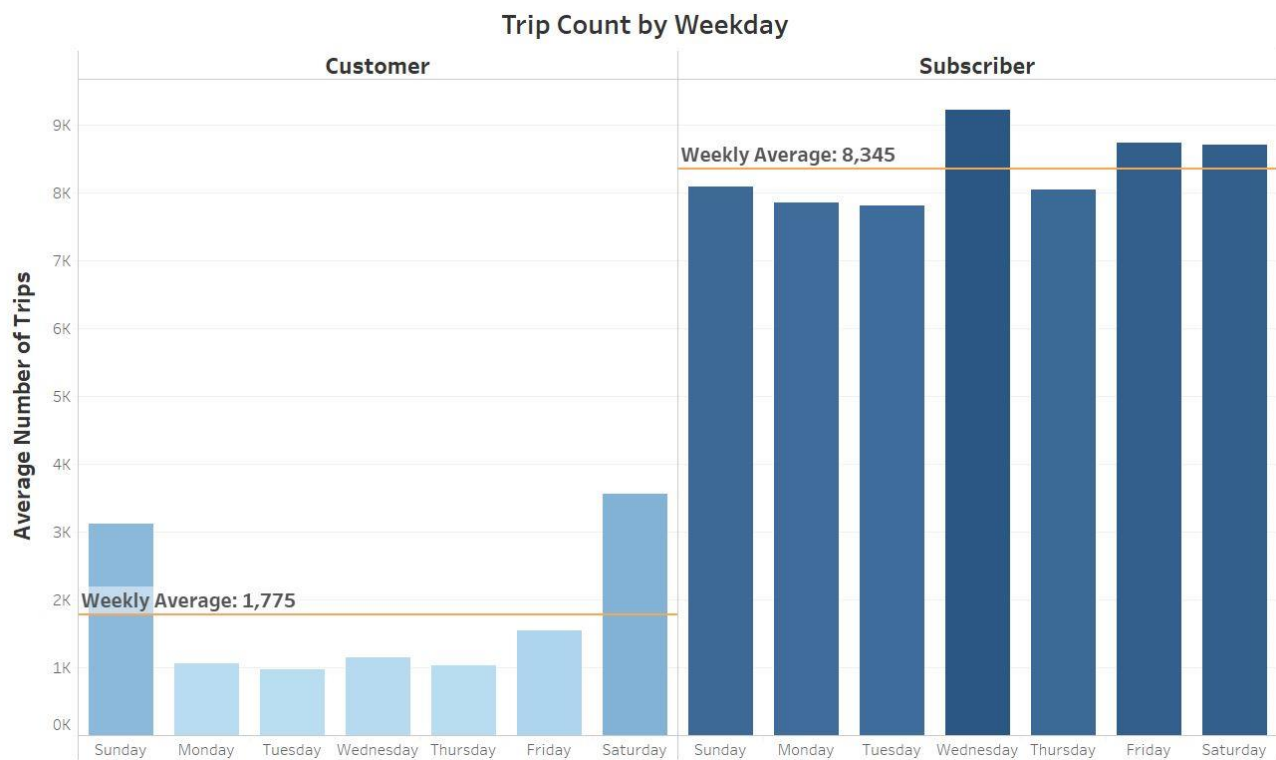
# Trip Duration



Our Customers tend to ride their CitiBike for much longer, suggesting the primary use could be tourism or leisure rides. The nearly flat 15-minute distribution from our Subscribers suggests that CitiBike usage is likely a part of their daily commute to work.

