



2018 citibike Performance Analysis

Aggregate the data found in the
Citi Bike Trip History Logs to build a data story using Tableau



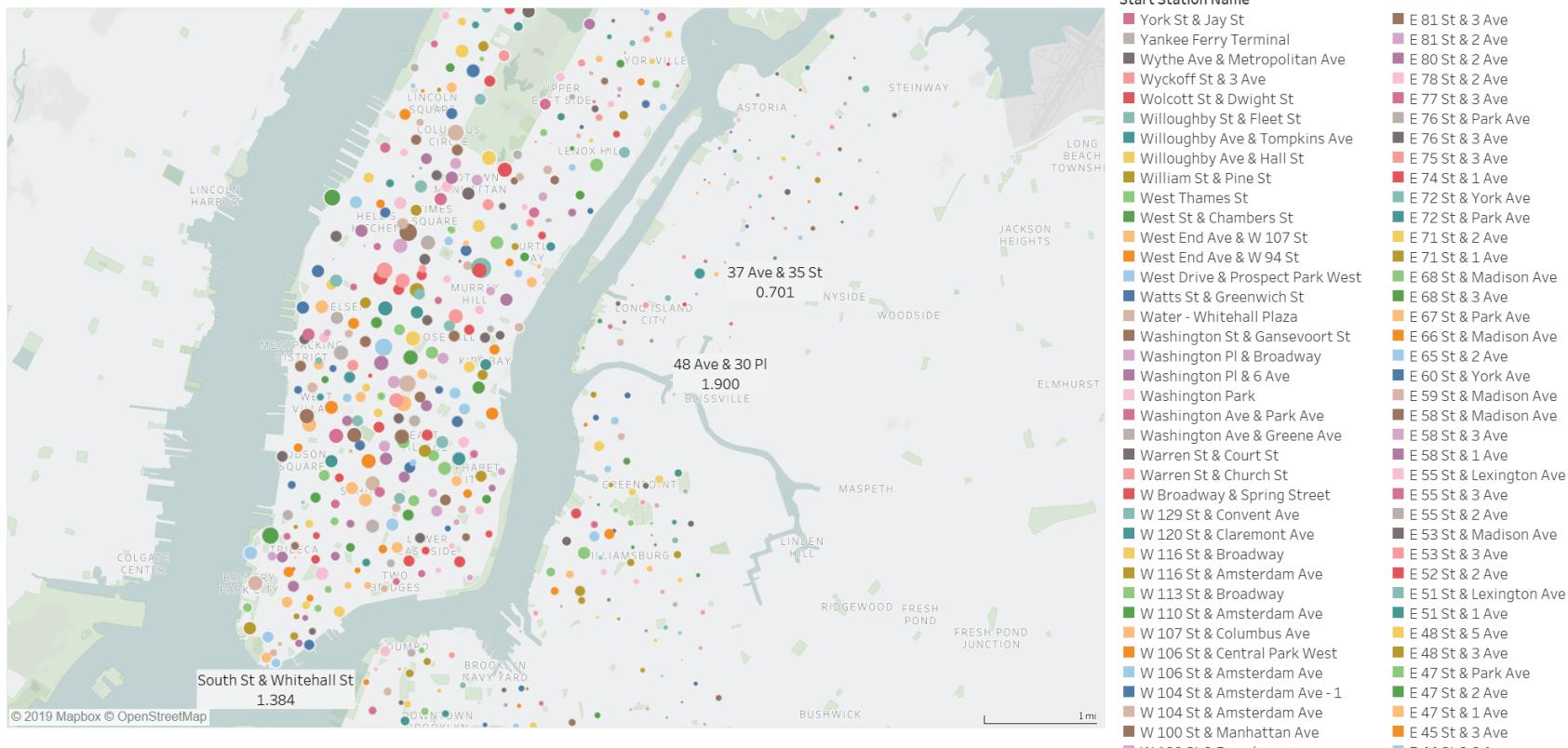
Ruth Mary Jimenez



2018 citibike Performance Analysis

citibike usage in NYC spans several neighborhoods.
The highest concentration is in and around mid and lower Manhattan

