

City Bike Analytics

Date Range: January 2019 to April 2020

Data Source: <https://www.citibikenyc.com/system-data>

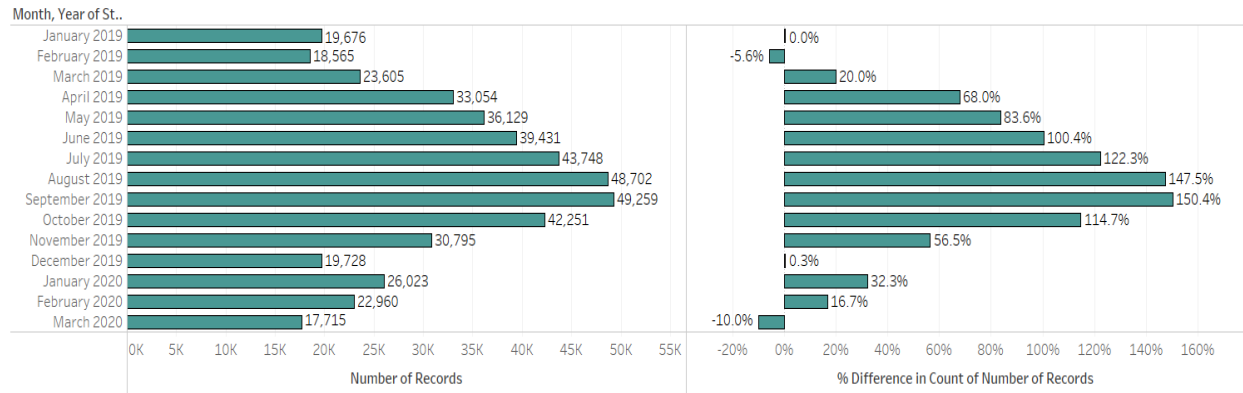
Background: Since 2013, the Citi Bike Program has implemented a robust infrastructure for collecting data on the program's utilization. Each month bike data is collected, organized, and made public on the Citi Bike Data webpage.

Goal: Implementing dashboard to answer business questions for stakeholders.



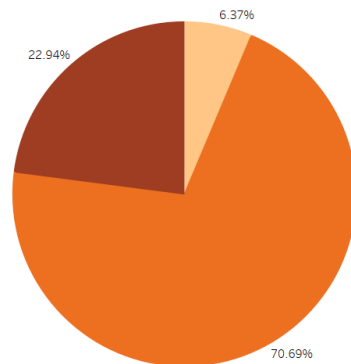
Analysis

Total # of Trips: 471,641



- 2020 March has recorded the lowest number of Citi Bike trips. This could be correlated to the pandemic outbreak.
- August and September months have the highest trips. (A quick assumption would be the warmer weather in New Jersey)