# Trip Weekday Distribution

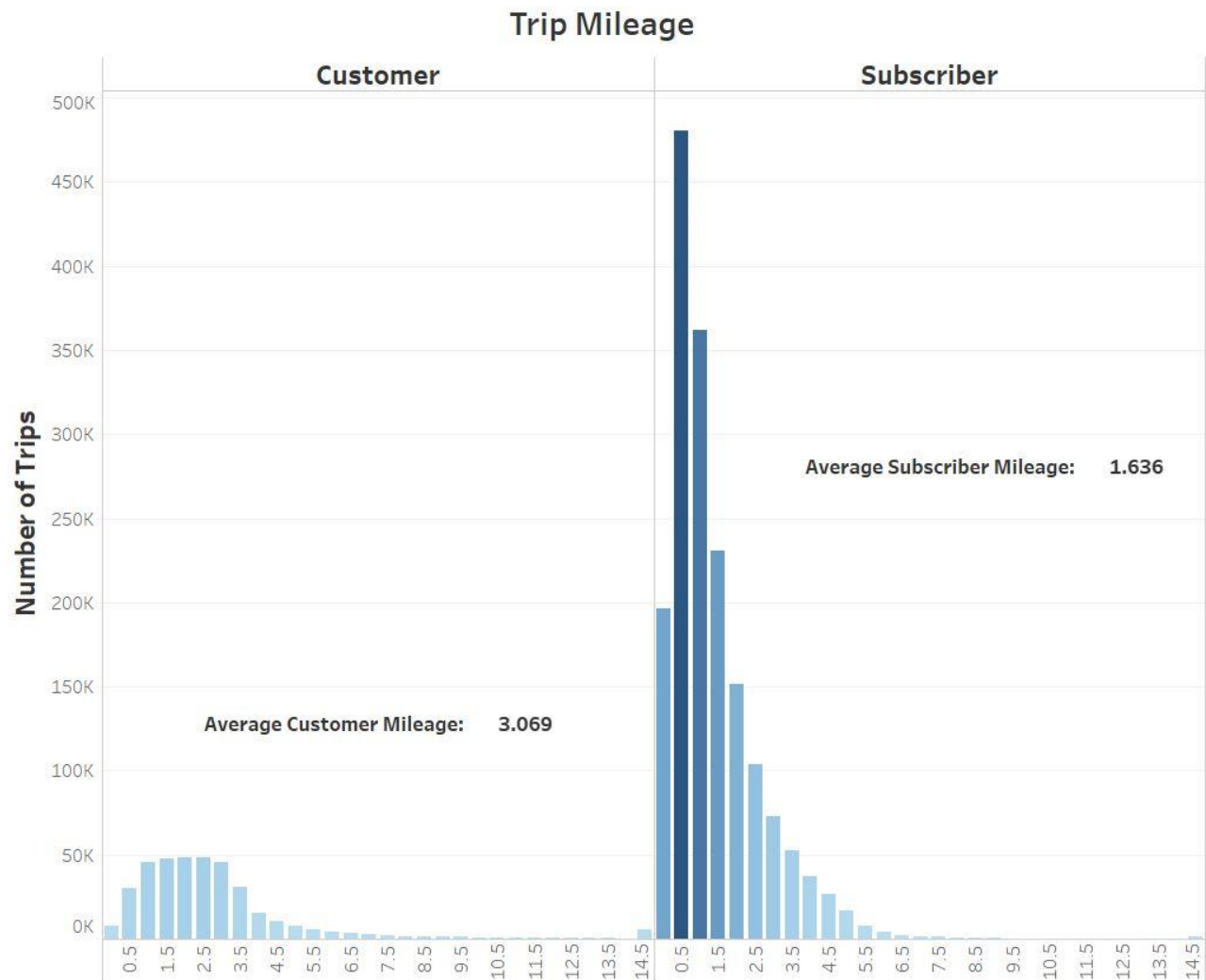
The last graphic indicated that most of our short-term Customers use CitiBike for tourism or leisure, this chart seems to confirm that hypothesis. Weekend usage by Customers is nearly double their weekly average, this could be an opportunity to convert Customers to Subscribers by providing a reduced cost of a new subscription if they sign up on a weekend.



Subscriber usage hovers around their weekly average throughout the week, suggesting CitiBike is fully integrated into their primary transportation plan.

