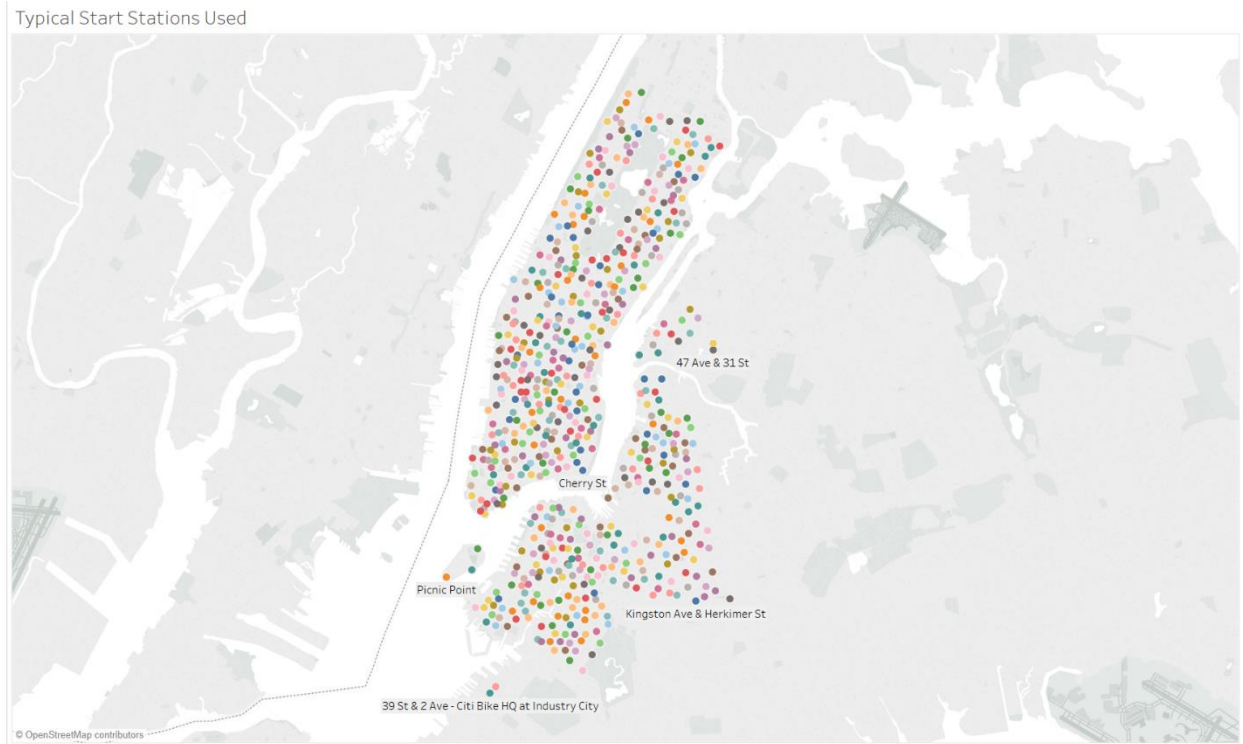


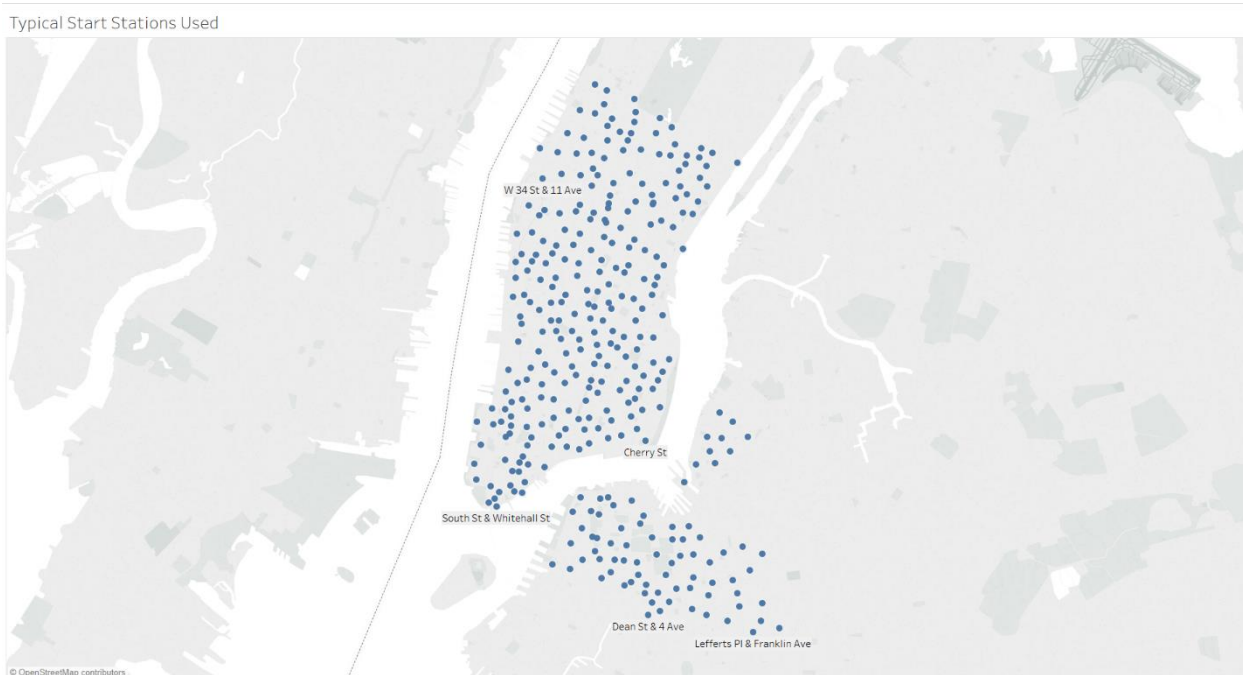
Citi Bike Trip History

I have compared datasets from Fall 2014 to the dataset in Fall 2017. I chose the timeframe around September since this may be the optimal dataset in looking for utilization rate around the area based on a fairly good weather condition at this time of the year. Assuming bike users are more likely to utilize this kind of transportation around this timeframe.

2014



2017



2014

Most Used Starting Station to Least Used

[illegible]

2017

Most Used Starting Station

[illegible]

2014

Most Used Ending Station to Least Used

[illegible]

