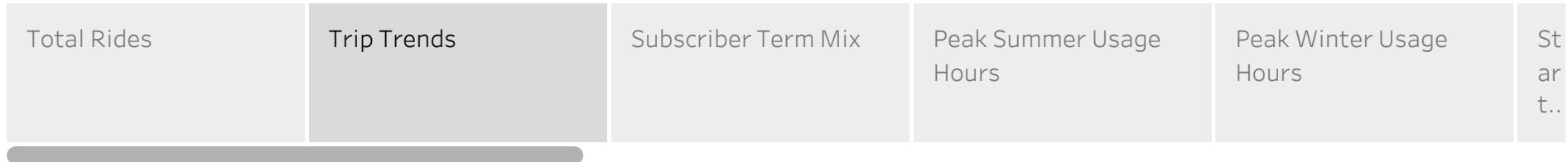


Citibank Bike Share Analysis

Total Rides	Trip Trends	Subscriber Term Mix	Peak Summer Usage Hours	Peak Winter Usage Hours	Start..
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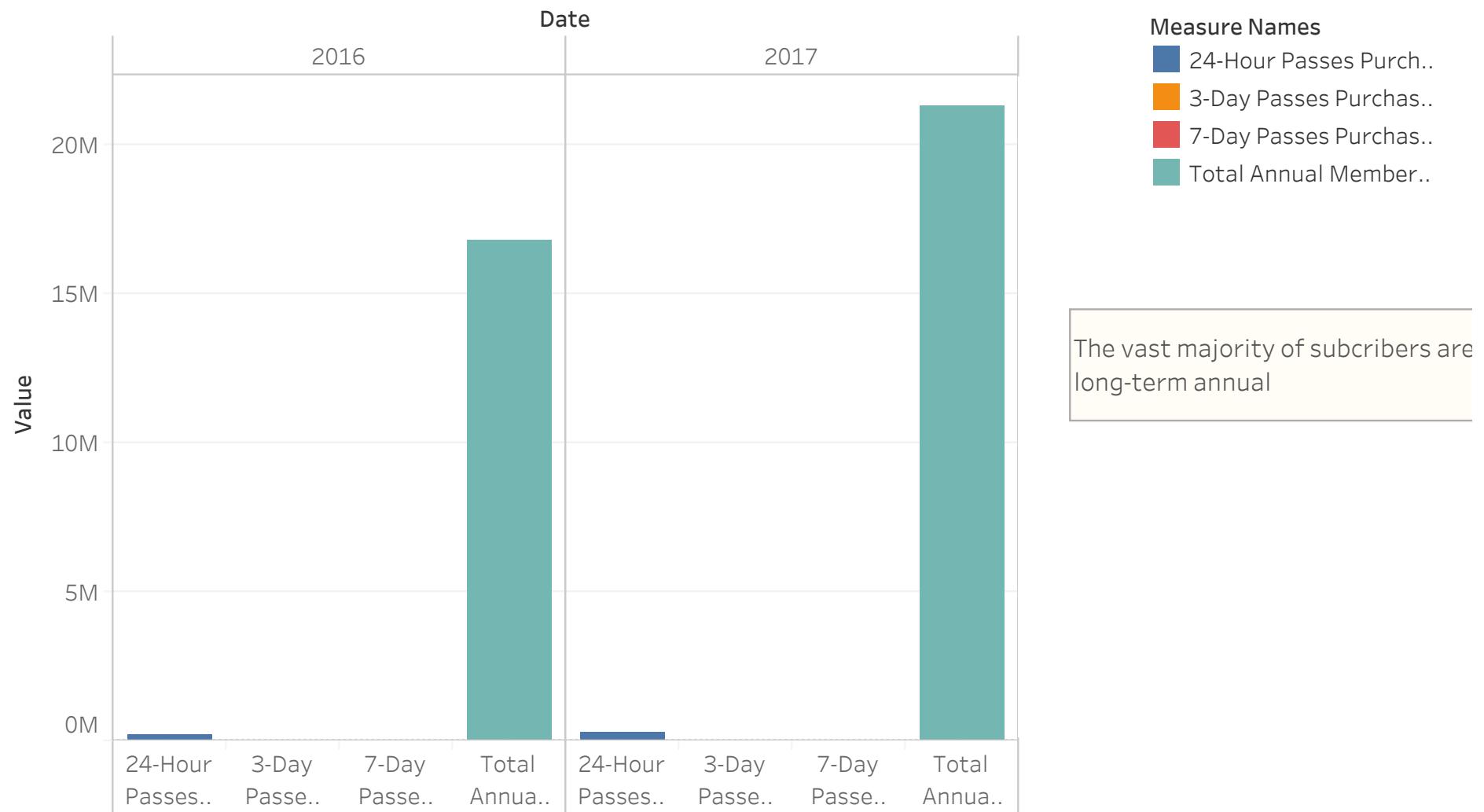
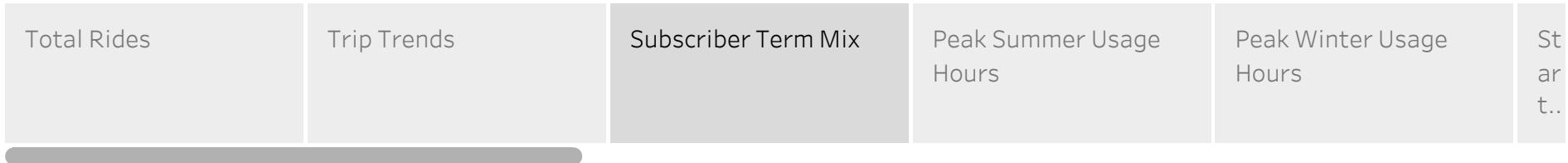
30,207,514

