

# NYC Citibike 2017-18 State Of The System

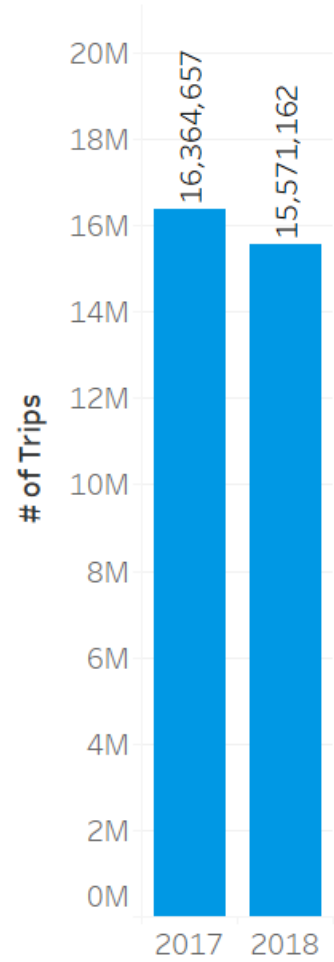
Visual Analysis By  
Leo Santos

# Analysis - Findings

1. 2018's overall ridership decreased by 4.84%, mainly due to a dip during 2018-Q3 (30.1% less than 2017-Q3); that quarter alone canceled out all 2018's gains on the rest of the quarters, leaving a overall negative balance compared to 2017.
2. NYC Citibike has successfully harnessed the power of loyalty: subscriber base is around 500%-2300% larger than of the short-term ride base.
3. Top popular stations follow busiest NYC spots (metro stations, landmarks, business districts); interestingly, top start and end stations are almost the same.
4. Ridership-by-hour follows a relatively predictable pattern pegged to usual business operations start and end timeframes, with peaks at the 08hrs and the 17/18hrs. Summer and Winter hour distribution are fairly similar, yet Winter's afternoon peak is a bit skewed towards early 17hr than 18hr, probably due to earlier sunset.
5. Female ridership during 2018 had some significant increases Q over Q; however, 2018 Q3 dip affected overall metrics leaving a negative overall balance.

# CitiBike Status Walkthrough Visuals

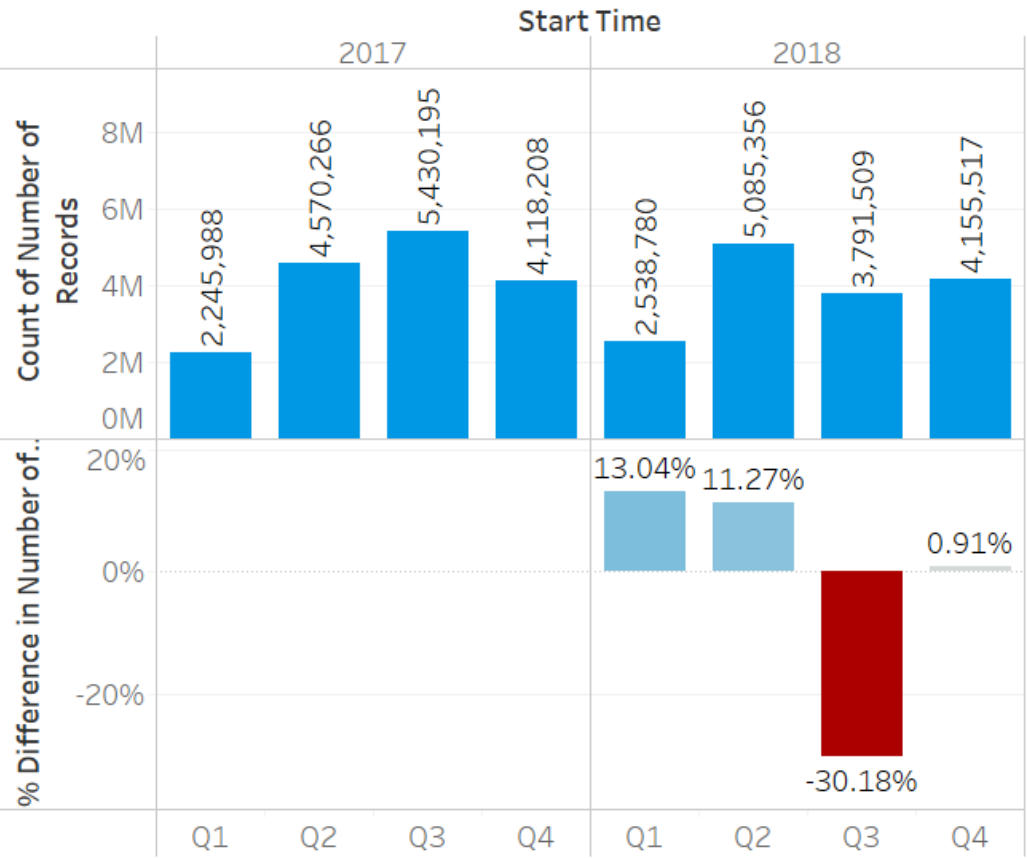
# Bike trips during 2017 and 2018	Quarterly seasonality and growth. There was a significant drop on 2018-Q3	Subscriber proportion is extremely high compared to the short term ride segment	Start Time - Winter; highly skewed during business in and out standard hours	Start Time - Summer; highly skewed during business in and out standard hours	Top 10 Start Stations	Bottom 10 Start Stations	Top 10 End Stations	Bottom 10 End Stations	Gender Breakdown : heavily skewed towards men	Female ridership progression ..
