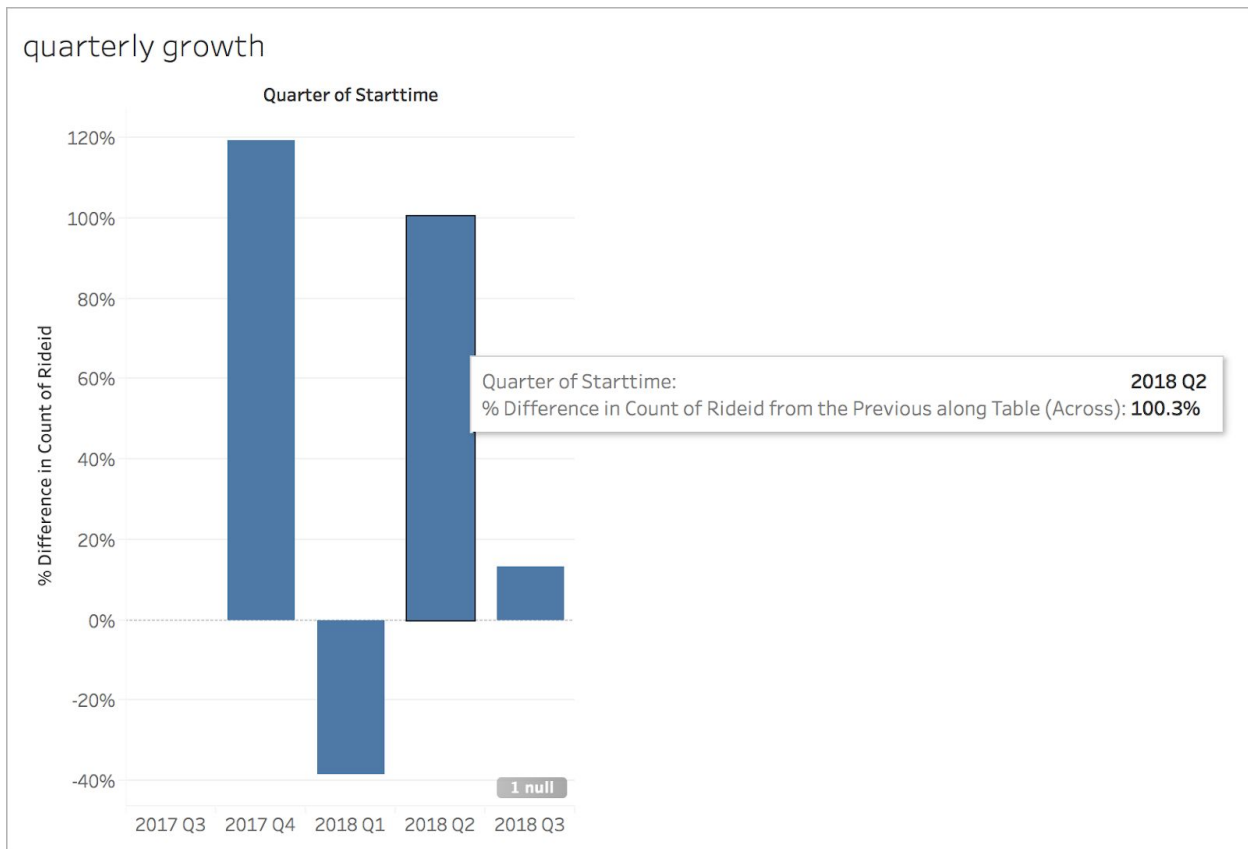
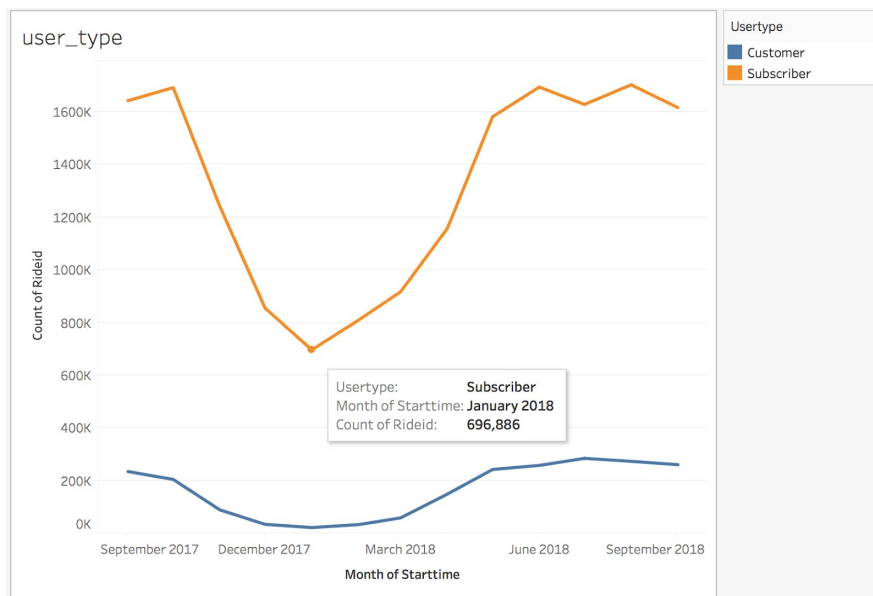