Citibank Bike Share Analysis

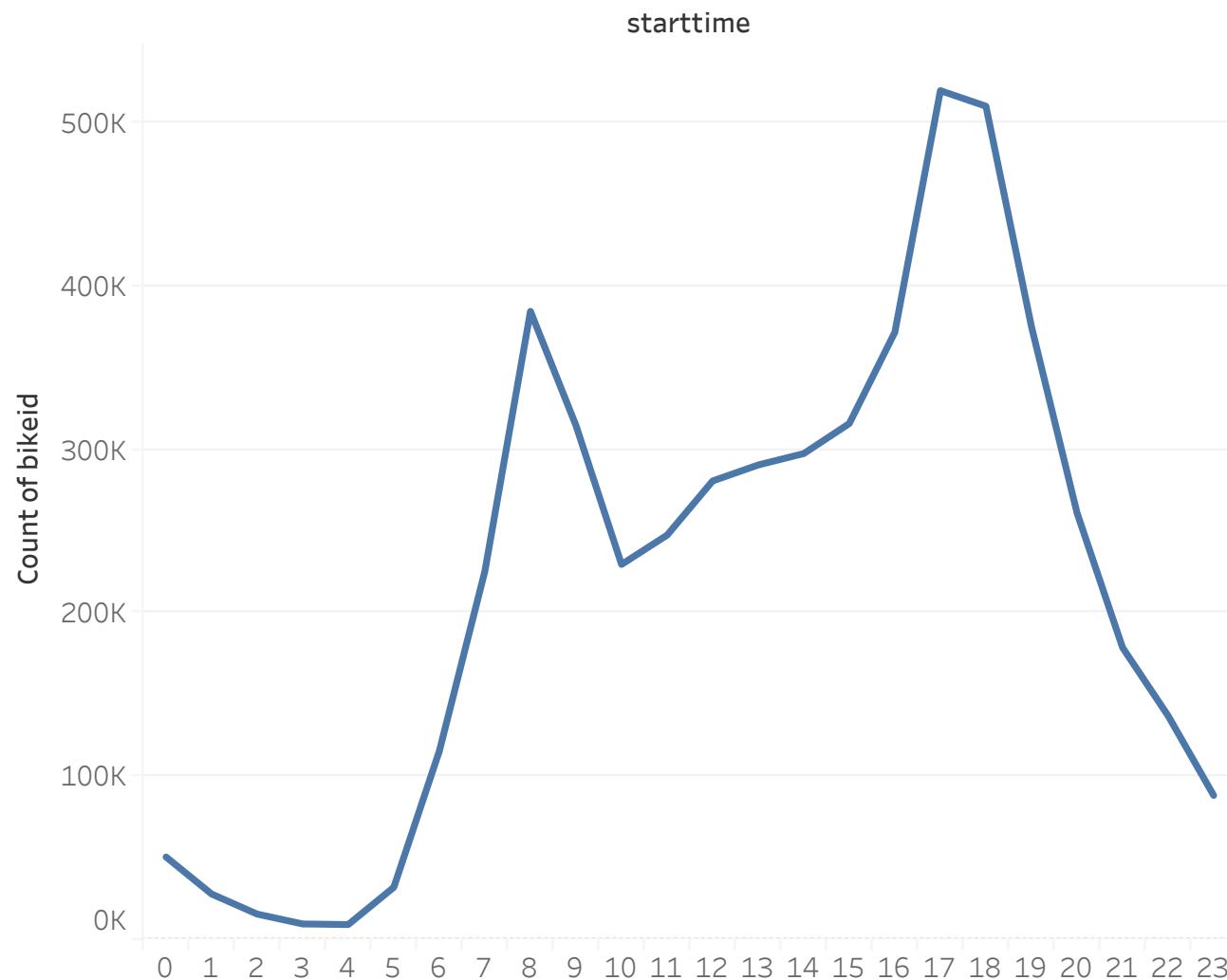
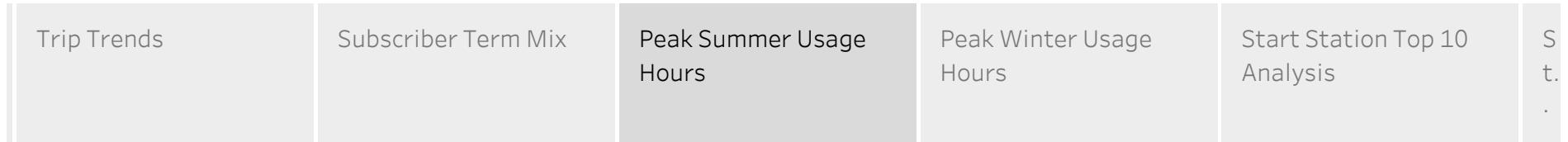


Trips increased 18% from 2016 to 2017

Citibank Bike Share Analysis



Citibank Bike Share Analysis



Peak usage in summer months occurs between 8 AM and 9 AM and then again between 5 PM and 7 PM