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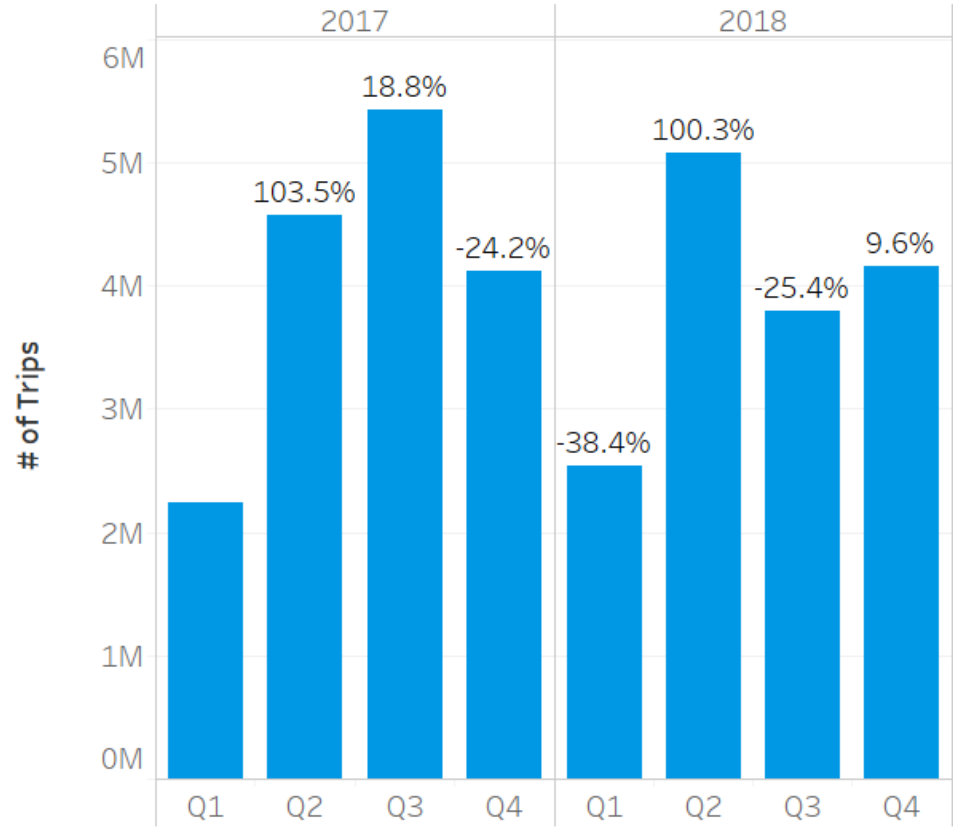
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Trip Growth Q Over Q 2017-2018