## 1. Quarterly Growth



## 2. User Demographics

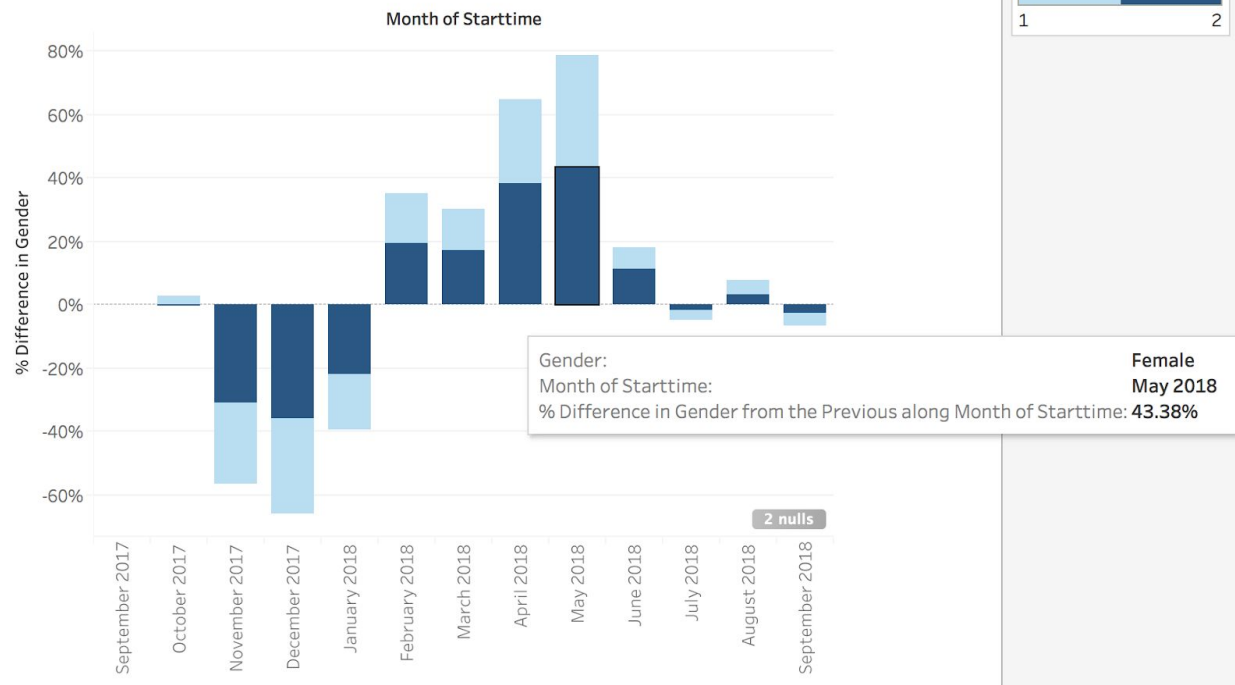
# of subscribers vs. # of 1-time customers



89% of Citi bike riders are Citi subscribers.