Citibank Bike Share Analysis

Subscriber Term Mix

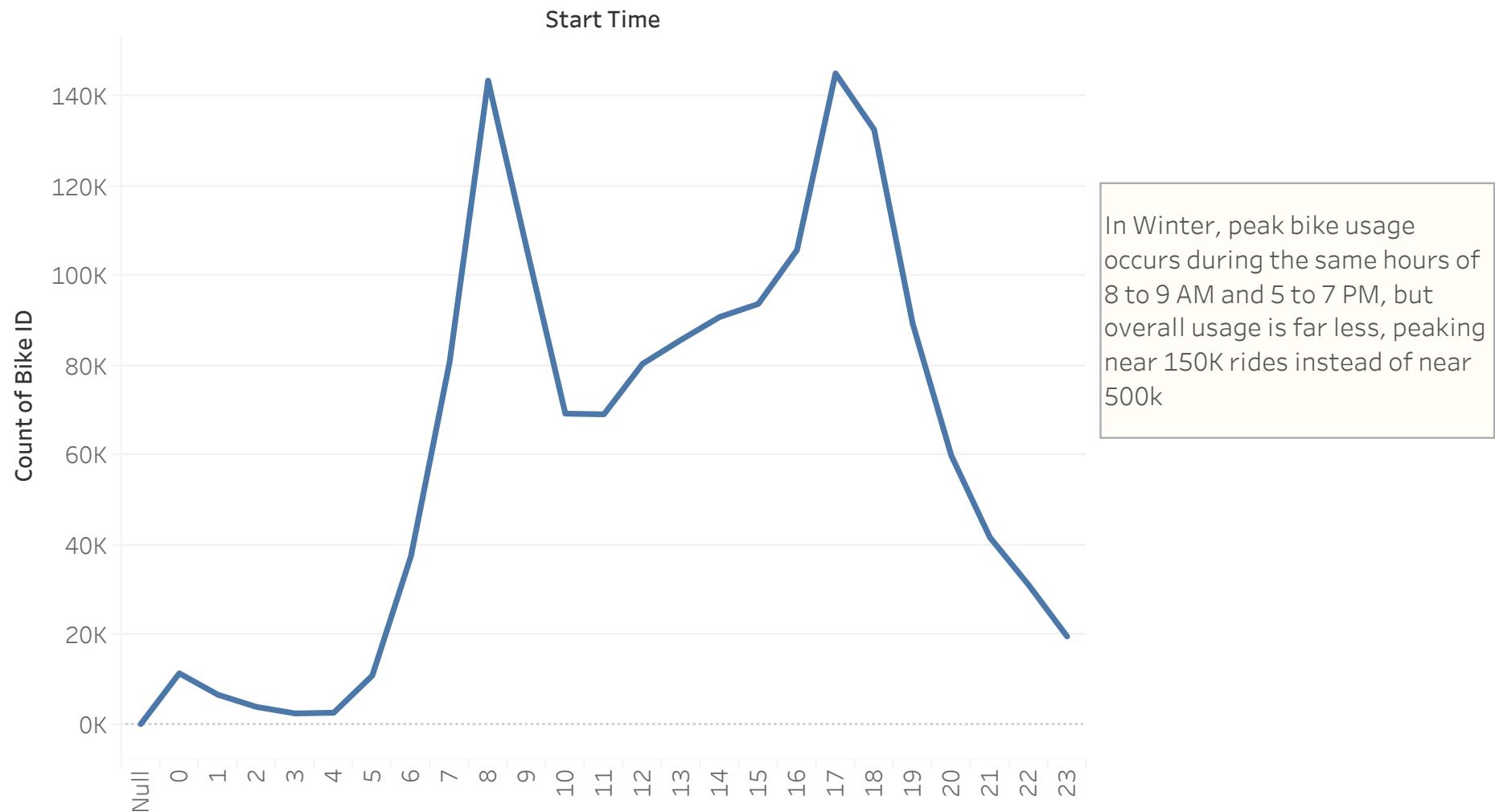
Peak Summer Usage
Hours

Peak Winter Usage
Hours

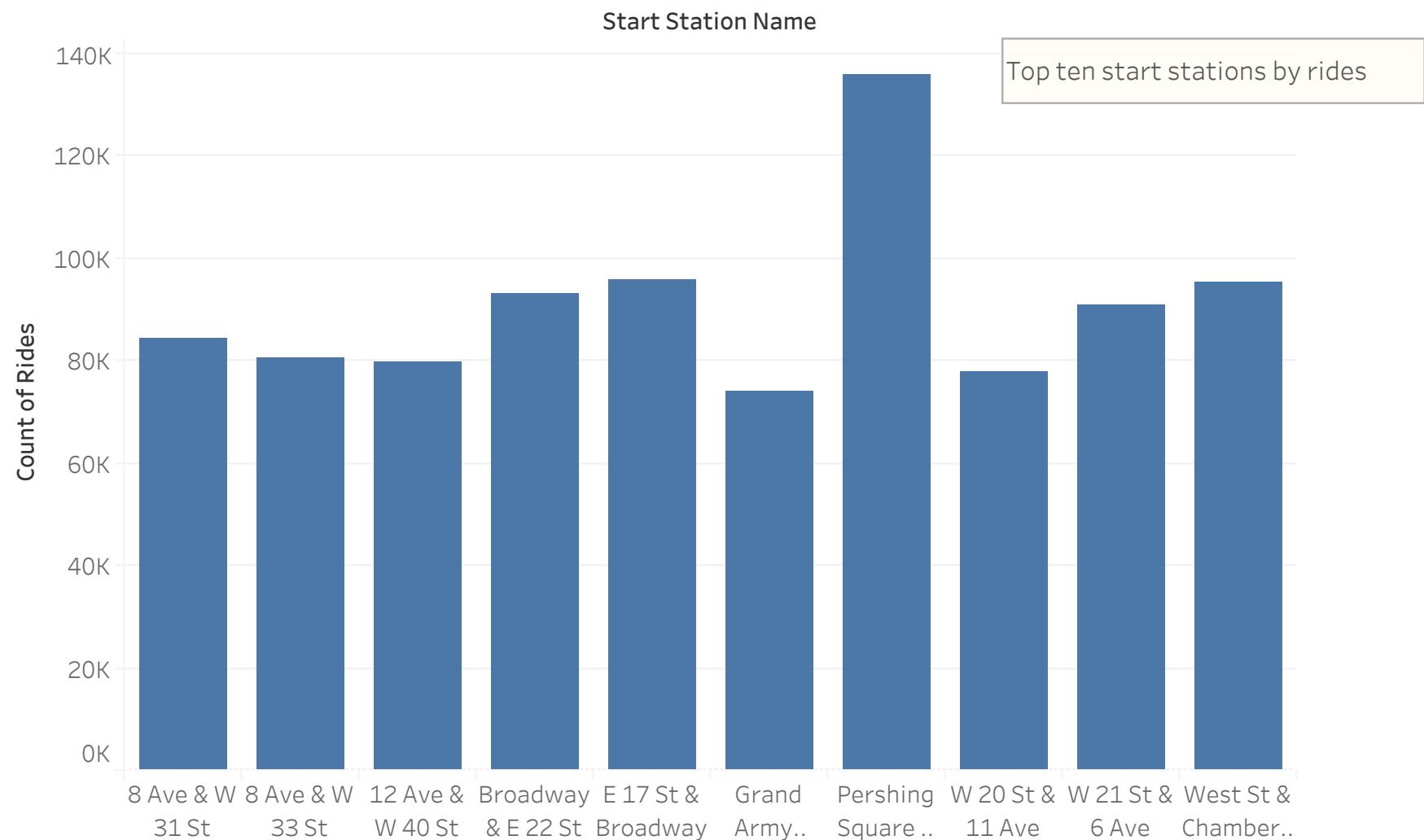
Start Station Top 10
Analysis

Start Station /Top 10
Geoanalysis

E
n
..