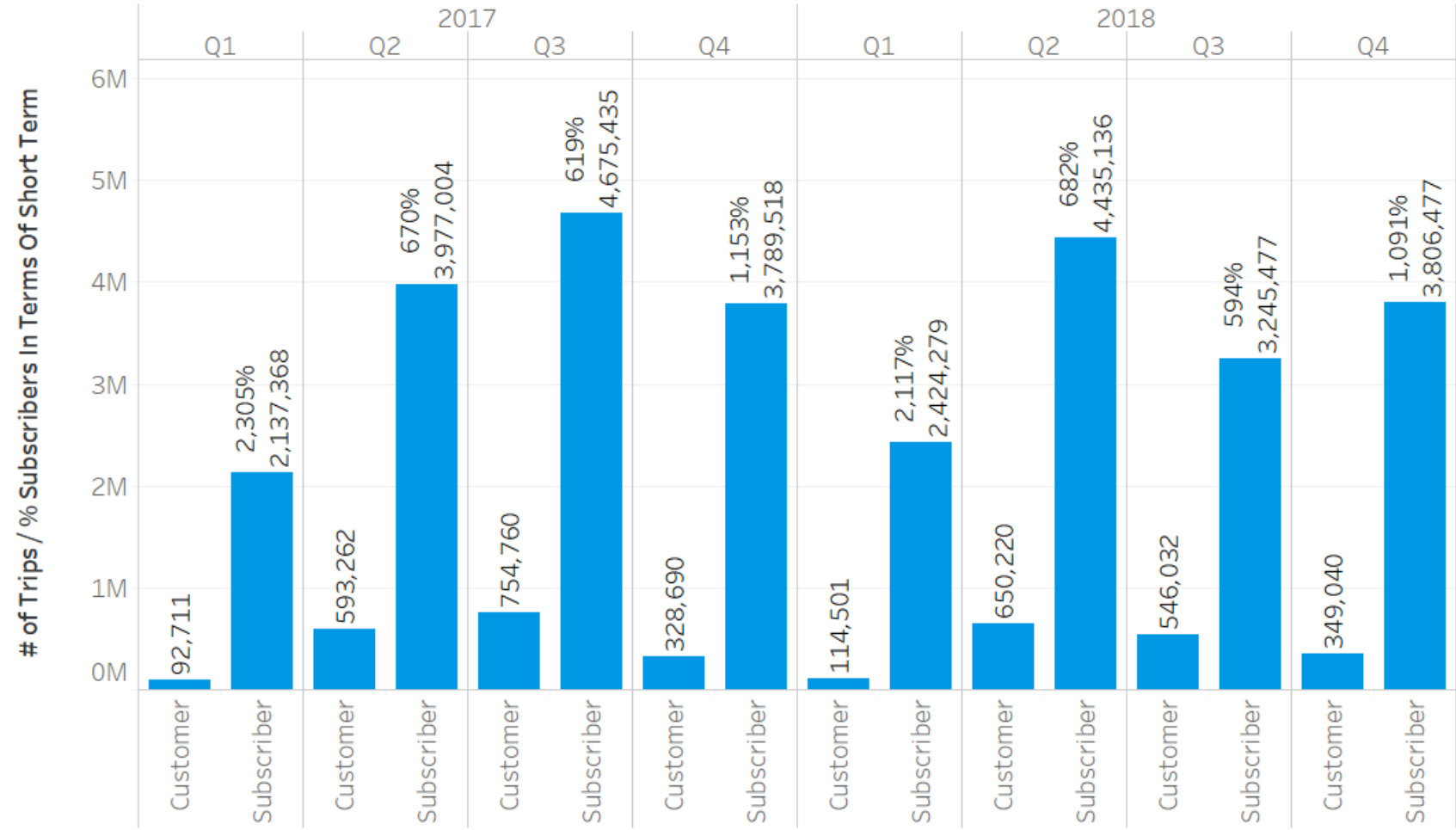


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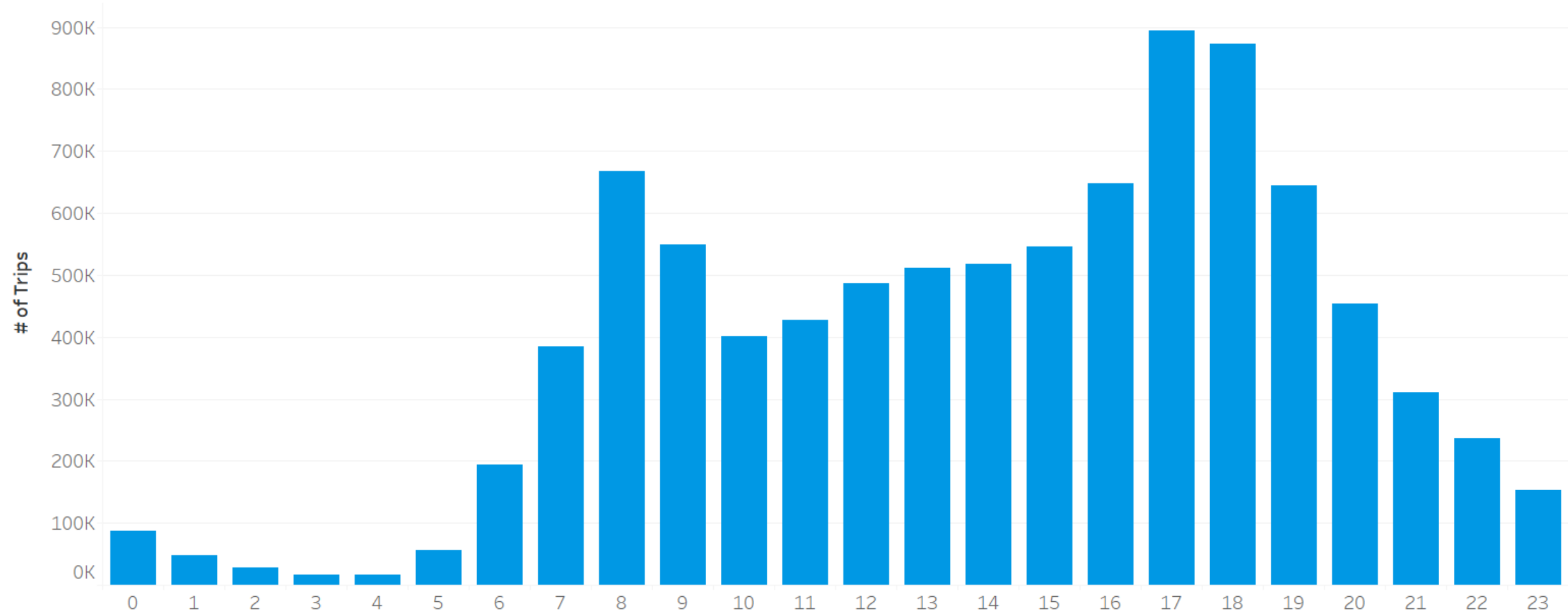
