



A Look at citi**bike** Users

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Two User Classes:

“Customer”



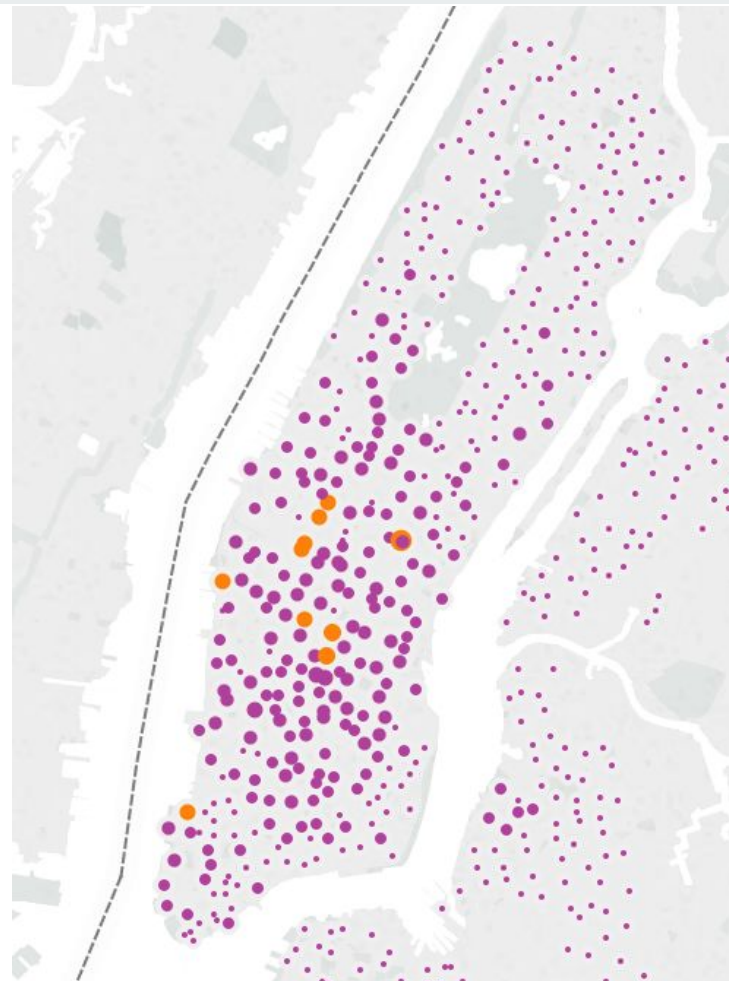
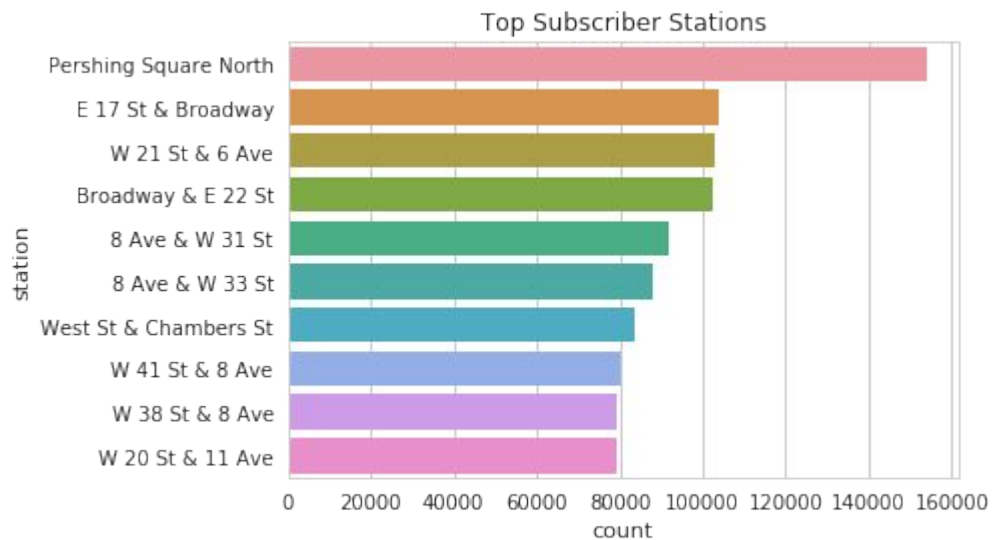
10% of Citibike users
60 million tourists/year