Citibank Bike Share Analysis



Citibank Bike Share Analysis

Peak Winter Usage
Hours

Start Station Top 10
Analysis

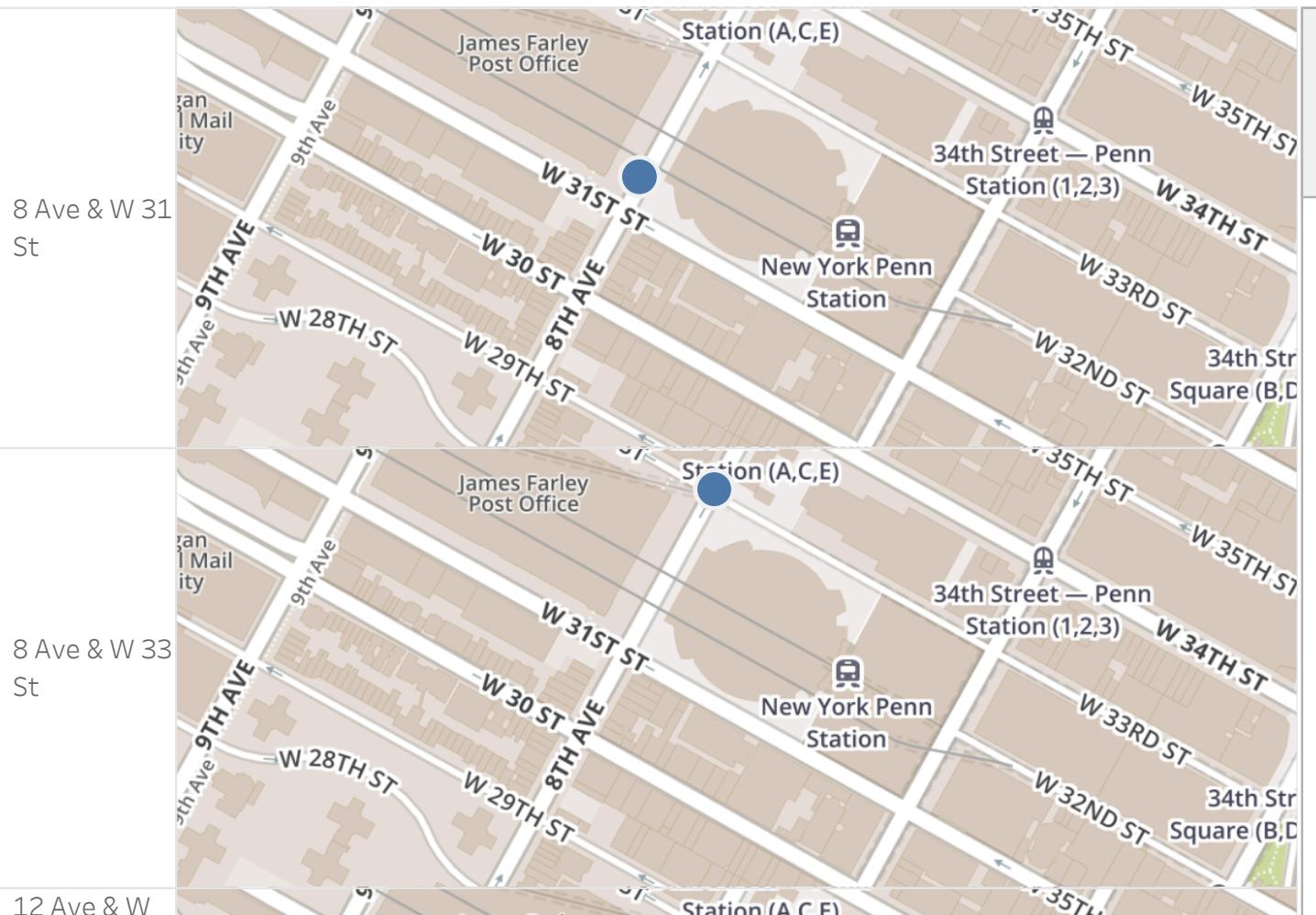
Start Station /Top 10
Geoanalysis

End Station Top 10
Analysis

End Station Top 10
Geo Analysis

S.
t.

Start Statio..