## Gender Growth

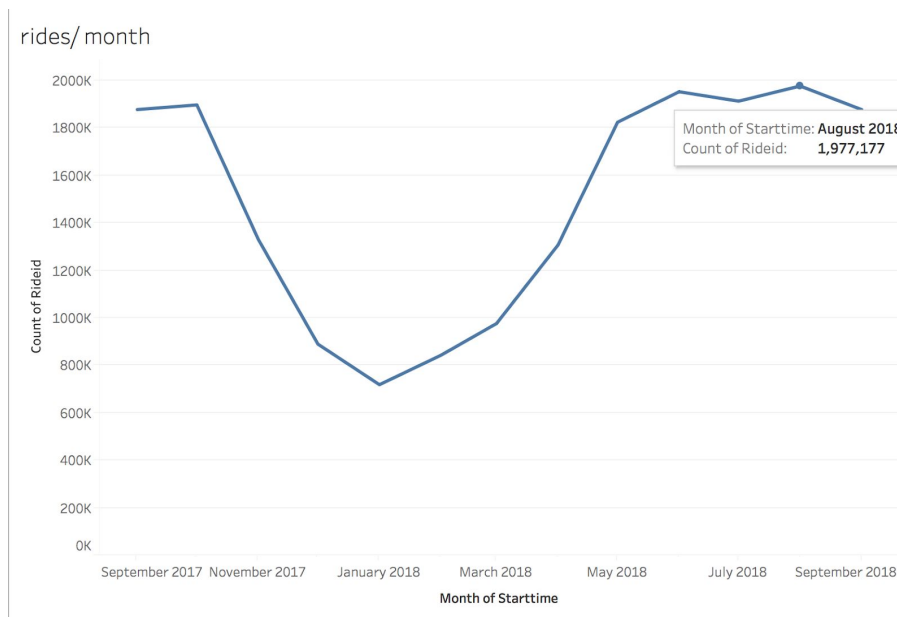
m/f growth



While the number of male user greatly outnumbers the amount of female user, the growth rates for each gender are relatively well-balanced. This means Citi could do a better job marketing towards females to help grow the business.