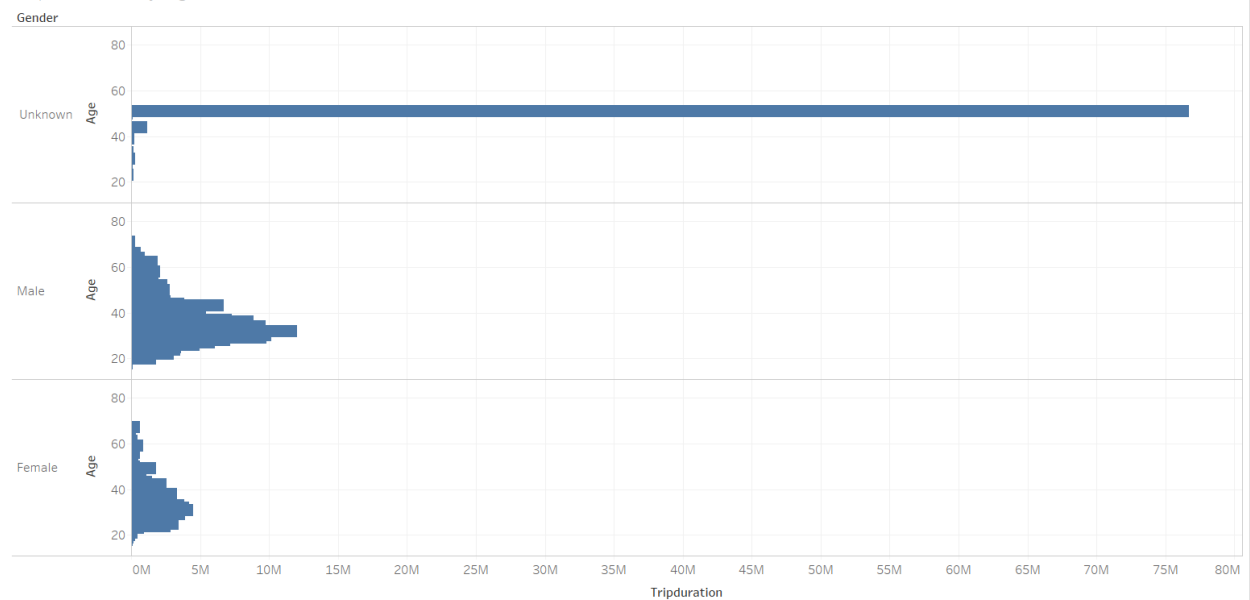
Gender Breakdown



Difference in SUM(Nu...