“Subscriber”



90% of Citibike users
8.5 million people live in all 5 boroughs

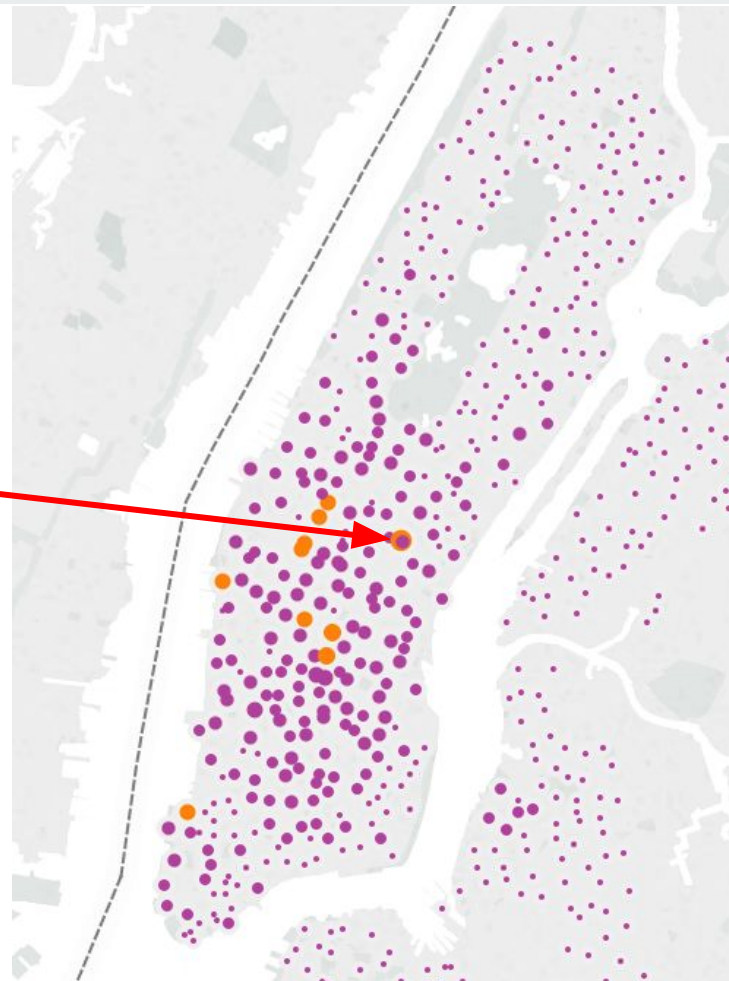
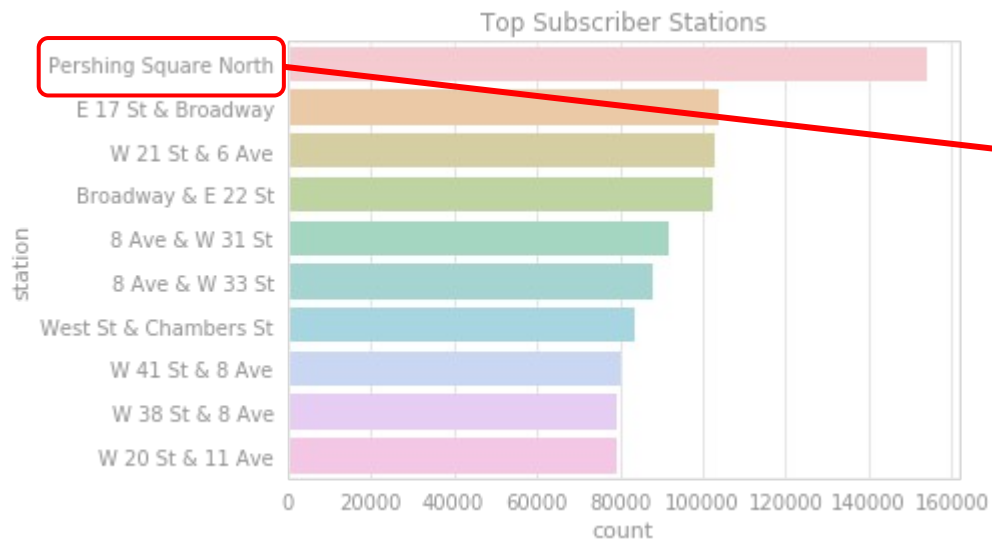
Subscribers