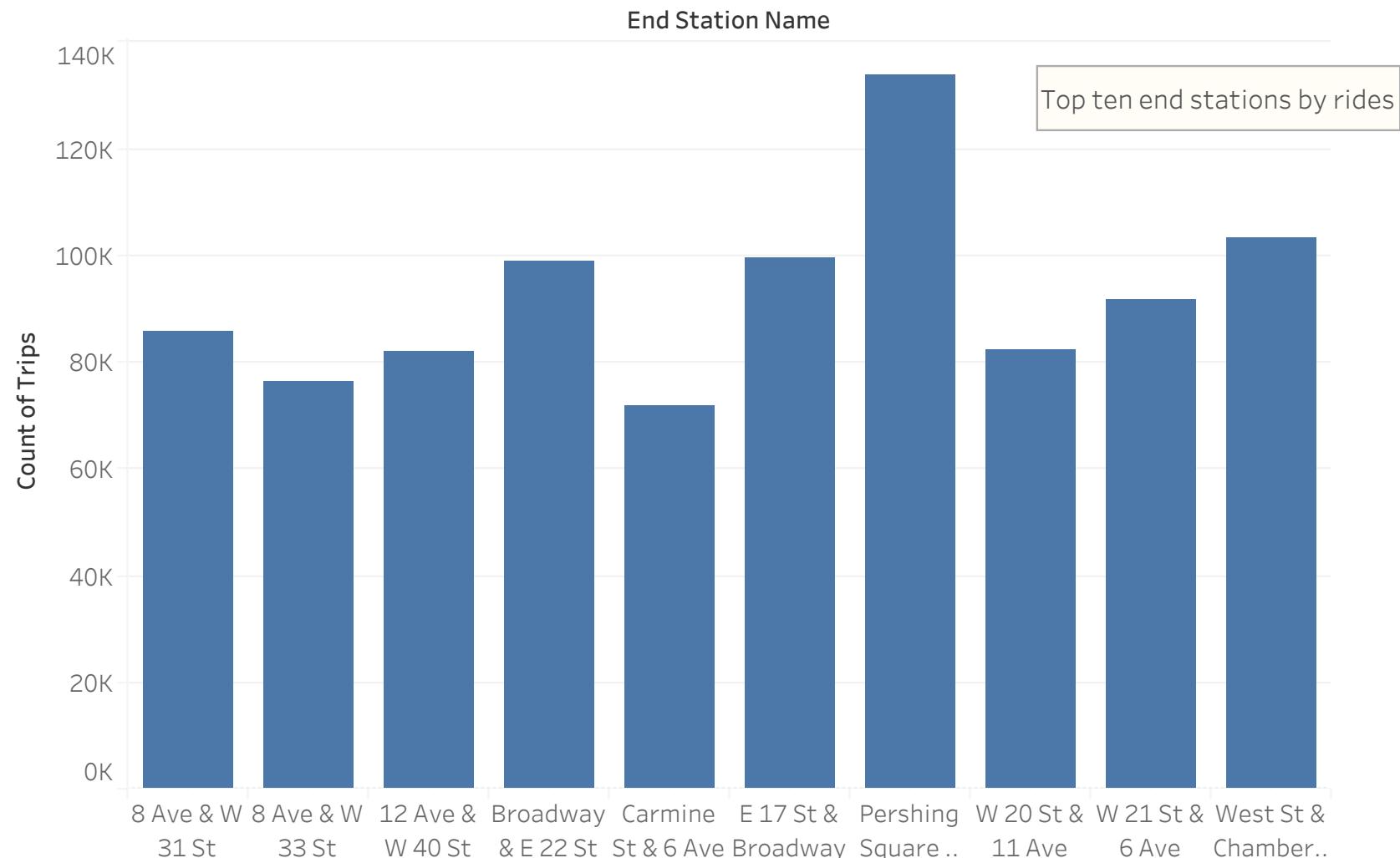


Count of bikeid (201701-c..)

- 74,006
- 100,000
- 120,000
- 135,906

The top ten start stations appear to be in Midtown Manhattan. I speculate that this is because these stations are near manhattan train stations and ferry terminals. I also make this inference in part because of the peak rides that occur at the ..

