**Riders Dashboard**

* Men accounted for 75% of all NYC Citi Bike trips, and men in their 30s had the highest number of bike trips in March 2020.
* For each age group, the usual percentage of women riders compared to men is 22 to 26%, however, women riders accounted for over 30% of all riders in their 20s.
* Both men and women in their 30s had the highest subscription rate among all age groups.
* Customers in their 50s (of both gender) had the highest usage among all age groups.

**Trip Activities Dashboard**

* Trip duration averages 15 - 20 minutes Monday through Saturday, with a slightly longer average of 30 minutes on Sunday.
* Citi Bike seems to be used for commuting on weekdays. 7am - 9am and 5pm - 7pm are the busiest hours on weekdays.
* Subscribers accounted for 86% of overall trips. Customers accounted for roughly 10% of overall trips on weekdays, and 20% on weekends.

**Map Dashboard**

* Citi Bike is mainly used in the Manhattan area, specifically Midtown. This is easy to see, as Citi Bike is mainly used for commuting as Trip Activities Dashboard show and a lot of buildings are located in Midtown according to NYC buildings map: <https://tbaldw.in/nyc-buildings/>
* Pershing Square North Station is the most popular start and end station. Most popular trip start stations are also popular end stations.

**Next Step:**

Use data from a few different date points to ask questions such as:

* Which month of the year is busiest?
* How has the usage of Citi Bike changed compared to 1, 3 or 5 years ago?