Jordan Miller

Tableau Homework – 20

Analysis of Unexpected Phenomena

The first unexpected phenomena encountered is found in the “Station by Total Trip Duration” worksheet. End Long/Lat were used as columns and rows, respectively, and Trip Duration variable was used as a secondary mark. Immediately from the graph the viewer can remark that some end station locations are more popular than others. What is unexpected about this is the location of the most popular stations within greater NYC. While CitiBike stations are placed in some of the most tourist-centric areas (Central Park, Times Square), other popular tourist destinations do not possess CitiBike stations. There is plenty of real estate in these areas to ride bike along the waterfront, so I find it interesting and unexpected that the bike stations in these areas aren’t more popular. Are the stations in these areas possibly less user-friendly than others? Are the bikes more likely to be damaged in these areas? Unfortunately, there is no way of knowing this given the 2014-04 CitiBike data I used for this analysis. However, CitiBike could certainly look further into why certain stations in desired areas of NYC aren’t used to maximum rental capacity and attempt to make these areas more attractive to CitiBike users in an effort to increase overall bike rental capacity.

The second unexpected phenomena dealt with gender disparity among CitiBike rentals. Regardless of location, the difference in gender of those renting CitiBikes is shockingly uneven. I first thought the data wasn’t being pulled in correctly to visual symbol map. However, after repeated checks and balances within Tableau, I believe the gender disparity shown in the visual graph is an accurate depiction among men and women in NYC. Unfortunately, the genders are binary values that do not display which binary value represents which gender (I don’t know if 0 equals male or female). Still, clearly one gender is exponentially more likely to rent a CitiBike. This could be caused by time of year (this data is from April 2014), use of bike (work commute or leisure), or simply that one gender enjoys CitiBike more than it’s counterpart.