Kat Muraski.

Citi Bike and Tableau.

Most Population Dash:

While analyzing the data multiple clusters appeared to form. When reviewing the times of the days that these spots were most busy, and bikes most used, it can be assumed that these clusters correlate with mainly workplaces as the busiest times appeared to be 8am and 5pm for the main spikes. Of the users during these times, subscribers (annual pass holders) were by far the most common to be found, with customers (one or three day pass holders) making up a significantly smaller portion.

Gender Break Dash:

While delving deeper into what trends could be found and used for possible purposes (ideally marketing), gender played a big factor with more than 2.5x more men than women taking advantage of Citi Bikes services. Both genders had similar tendencies with service usage and time of day, however, even with the massive discrepancy between the two genders and usage many stations still proved that a higher amount of females were present, providing an opening for better targeted marketing.