**Overview:** The purpose of this project is to analyze if the Cite Bike is profitable. We are provided with the company New York City, August Citi Bike Data, to make graphs and data visualization that would persuade and convince the investor. We are instructed to use the popular Tableau software to analyze the data and make a presentable chart demonstrating the lengths of time that all the riders and genders are checking out the bikes. The number of bike trips for every hour the weeks. The number of bike trips, the piking hours in August, and the genders of the riders.

**Results**:











**Summary:** The data show the Citi Bike is profitable. The pike hours start around 7 am until late at night before the demand slows down. The data also demonstrate that both males and females use the bike. However, the majority of the bike riders are male. The data also shows that the demand is very high during the week compared to the weekend. Finally, it shows most of the people that rent the bike are weekday workers. They are using the bike as the fastest way of transportation to their destination.