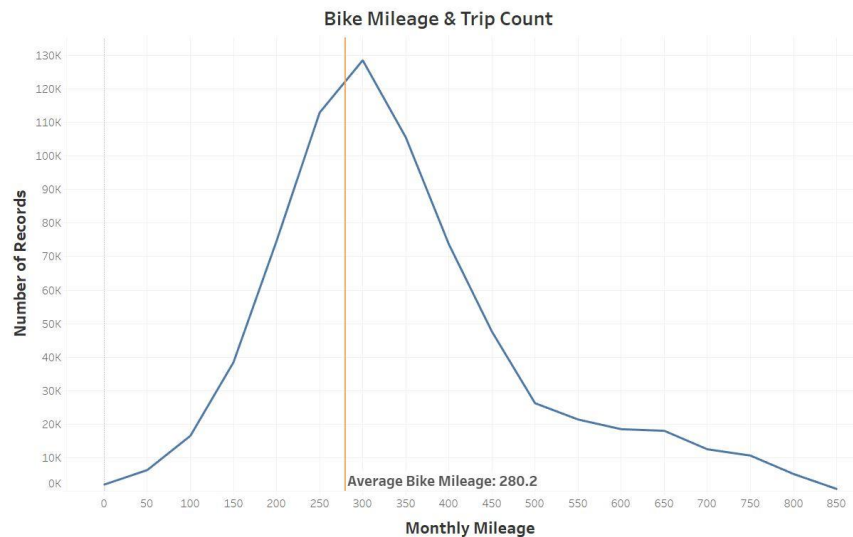


# Trip Mileage

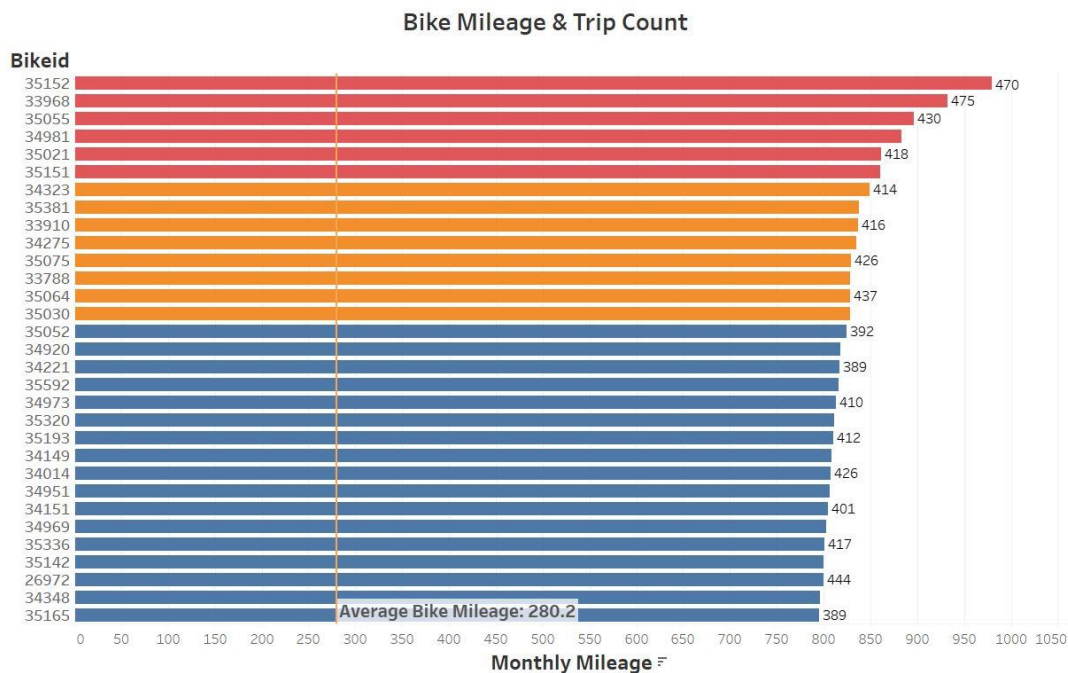


Our Subscribers rode approximately 1.6 miles per trip, further bolstering the claim that they use CitiBike as a means of first- or last-mile transportation. Customers had nearly double the average mileage per trip, again suggesting the likely tourism or leisure use of CitiBike.

# Bike Mileage



In June, our bikes averaged approximately 280 miles of use. Bikes highlighted in red below had over 850 miles and should be brought in for maintenance, bikes in orange are over 825 miles in the month and should be considered for maintenance as well.



Of note, there were 119 bikes with less than 25 miles of use during the month of June. These bikes are likely stuck out at some of our least popular stations and it is advisable that our maintenance team rotates these bikes to more popular areas, possibly replacing them with some of the higher mileage bikes in order to balance the maintenance of the fleet.