NYC Citi Bike Analysis

1. Day of Week

Thursday is the most popular day of week while Tuesday is the 2nd popular. Sunday, Wednesday, Saturday, Friday and Monday seem very similar (Based on duration in minutes)

1. Trip Duration between Genders

Male shows the highest total duration in minutes. The information for unknown gender is very similar with Female’s

1. Assets

Asset 18504 has the highest trip duration in minutes. Those with Top 10s are needed extensive checkups such as applying grease on chains or checking/replacing tire condition. We also need to check if users left bikes at random places rather than stations. It may be a good idea to bring these bottom 10 assets to popular stations and bring those from top 10 to bottom 10 to save some cost from maintenance/service bicycles.

1. Customers’ Personal Information

It seems like users who do not want to reveal their personal information use their birth year as 1969 with unknown gender.

1. Popular and Quite Stations

The Top 3 Stations are Pershing Square North, E17 St & Broadway, and Broadway & E22 St and quite stations are further away from the center of NYC according to the map of popular locations.