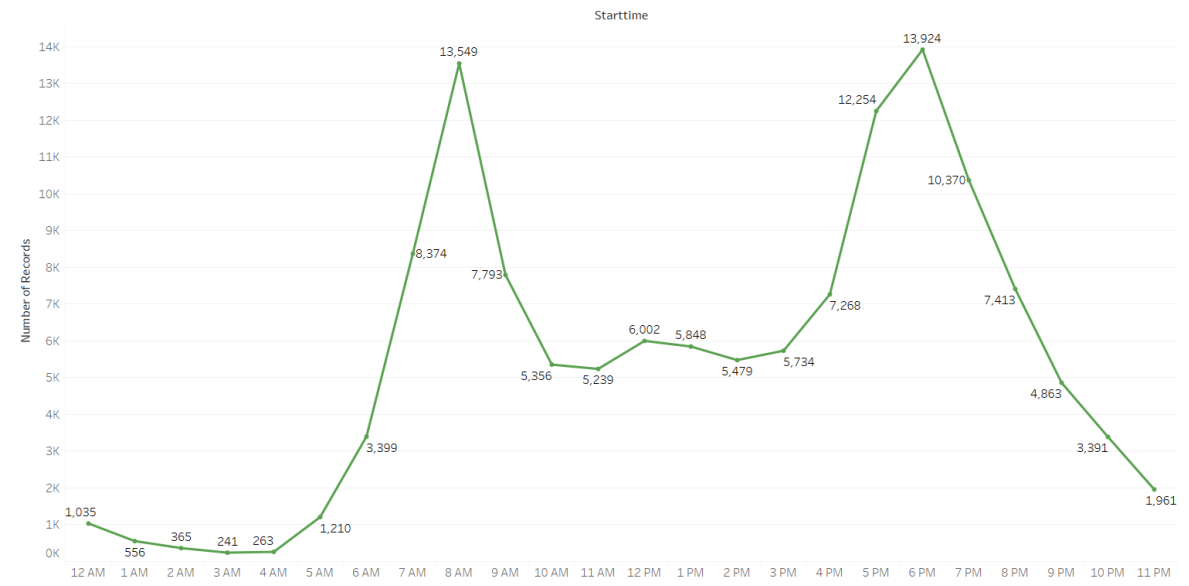
Gender
Unknown
Male
Female

Tripduration by Age

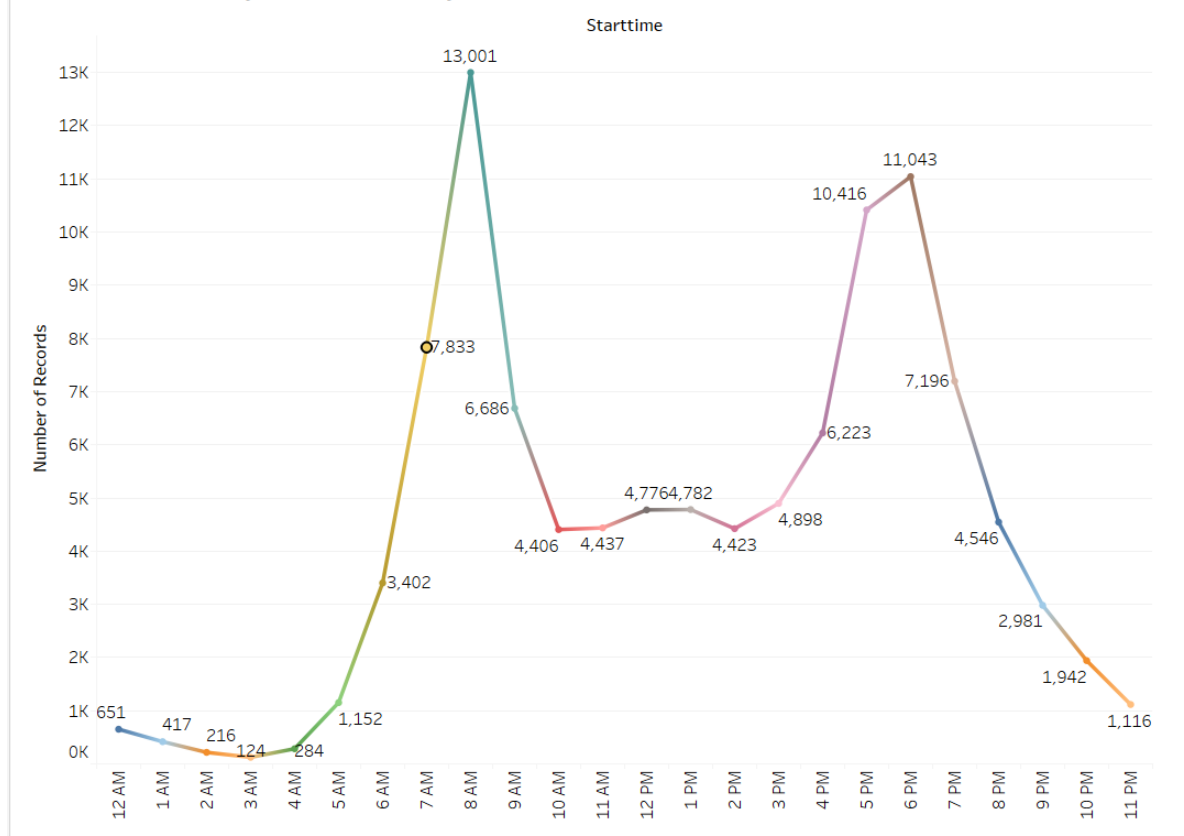


71% of the riders are male and the male riders who rent the bike the longest are between 20 – 40 age.