Subscribers

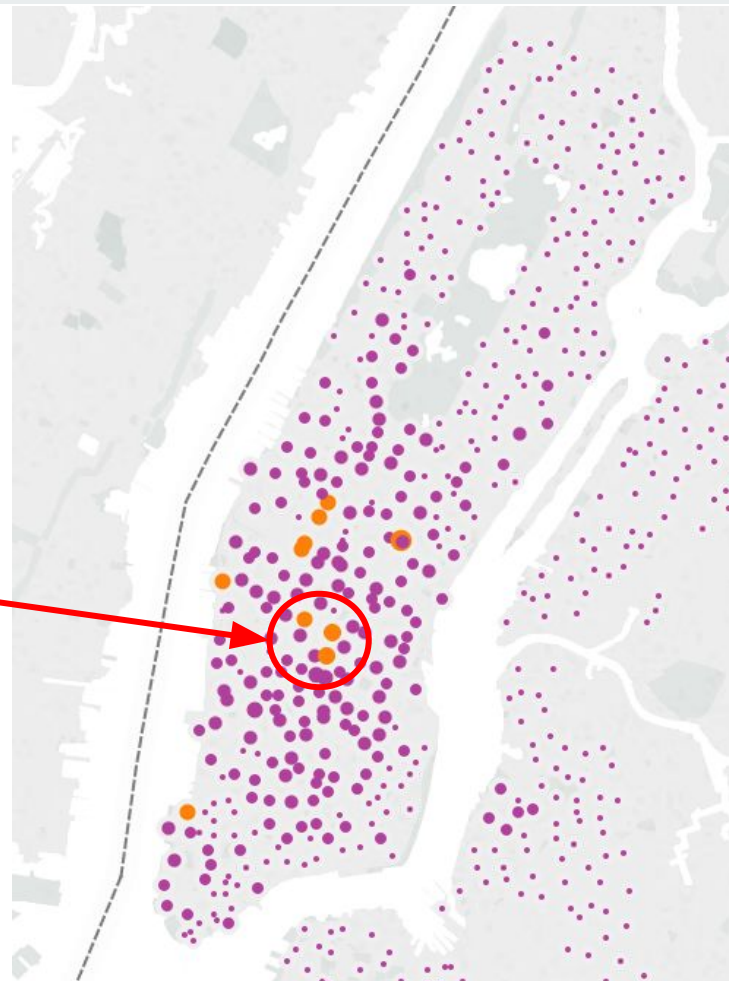
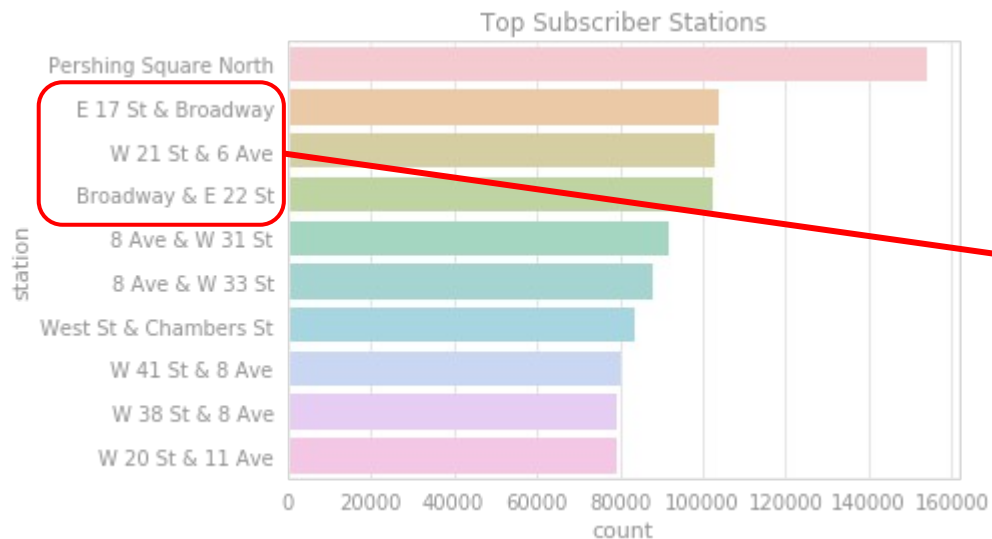