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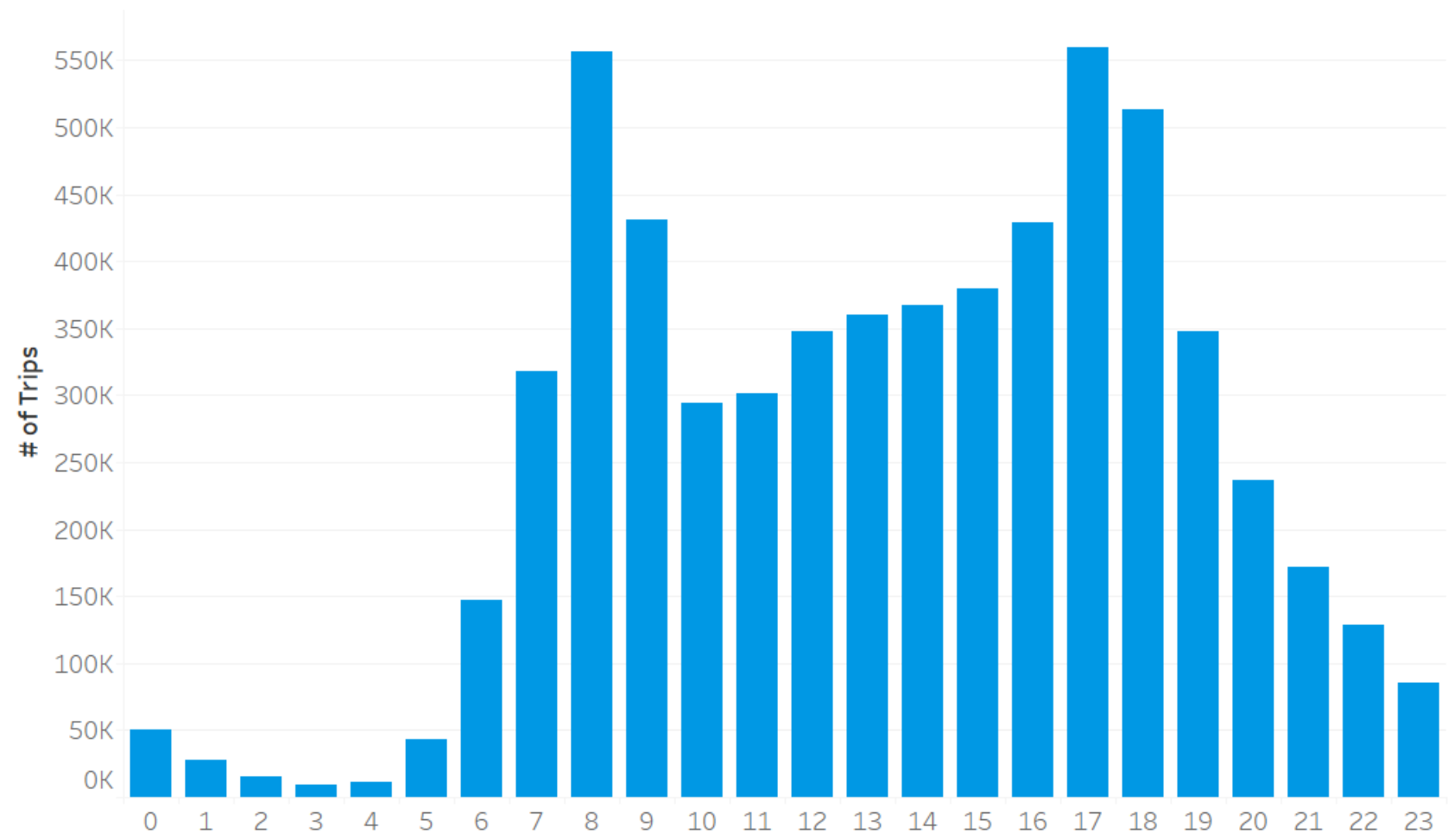
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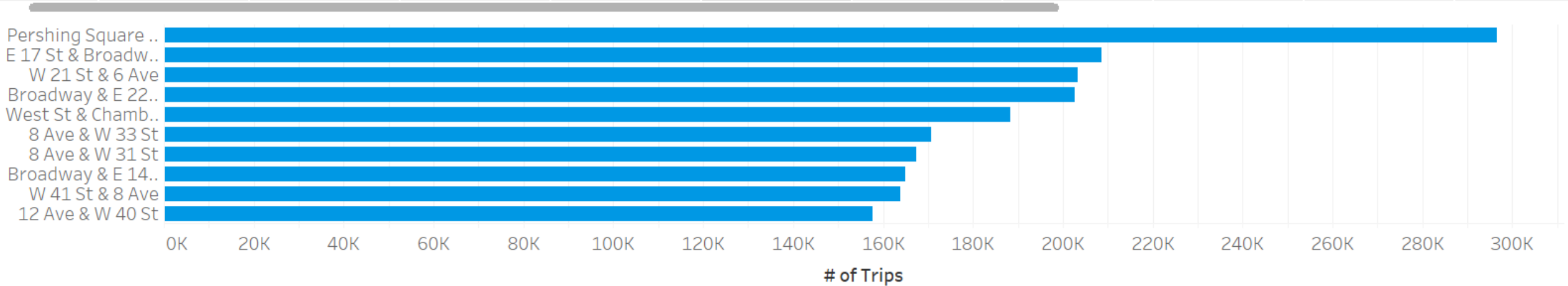