## 3. Citi Bike Data Trends

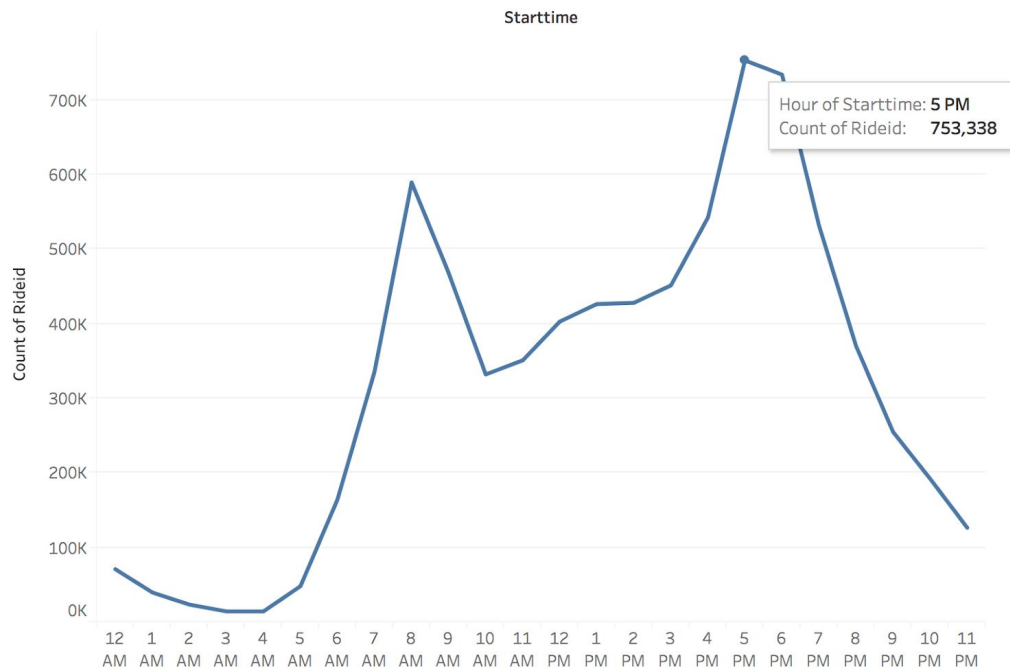
# of Rides per Month



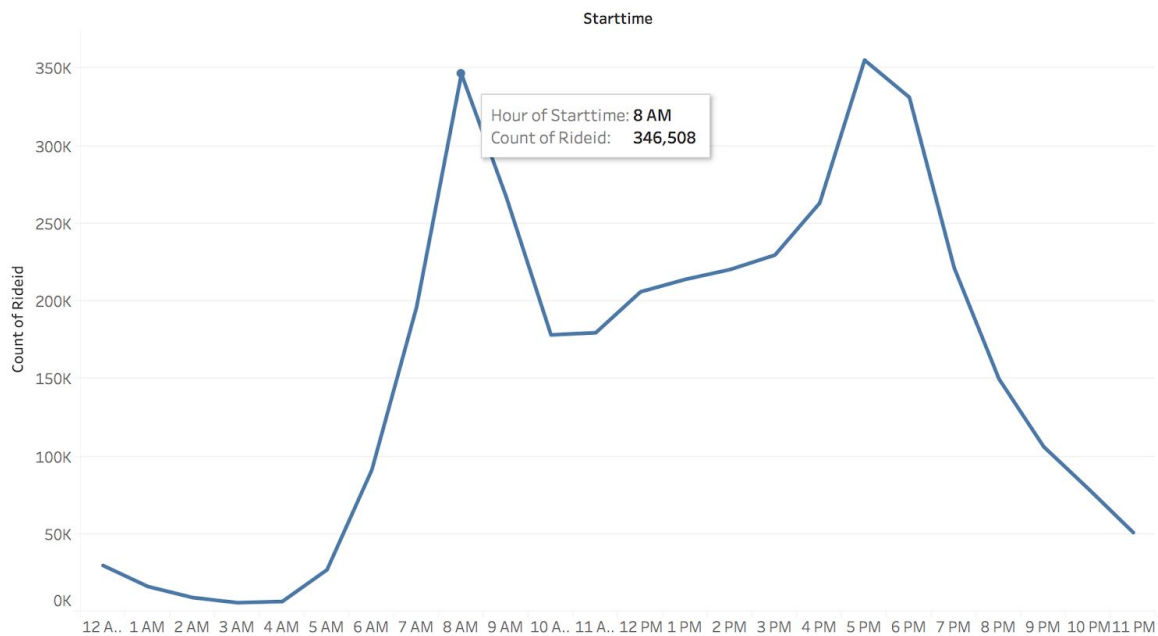
Due to cold weather, number of rides steadily decreases during winter months.