Citibank Bike Share Analysis



Citibank Bike Share Analysis

Start Station /Top 10
Geoanalysis

End Station Top 10
Analysis

End Station Top 10
Geo Analysis

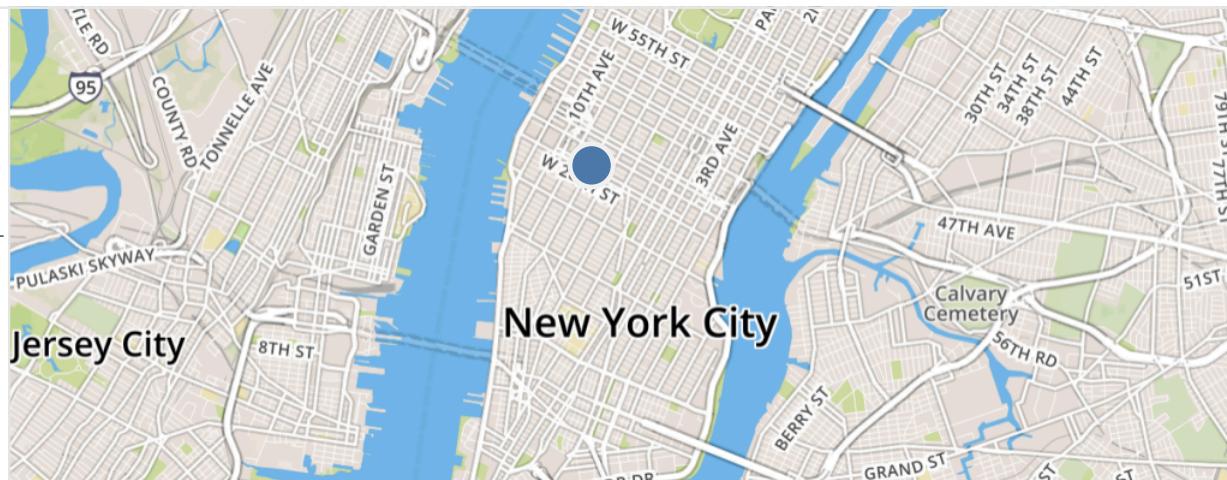
Start Station Bottom
10 Analysis

Start Station Bottom
10 Geo Analysis

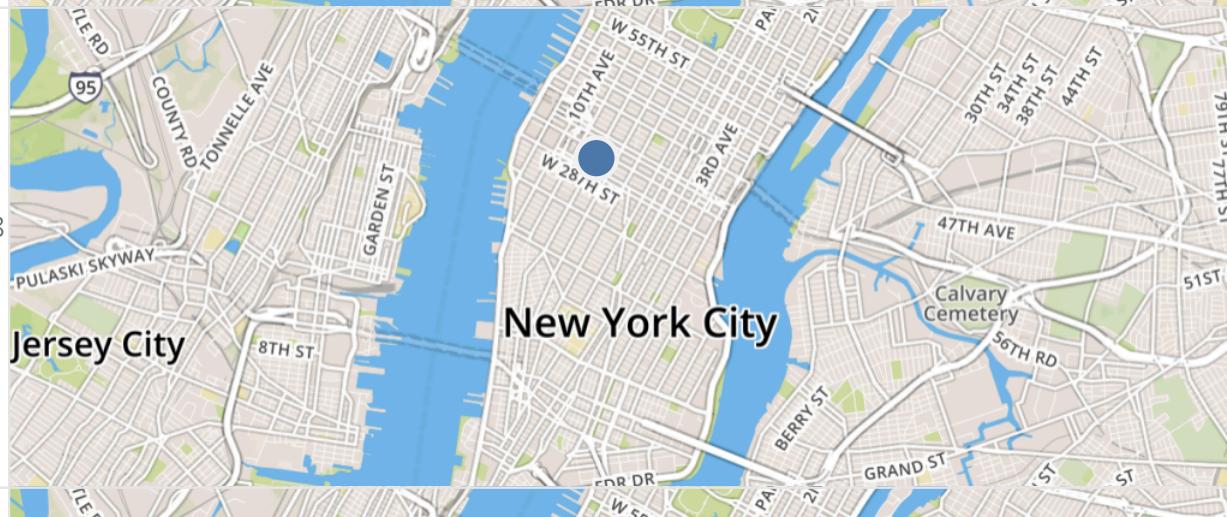
E
n
..

End Station..

8 Ave & W 31
St



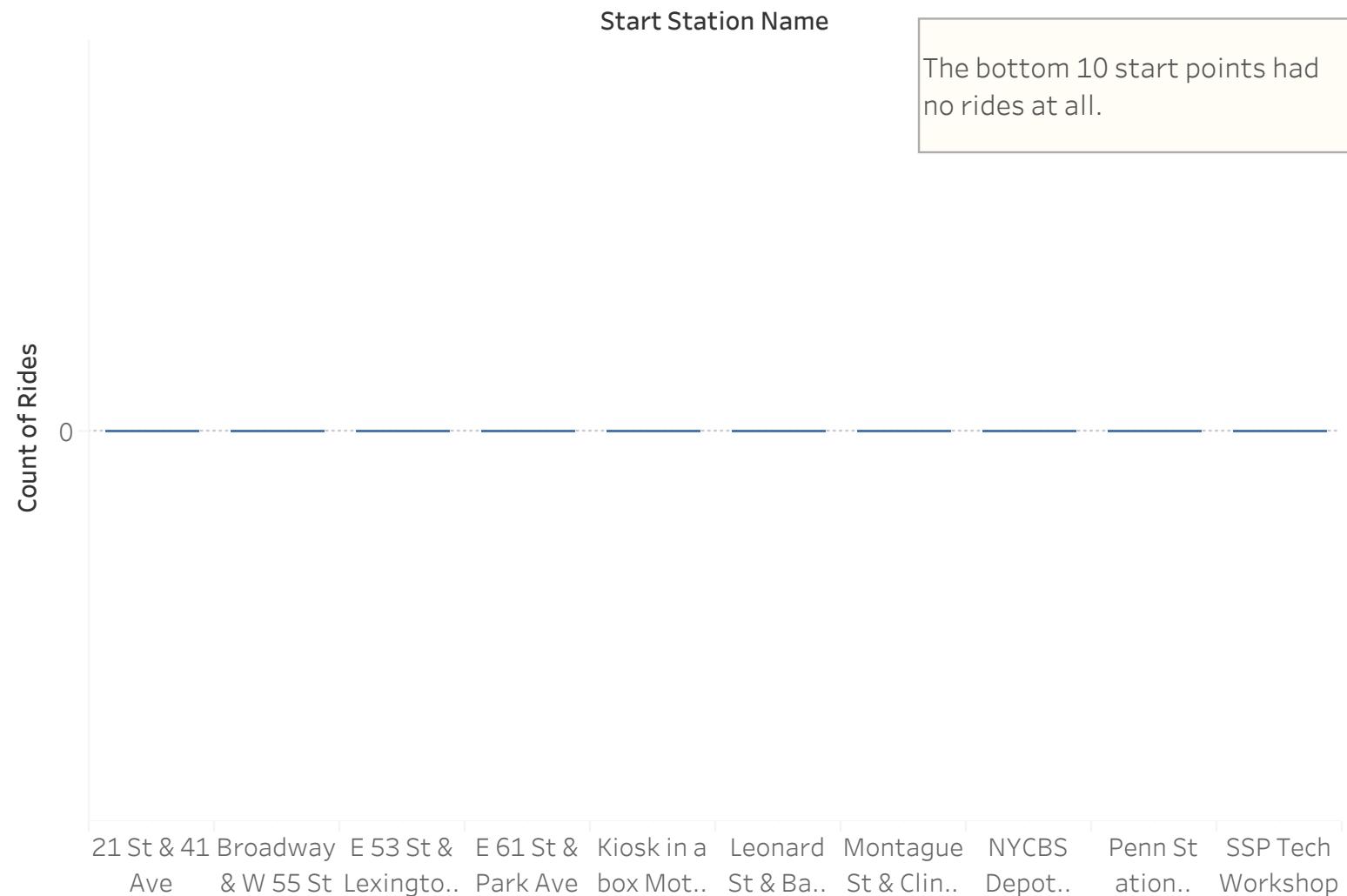
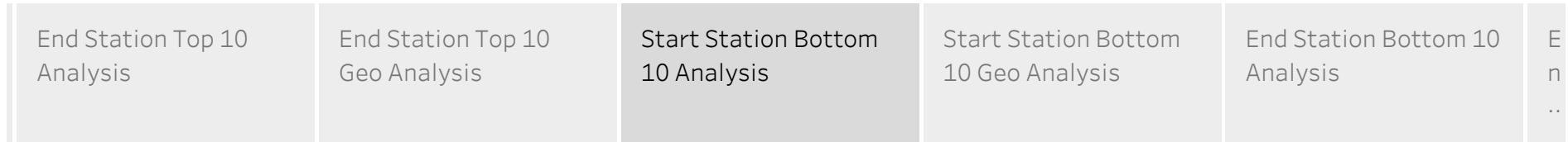
8 Ave & W 33
St