## Month of Start T..

- ☐ January
- ☒ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
- ☐ August
- ☐ September
- ☐ October
- ☒ November
- ☒ December

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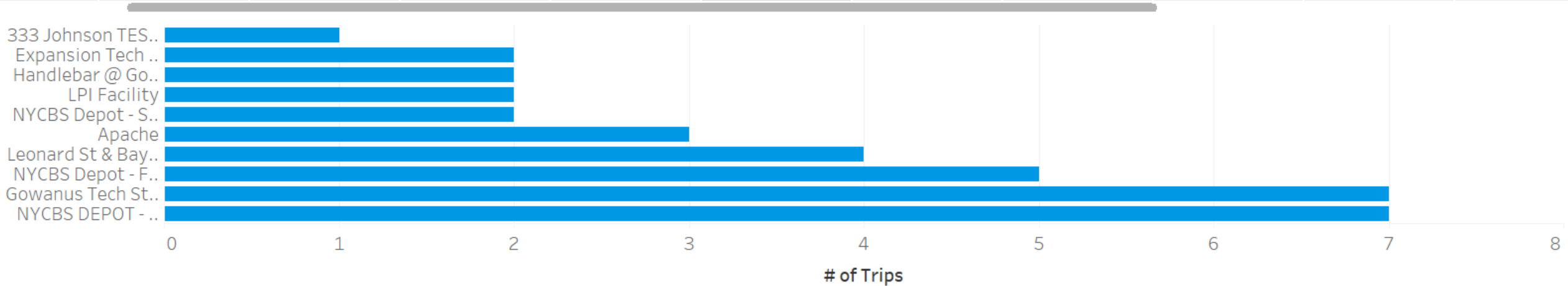