## Seasonality Trends (peak summer hours vs. peak winter hours):

summer hours

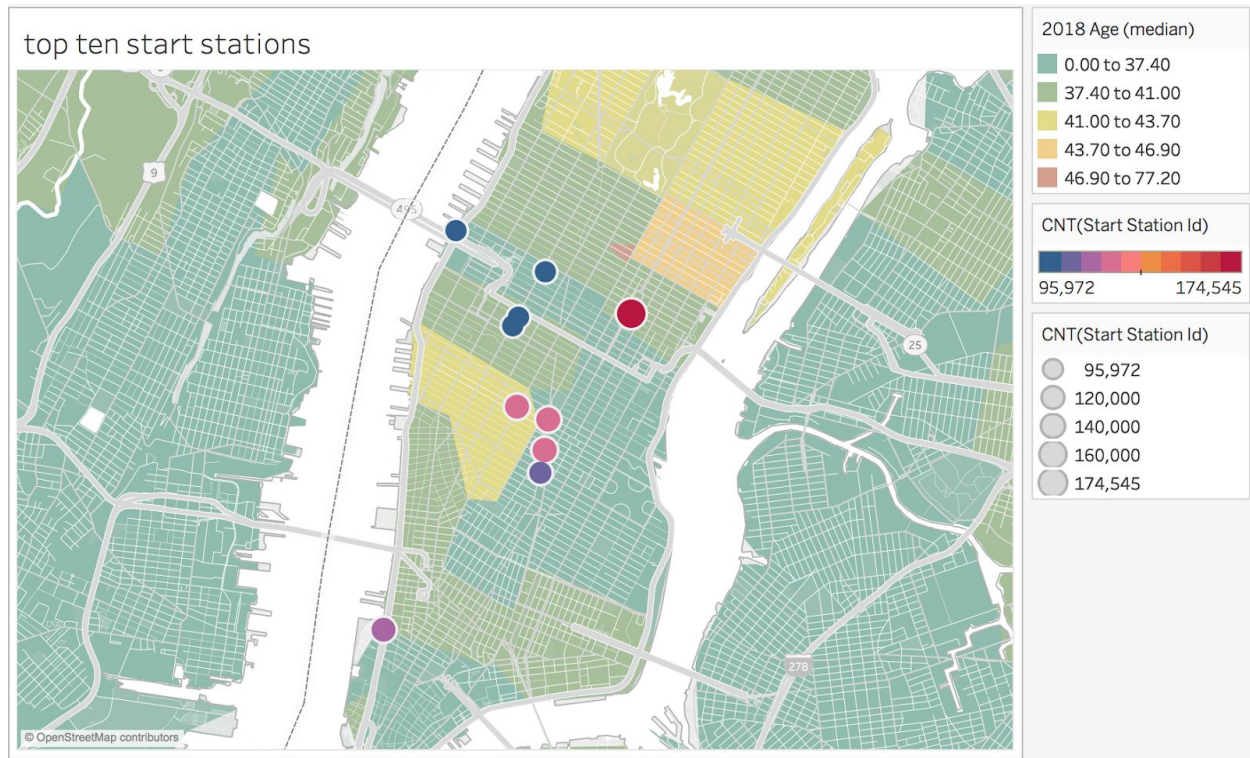


winter hours

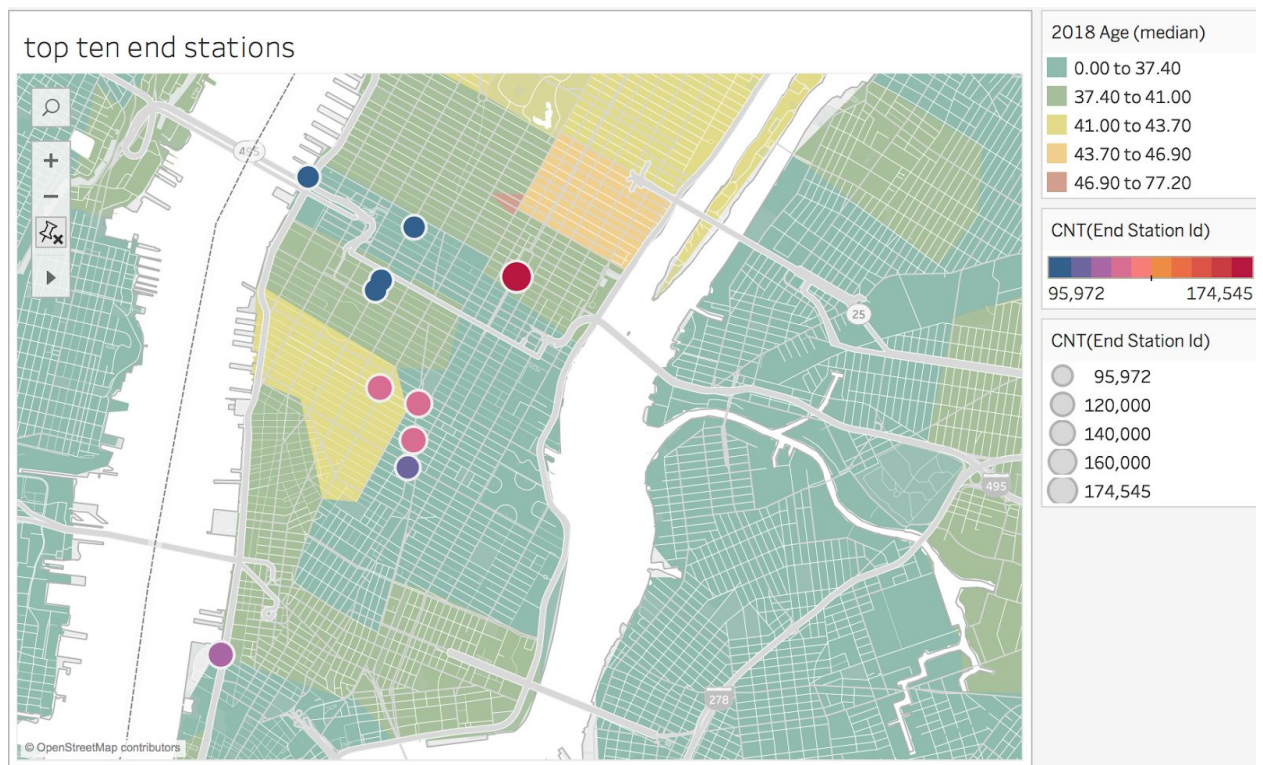


While the number of rides is significantly less during the winter months, the overall trend is the same. The number of rides peak between 7-8 am and then again between 4-6 pm.

## Most Popular Stations to Start a Ride



## Most Popular Stations to End a Ride



Regardless of whether a user is going to start/ end a ride, these are the most popular stations.



Time Lapse