12 Ave & W

Popular end stations have some similarities with start stations and differ in other ways. Ferry terminals and train stations are still featured as busy end points, but there are more schools and office locations in the top ten compared with start points. Overall, this implies bicycles are being left at places people do not want to start journeys which is causing a bike distribution problem that may need to be manually resolved.

Citibank Bike Share Analysis



Citibank Bike Share Analysis

End Station Top 10
Geo Analysis

Start Station Bottom
10 Analysis

Start Station Bottom
10 Geo Analysis

End Station Bottom 10
Analysis

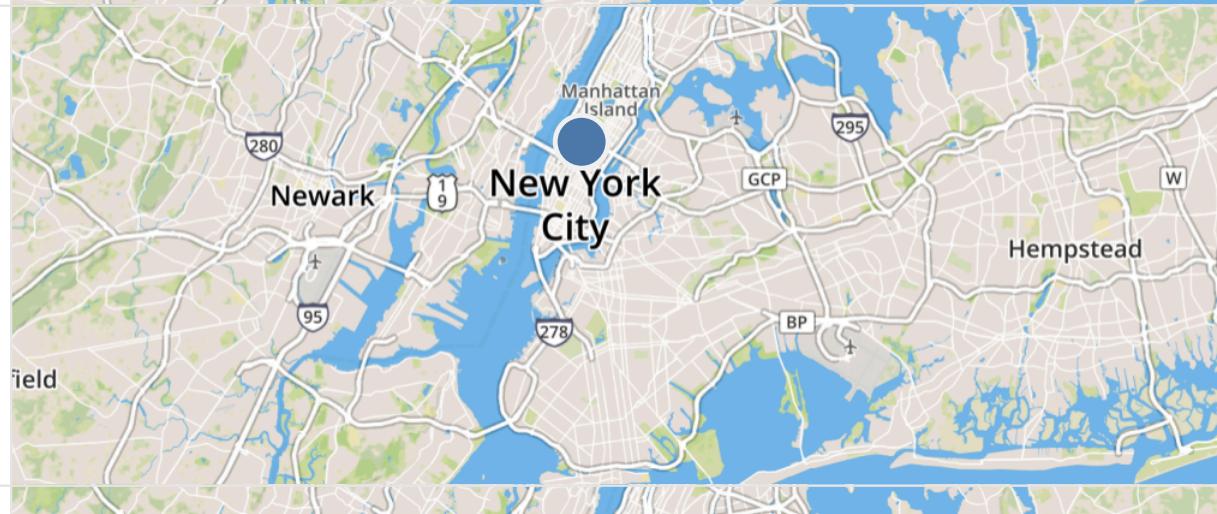
End Station Bottom 10
Geo Analysis

Start Statio..