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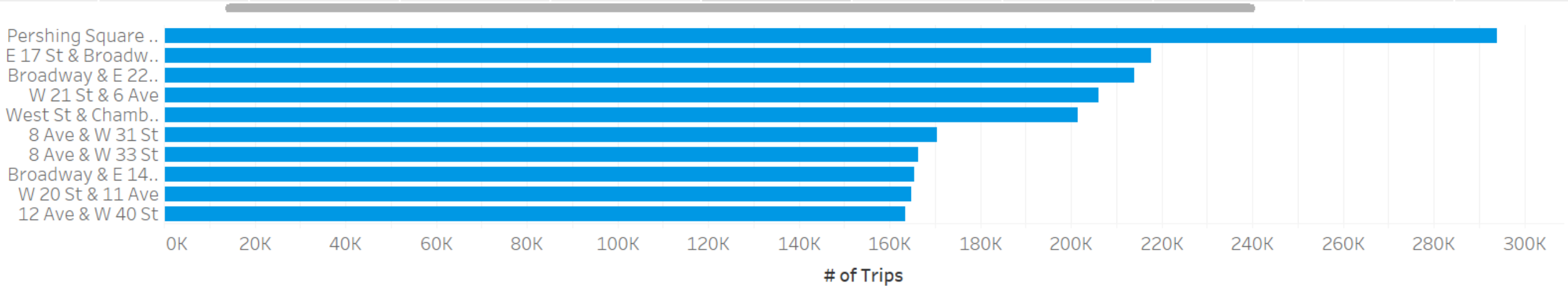
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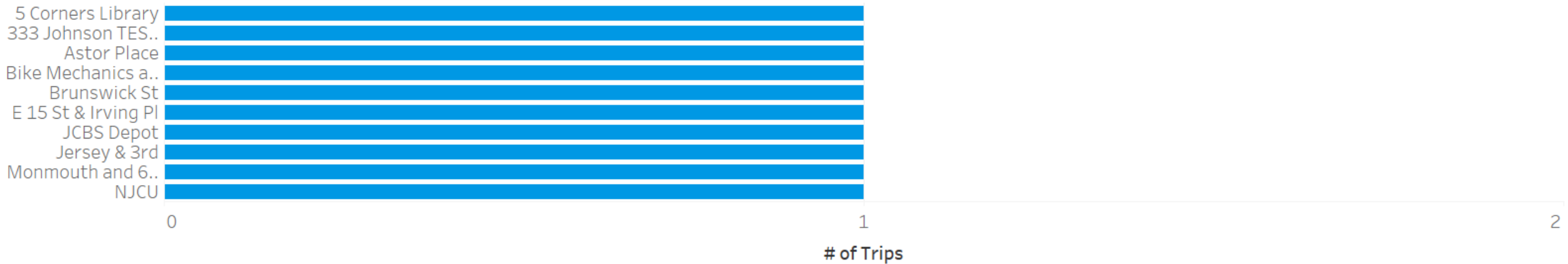
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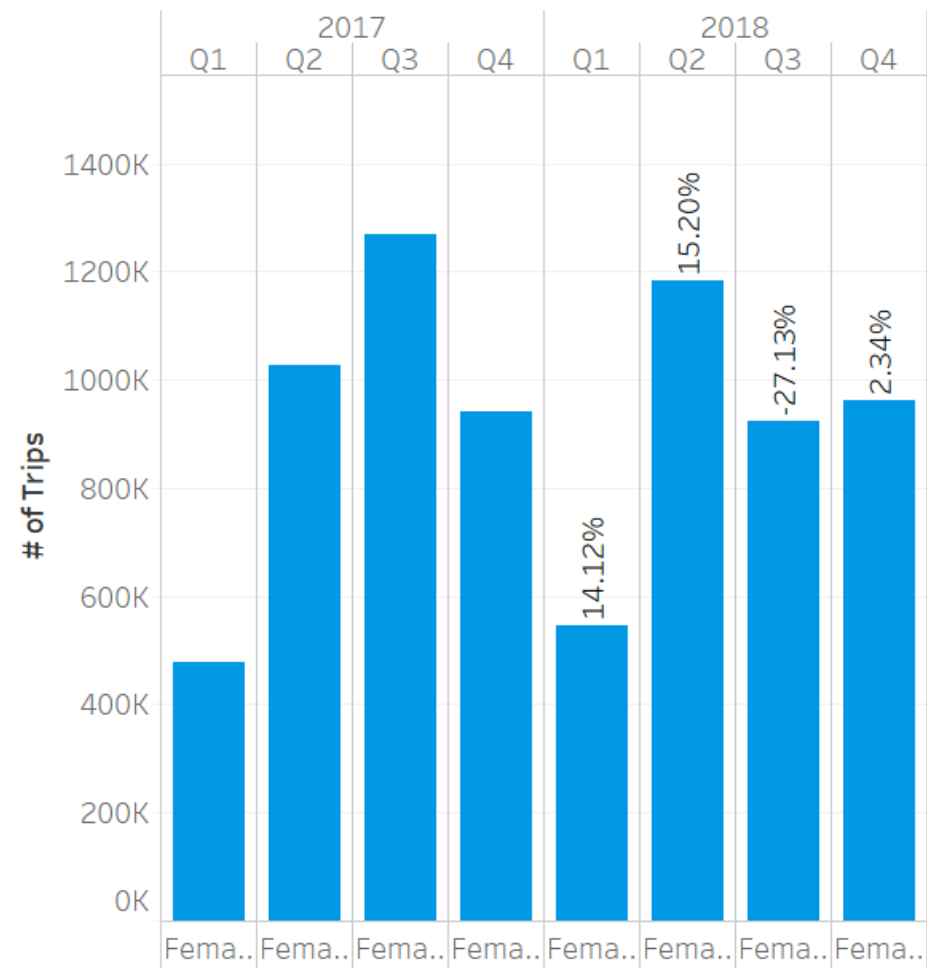
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