New York CitiBike Analysis

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I chose to examine the months of August and September 2019 to look at what I would expect to be two higher-volume months in the year to get a large amount of data, and I wanted to find data before it would be potentially skewed by COVID-19.

Interesting findings:

On the MapT20 dashboard, I noticed that among the 20 most popular starting points, the riders that used the bikes the longest were most often starting on stations along the Hudson River and were most often male. One possibility for this would be that starting on the river and heading to New Jersey would involve crossing the river; this would add a considerable amount of time to the trip durations. It would also make sense that males would have longer trip durations due to generally more leg strength than females.

On the #Trips by Type/Time dashboard, the number of trips taken were often more sporadic by subscribers than by non-subscribers. There also were two noticeable peak times for subscribers; there was only one peak for non-subscribers. This could be due to non-subscribers using the service out of necessity rather than for leisure. For example, a non-subscriber’s regular means of transportation may not be available at close of the business day.

Summary:

This data shows CitiBike usage from the highest level down to the lowest level in the story. Based on findings we should look into opportunities surrounding stations that are located on the river, promotional possibilities around peak hour usage as well as subscriber promotions. We can also look at potential for subscribers to “adopt” their favorite bike.