Grand Central: out of state commuters

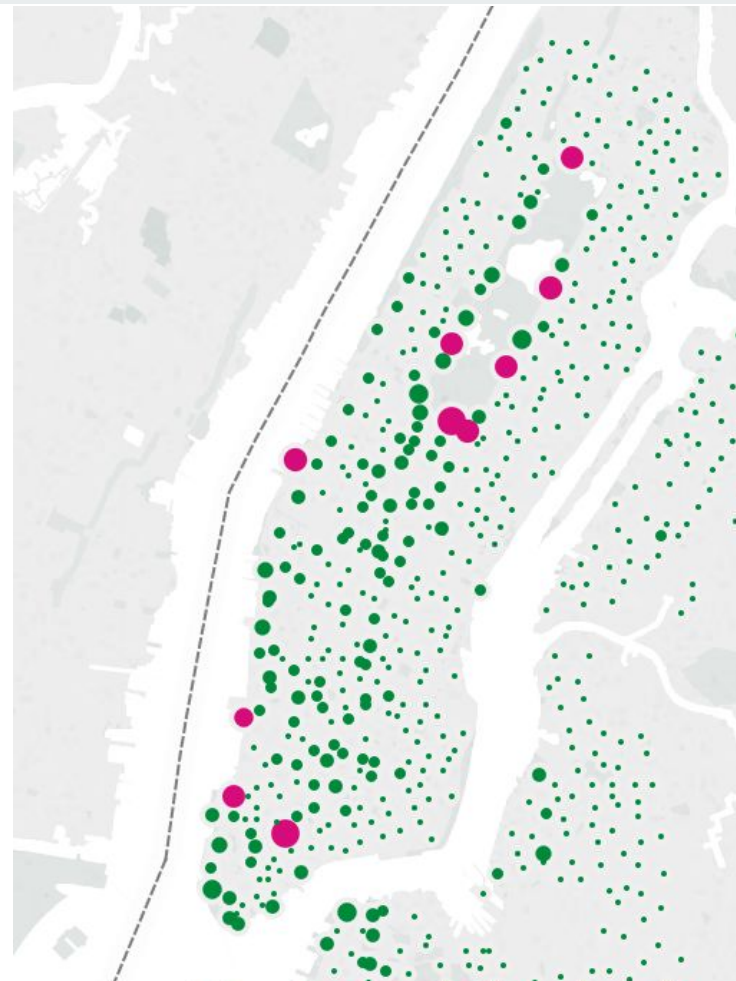


Subscribers

NoMad: transitional, up & coming, tech/start-ups



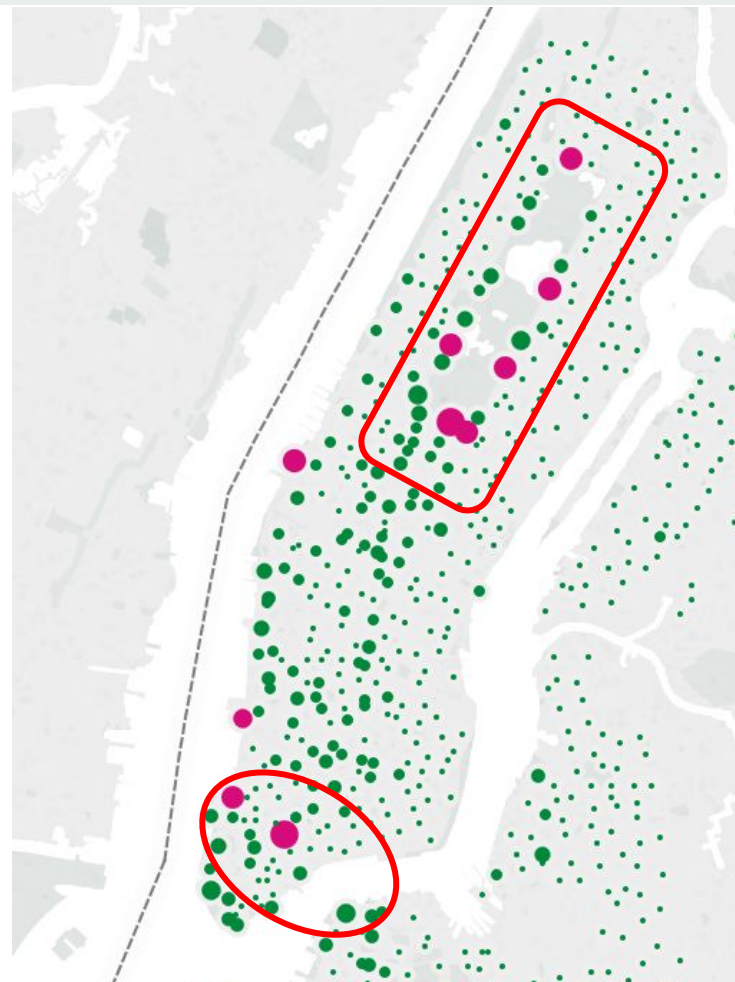