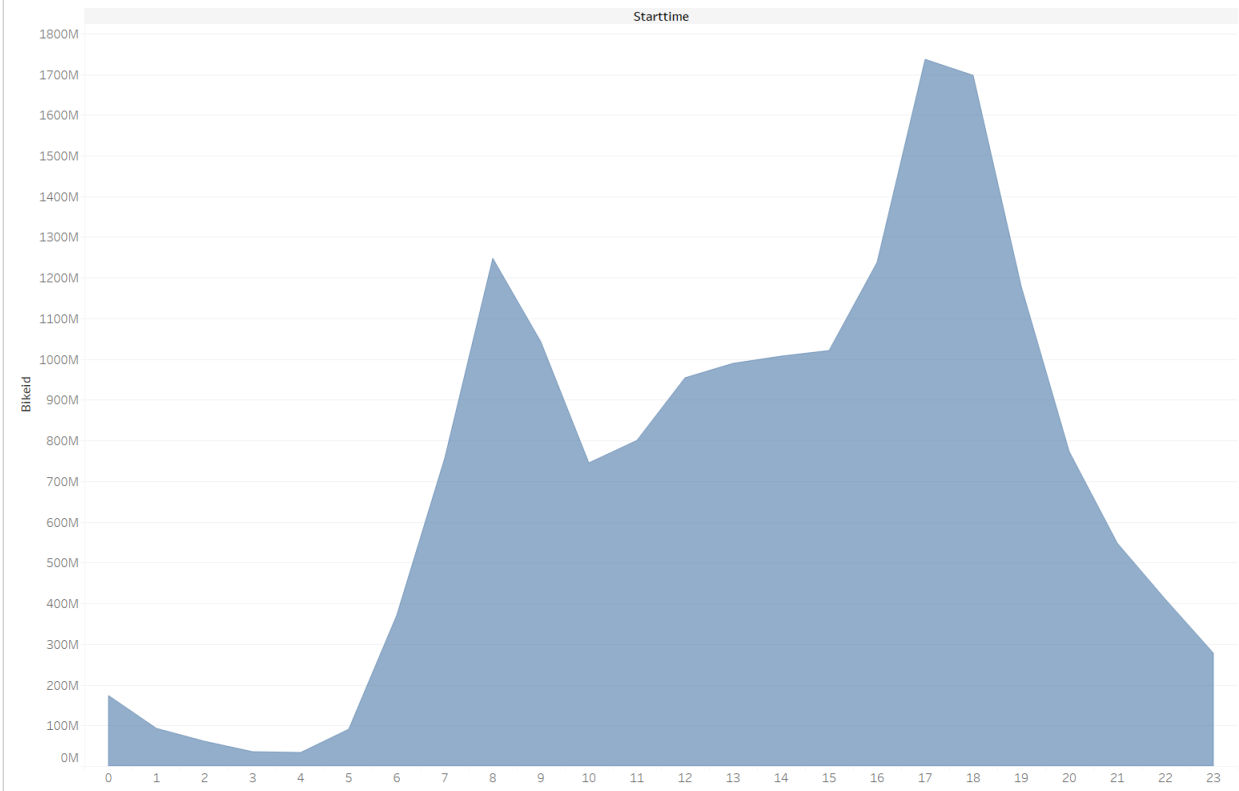
2017

Most Used Ending Station

[illegible]

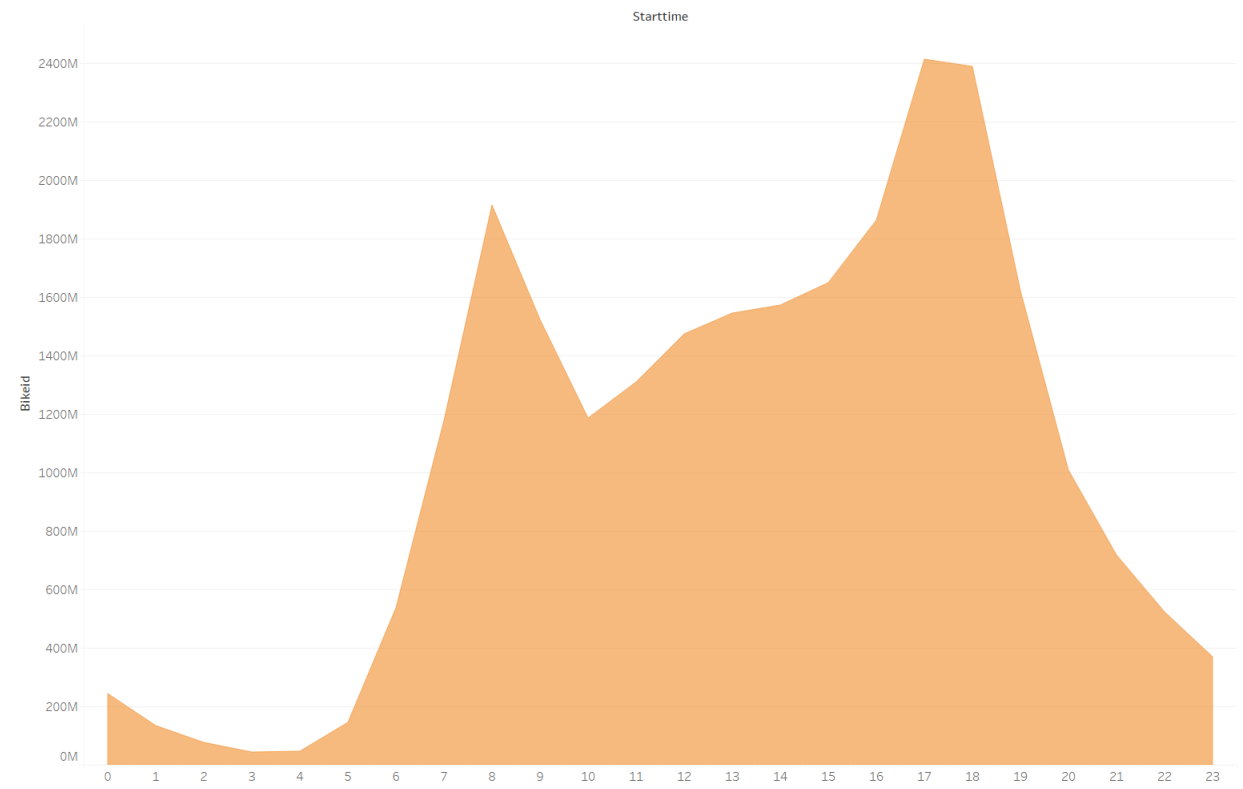
2014

Peak Hours of the Day



2017

Peak Hours of the Day



Note:

I have compared the year after the Citi Bike was introduced and the latest year on the same timeframe to see any changes to user behavior since its initial release. I thought it is reasonable to use the year after the program's initial release since installation, modification, and advertisement may still be ongoing during the initial phase of its launch. I have picked the same timeframe on the latest year to eliminate timeframe-related bias.