citibike NYC Stations

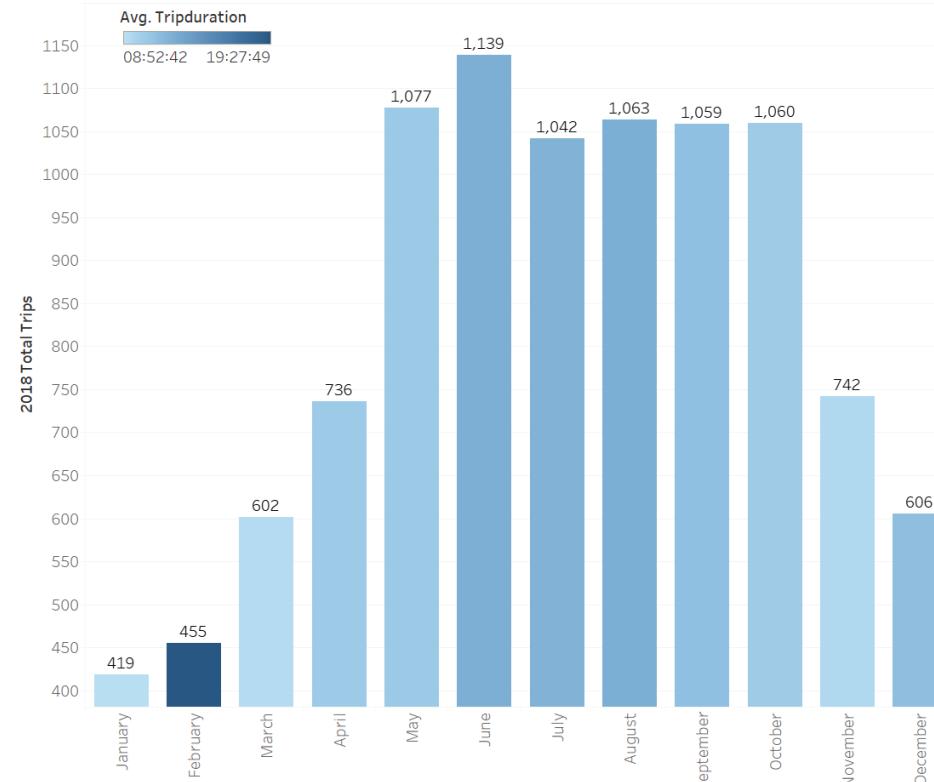




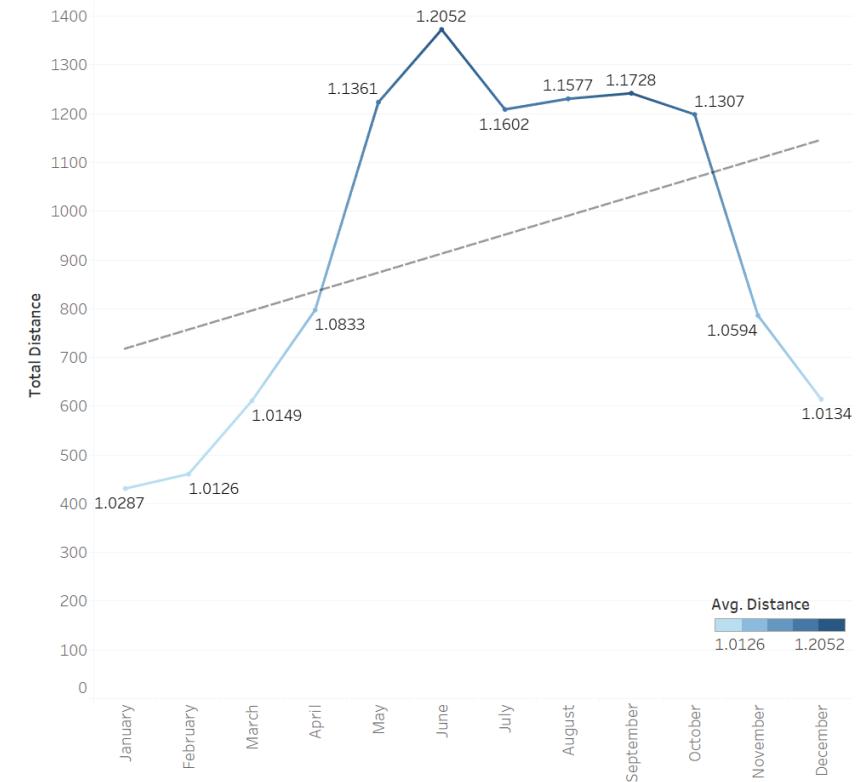
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The summer months, with longer days, are more popular than winter months.
In 2018, June stood out among all the months, could be because the temperature is milder.