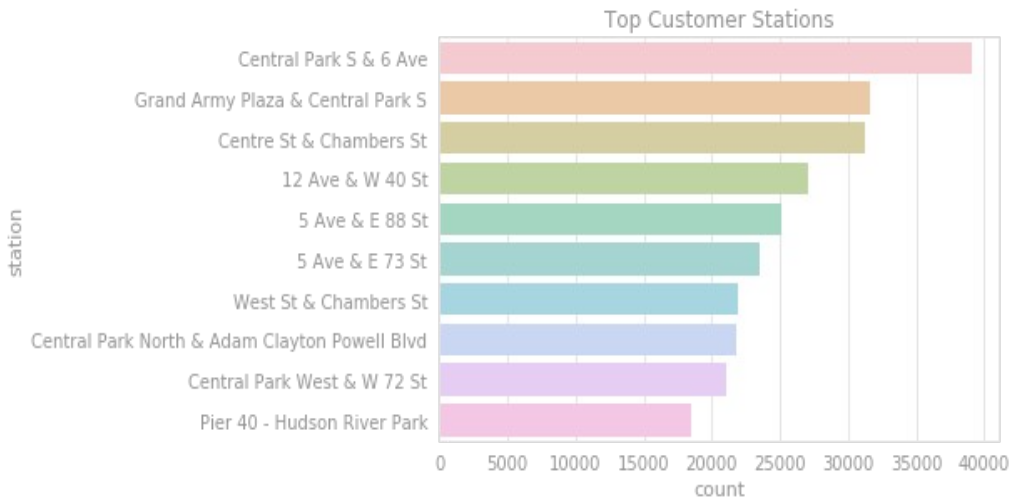
Customers



Customers

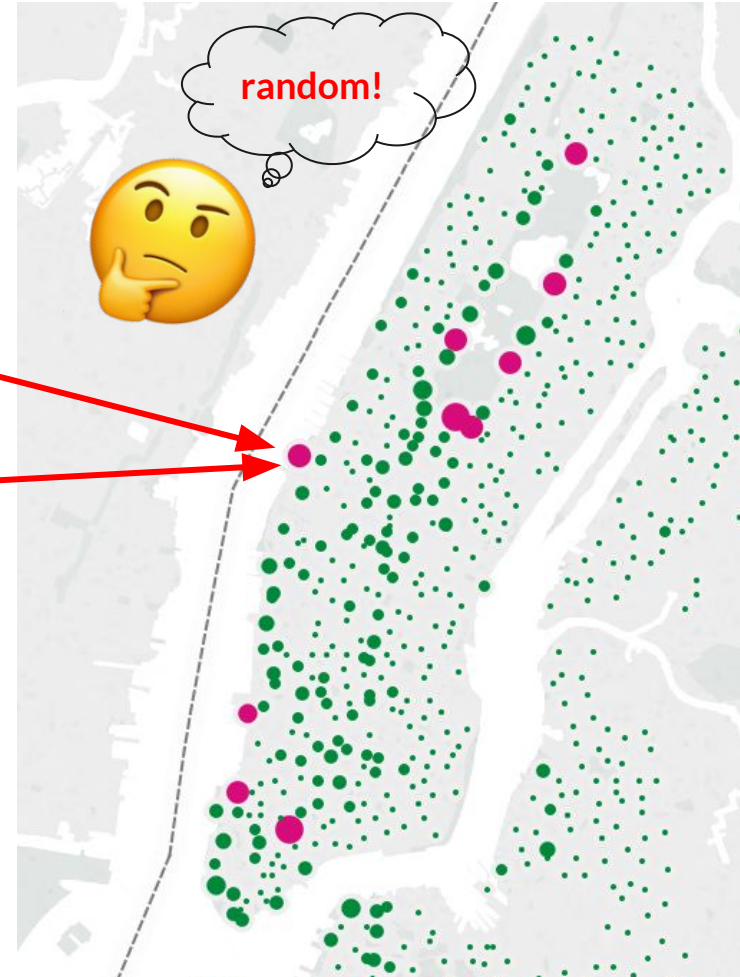
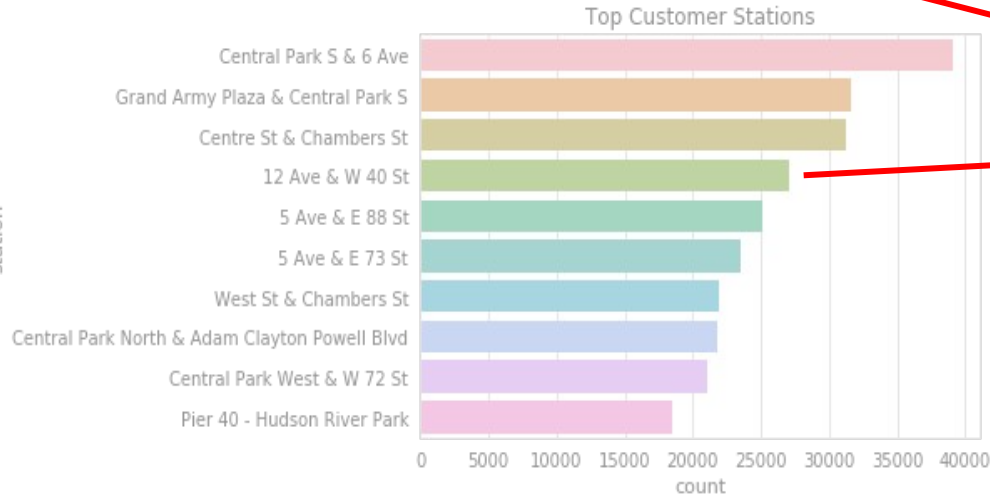