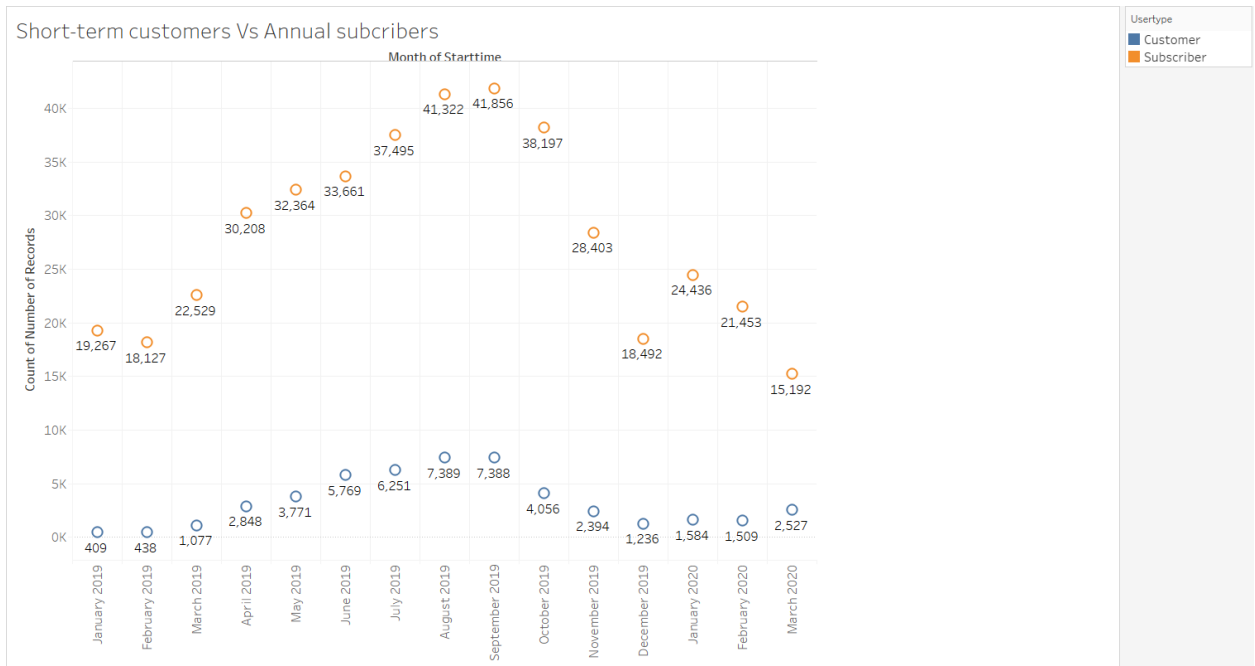
Summer demand by hour of the day



Winter demand by hour of the day

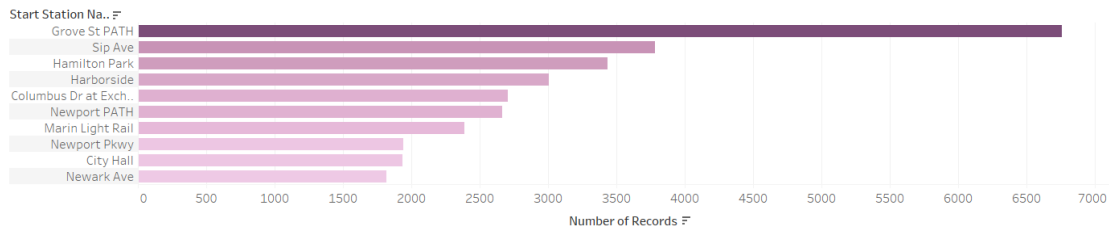


✚ The busiest time of the day in summer and winter months seems to be between 7AM – 8AM and 7PM – 8PM.

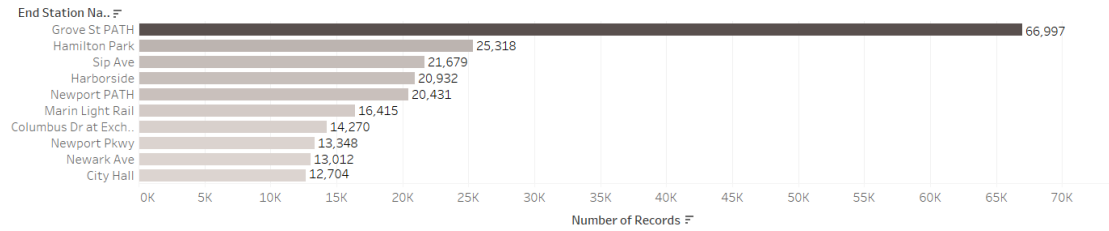


📊 Subscribed users contribute more to the total number of trips than the short-term customers.

Top 10 Stations for starting bike ride



Top 10 stations for ending bike ride



- Grove St Path is the most popular station for starting and ending the trips in 2020, followed by Sip Ave and Hamilton Park.
- These locations are recommended for frequent inspection by the maintenance team of equipment like vending machines, bike racks, lockers etc.

Equipments Insight



- From the trip data, it appears that bike 29490 has been used the most by Citi Bike users and the equipment most likely is due for inspection and repairs.