Total Bike Trips in 2018



Average Distance in Miles

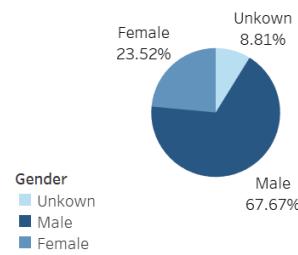




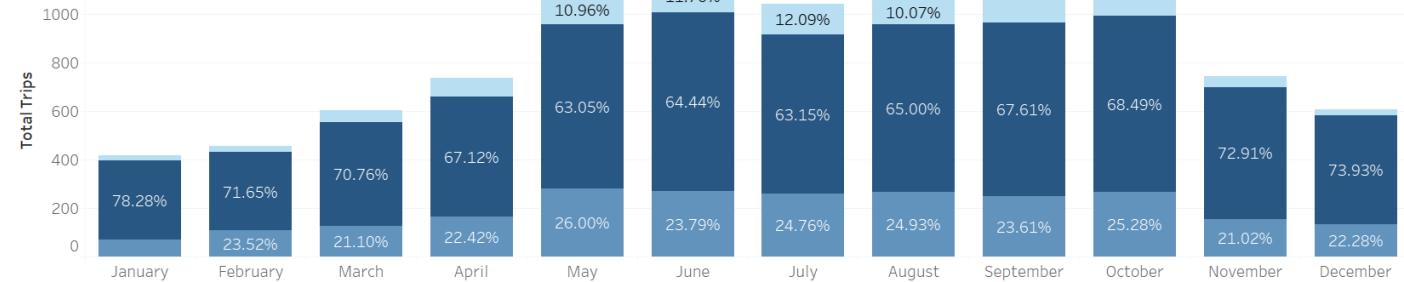
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Ridership is by far dominated by male usage, ranging from 63% to 78%
 Female riders represents 20% to 25% across 12 months.