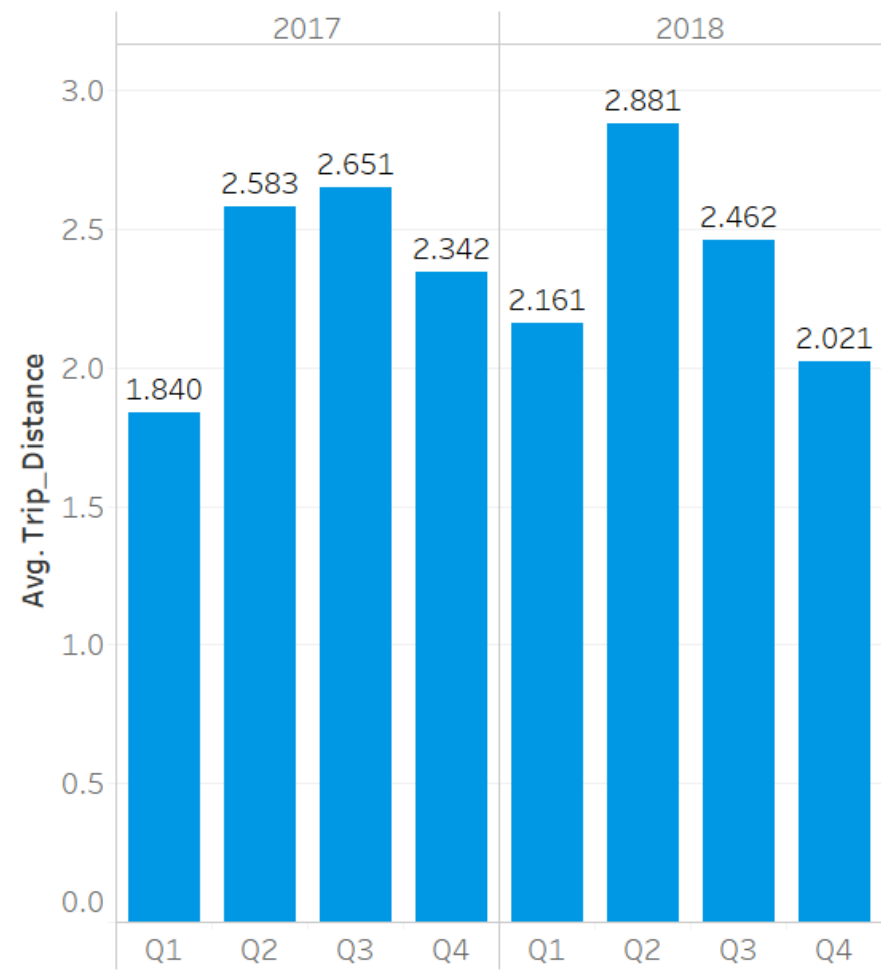
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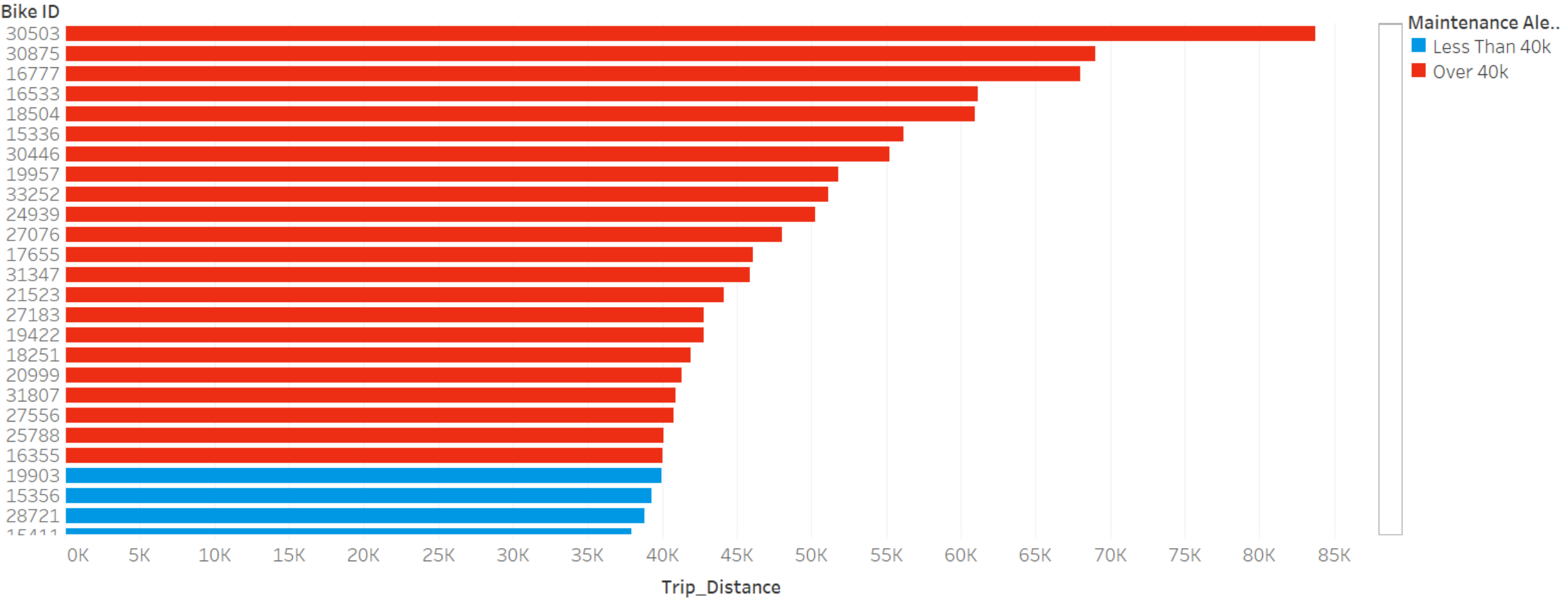
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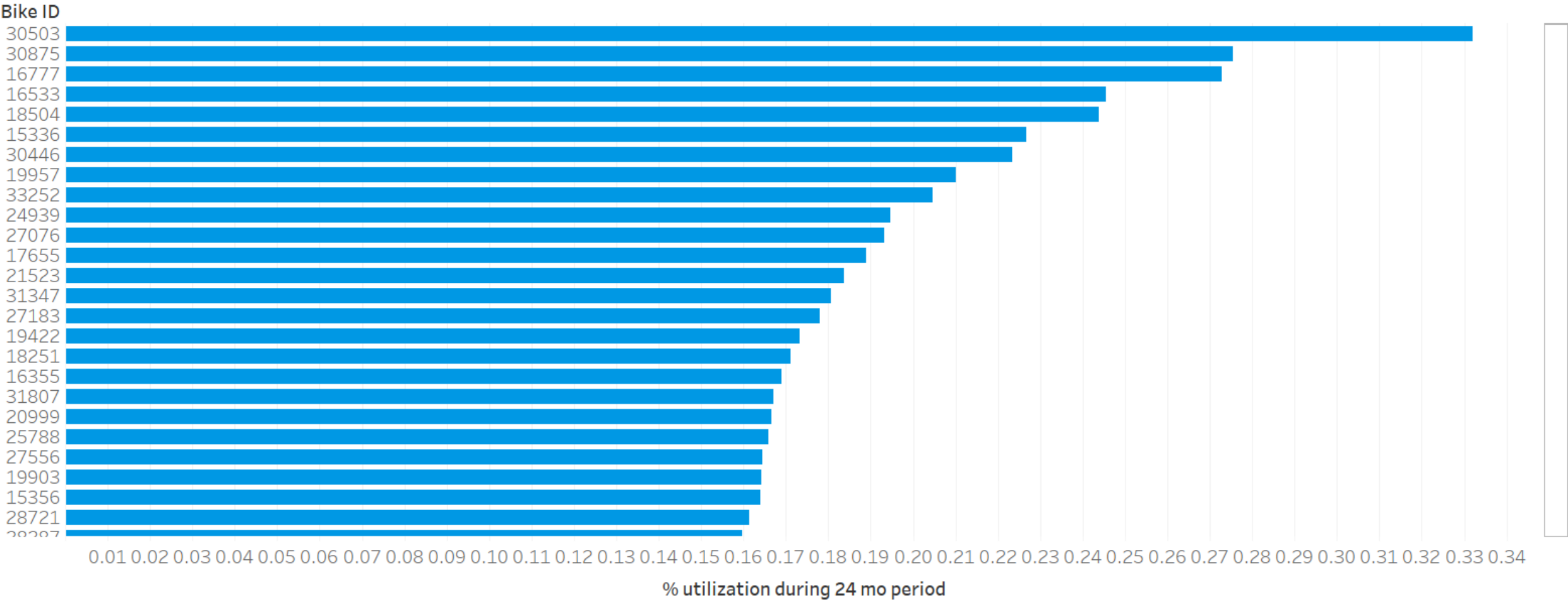
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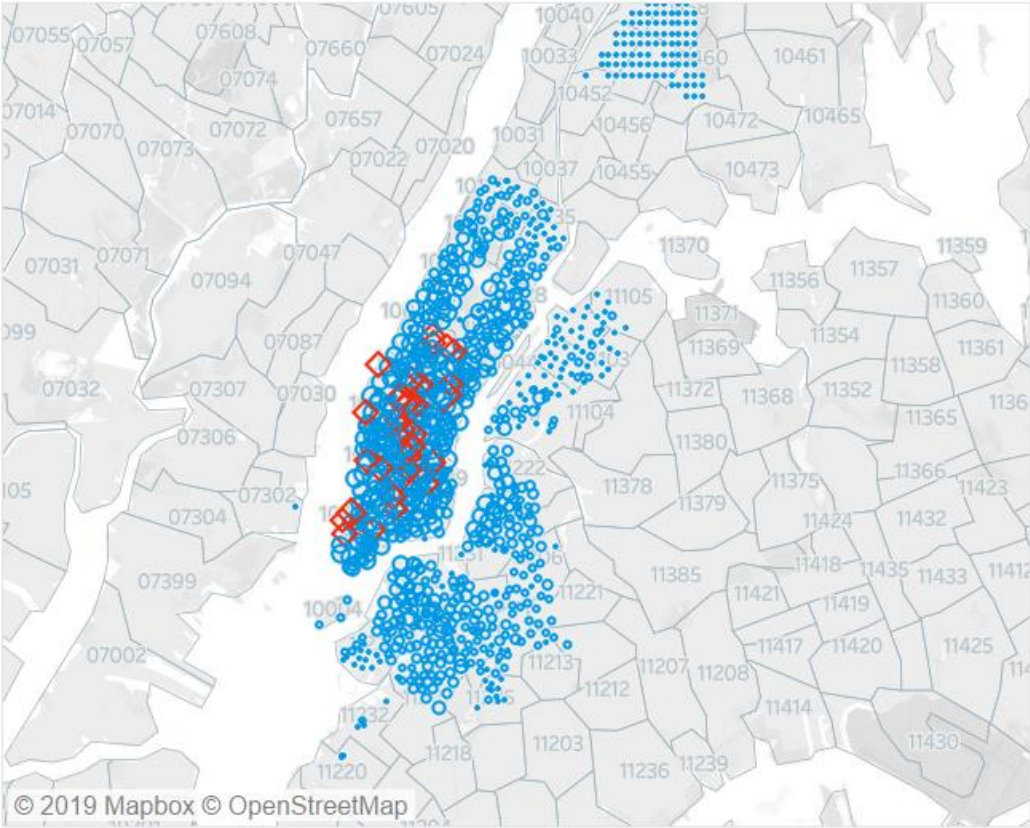