21 St & 41
Ave



Broadway &
W 55 St



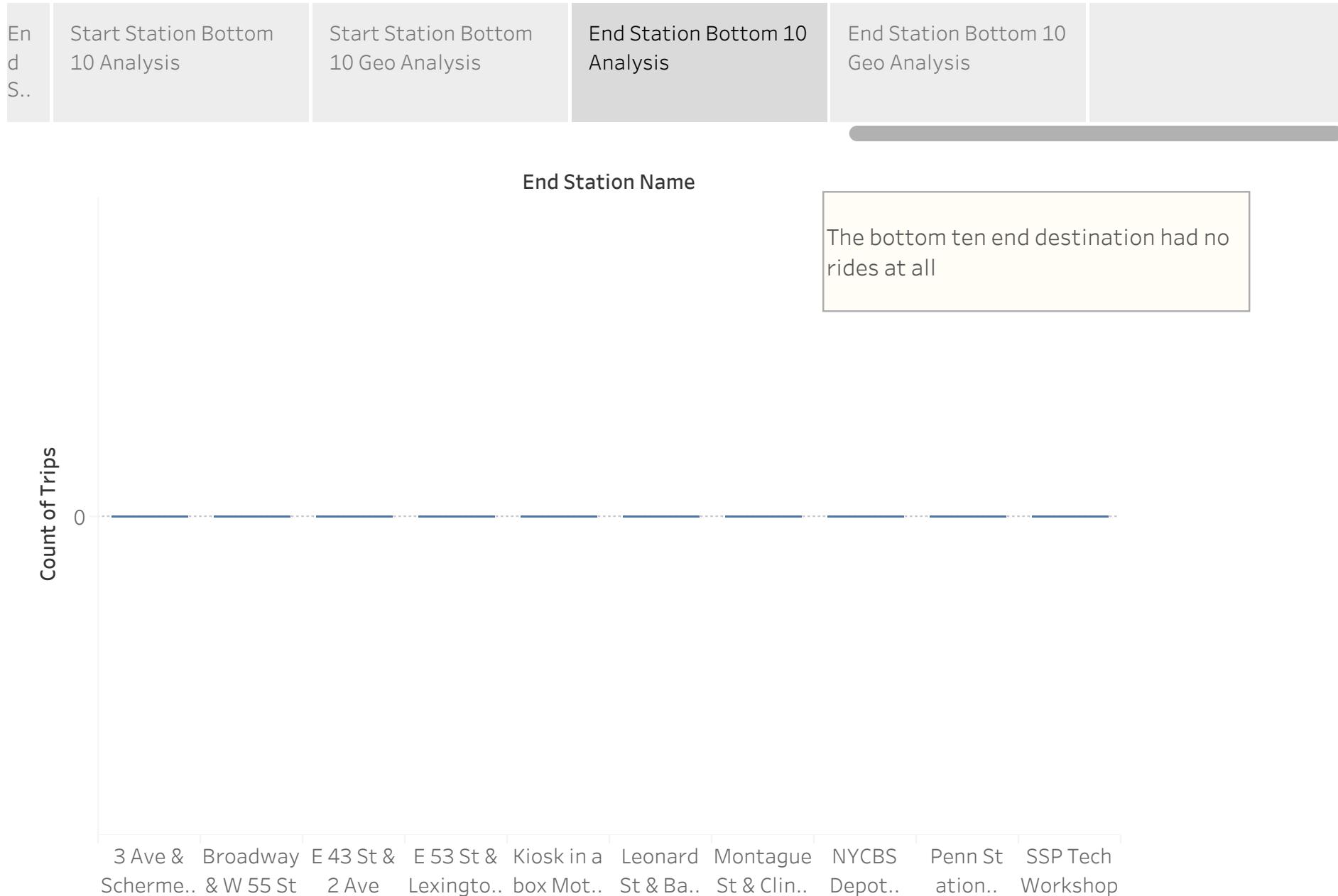
E 53 St &

Count of bikeid (201701-c..)

0

The bottom 10 start points for rides tend to be outside Manhattan and in locations that are not near ferry terminals or train stations.

Citibank Bike Share Analysis



Citibank Bike Share Analysis

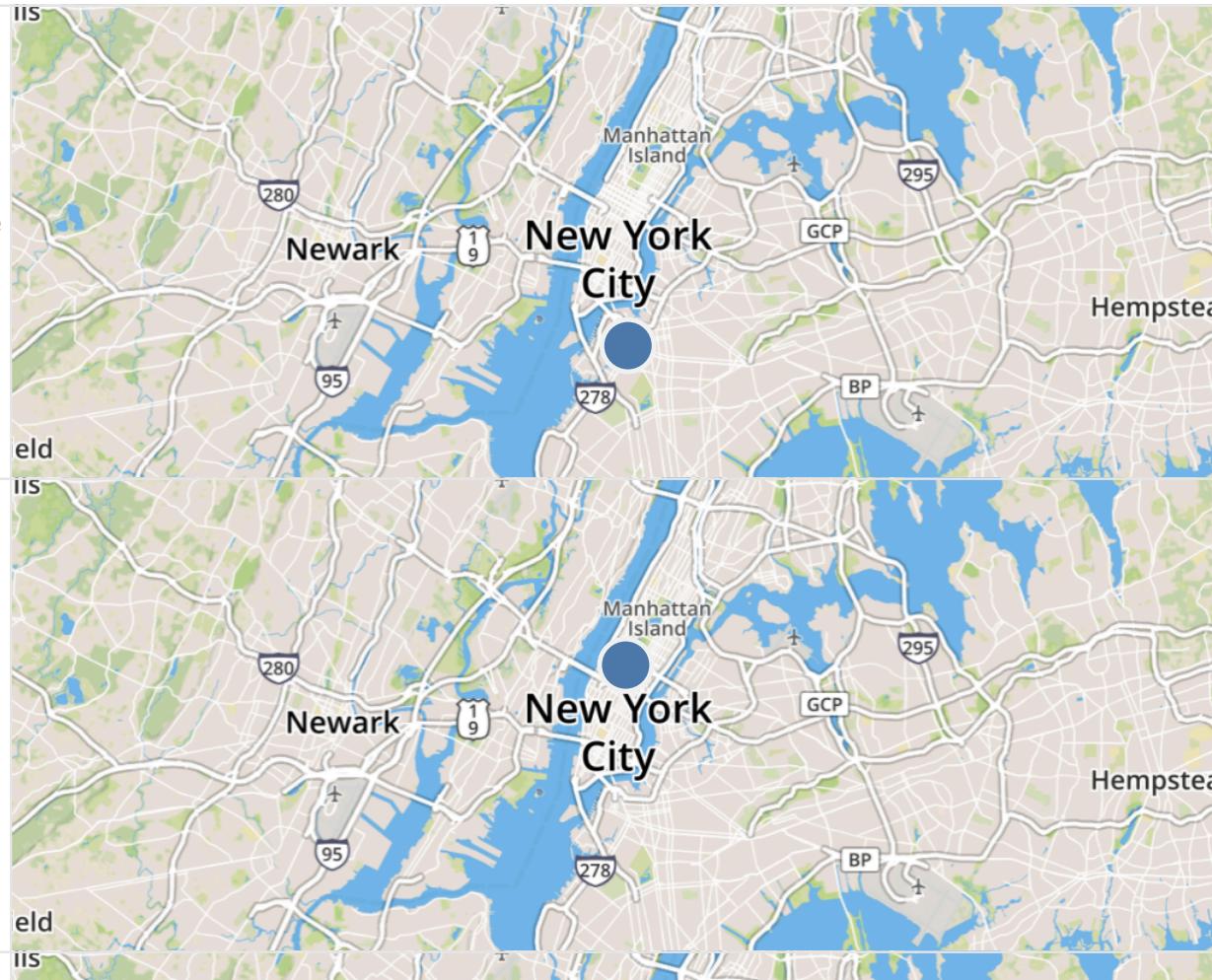
End Station Bottom 10 Analysis

Start Station Bottom 10 Geo Analysis

End Station Bottom 10 Analysis

End Station Bottom 10 Geo Analysis

End Station..



Count of bikeid (201701-c..)

0

The bottom 10 end points are far outside Manhattan

Citibank Bike Share Analysis

End Station Bottom 10 Analysis

Start Station Bottom 10 Geo Analysis

End Station Bottom 10 Analysis

End Station Bottom 10 Geo Analysis