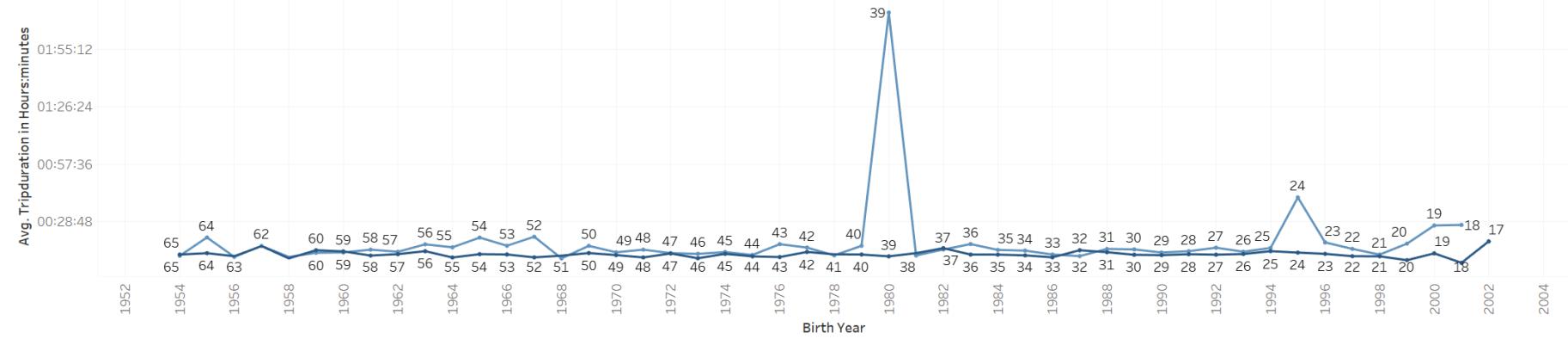
citibike Gender Breakdown



Effectiveness of the Gender Outreach to Increase Female Riders



Average Trip Duration by Gender



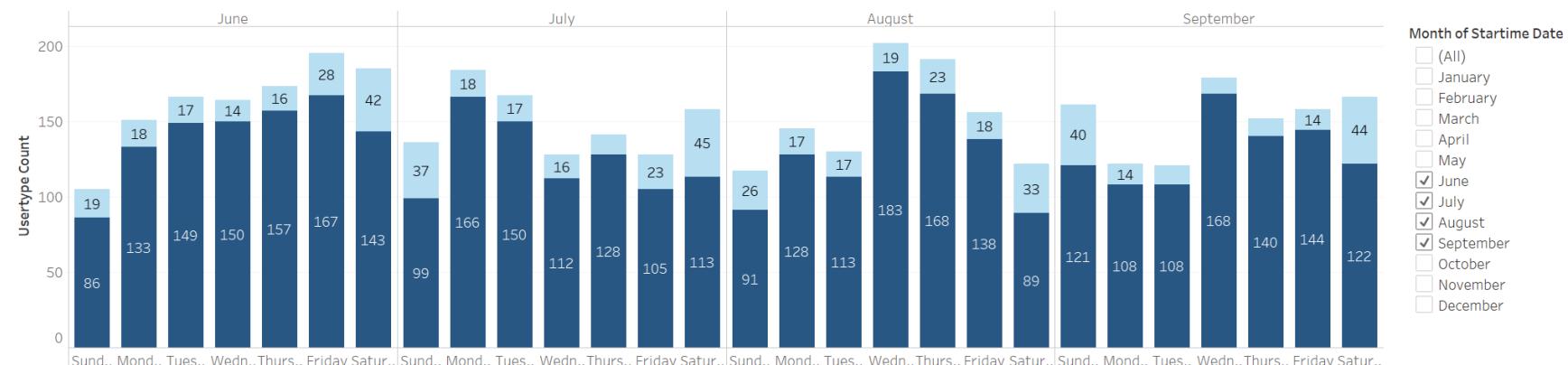


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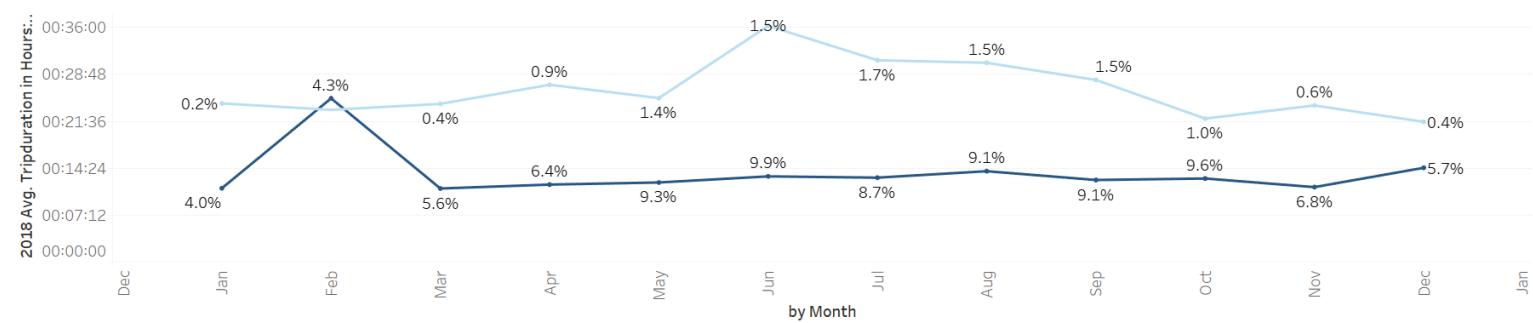
Peak day in June, was Friday, in July Tuesday and Saturday, August and September shared Wednesday as the busiest day of the week.

Subscribers dominated all months across a 12 month span.

Peak Hours in Summer: Subscribers vs Customer



Annual Subscribers vs Short Term Customers

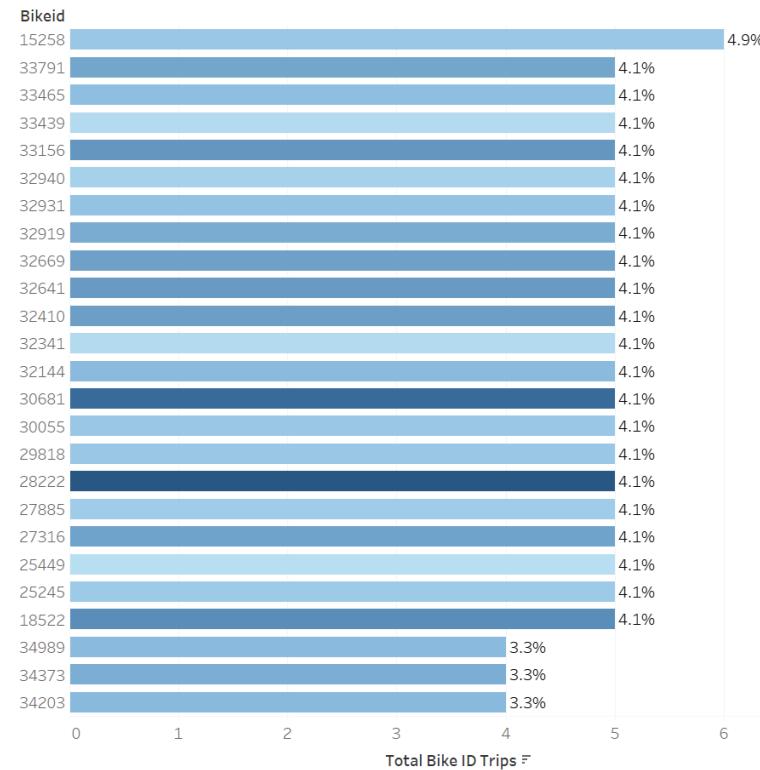




2018 citibike Performance Analysis

Bike ID use is very diverse.
While the top ending stations are in and around Mid Town

Bike ID Use



Top 10 Ending Stations