Central Park: 6 of the top 10 stations
Downtown: WTC, BK Bridge



Customers

Question: What's here?
**Answer: Intrepid Air & Space Museum,
Sightseeing Cruise**



Classifying Users

Initial Features:

Start station ID

End station ID

Start Station Neighborhood

End Station Neighborhood

Hour of the day

Trip duration

F1 = .76



**KEEP
CALM
AND
USE
XGBoost**

Classifying Users

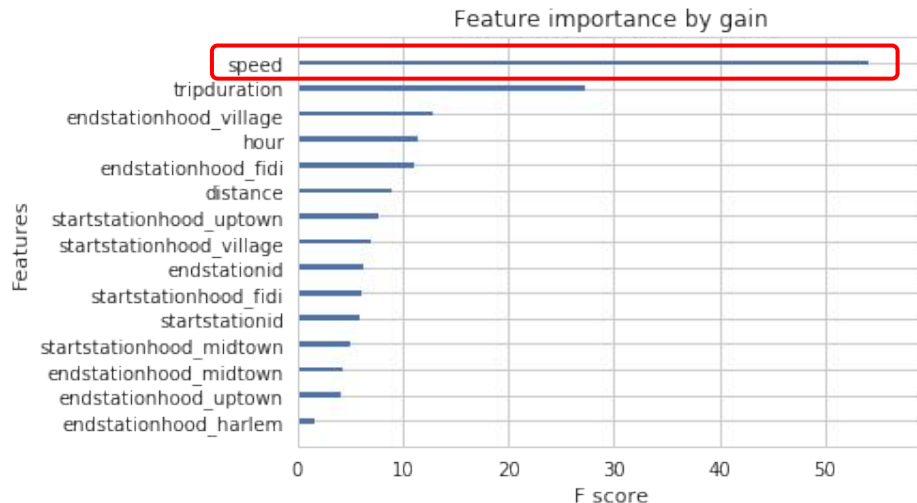
Initial Features:

Start station ID
End station ID
Start Station Neighborhood
End Station Neighborhood
Hour of the day
Trip duration

F1 = .76

Distance
Speed

F1 = .83



Next Steps

Advice for Citibike:

- More stations near top landmarks
- Bike valets for customer heavy stations
- More stations on western-facing shoreline



For Me:

- Incorporate all boroughs
- Use Google Maps API to fine tune distance
- Deeper investigation into subscriber behavior



Thank you!





Lost Stations