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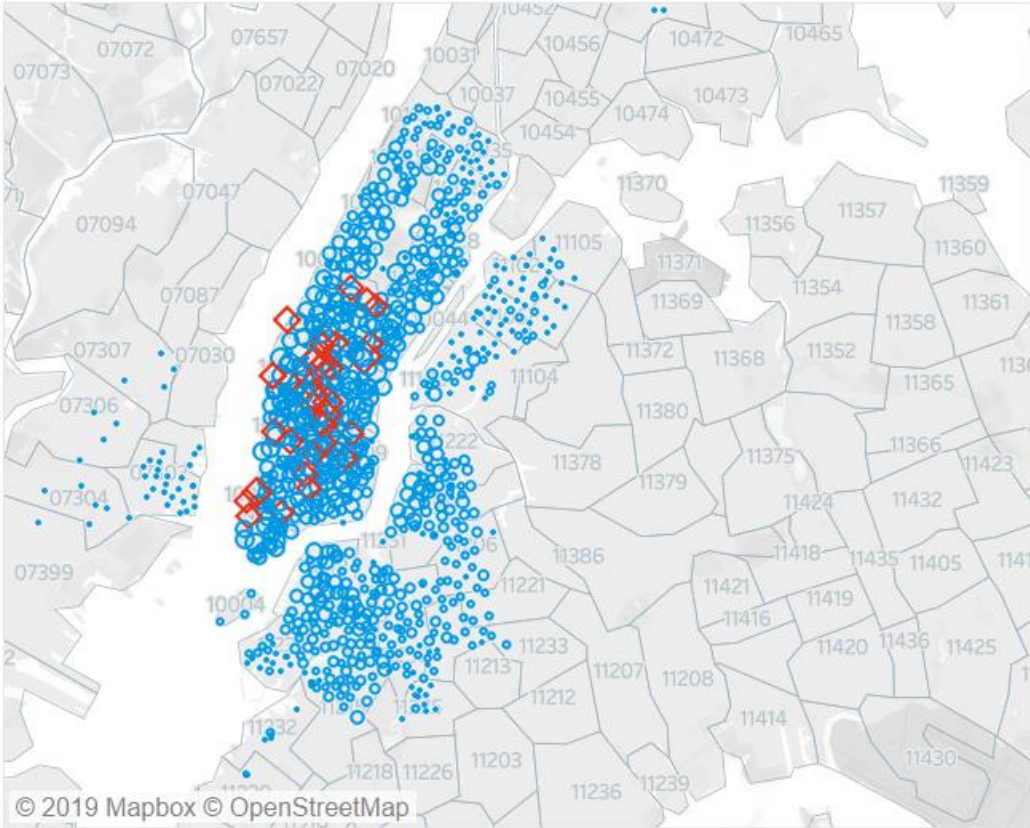
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NYC Bike Map: Top Start Stations



NYC Bike Map: Top End Stations



Popularity

- ✓ <120000
- ✓ > 120000