

Citi Bike in NYC

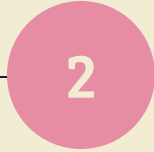
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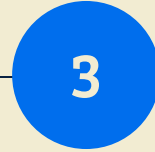
How can Citi Bike improve ridership?



Who is riding Citi Bikes
and when?



Does the weather affect
Citi Bike riders?



Which Citi Bike stations
are popular?



How can Citi Bike adjust
pricing and marketing
to improve utilization?

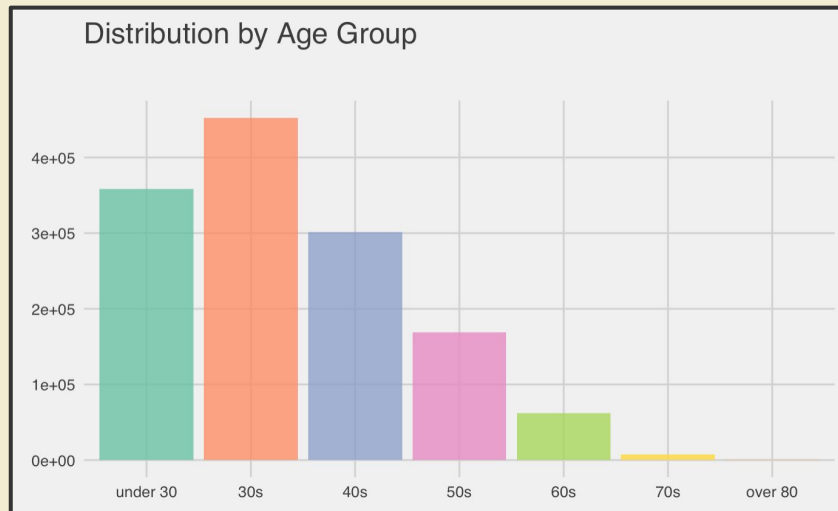
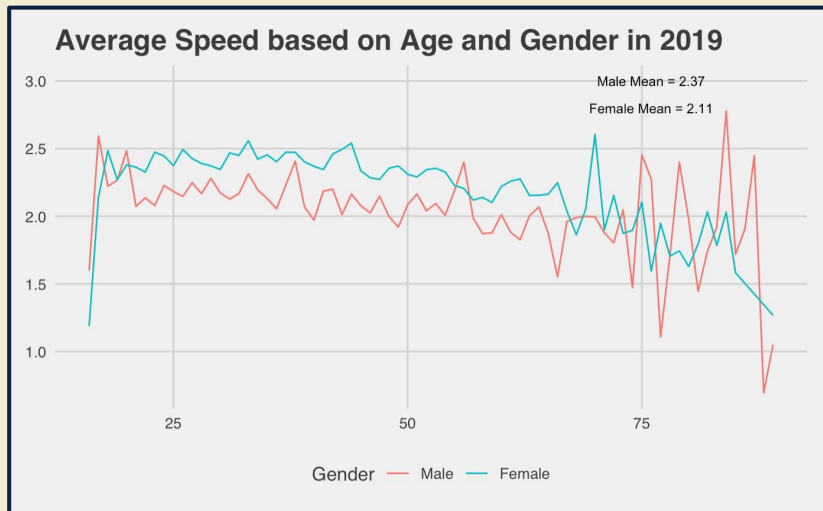
Who is riding Citi Bikes and when?



Citi Bike riders are primarily of younger age

Speed drops off as age increases

67.8% of riders are under 39 years old



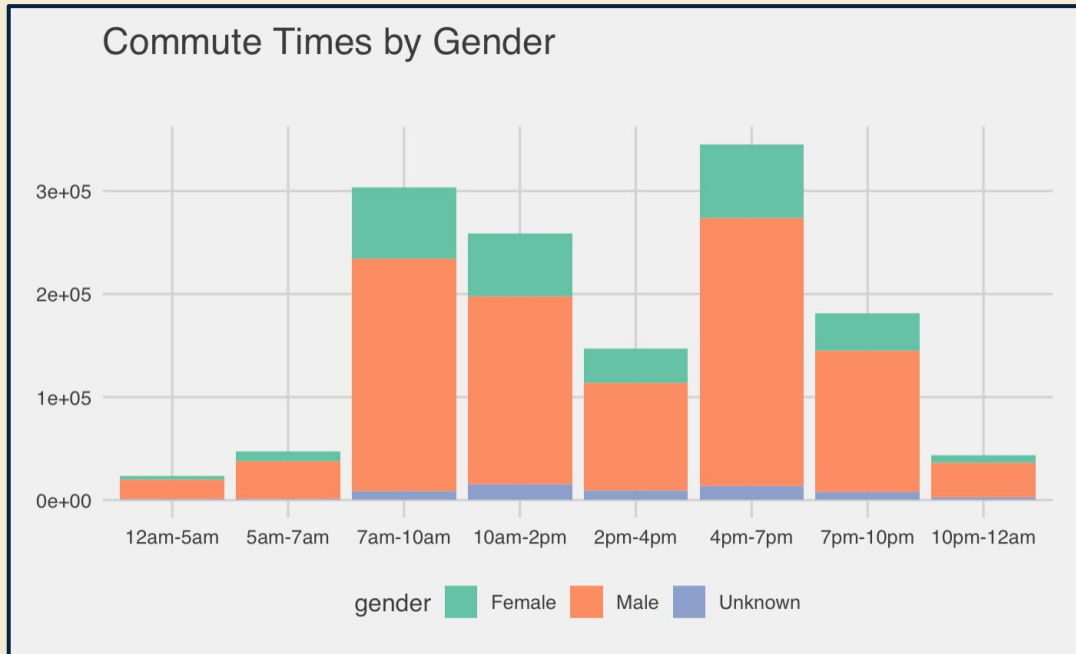
Both men and women use Citi Bikes during normal commute hours



49.3% of rides occur between 7-10am & 4-7pm

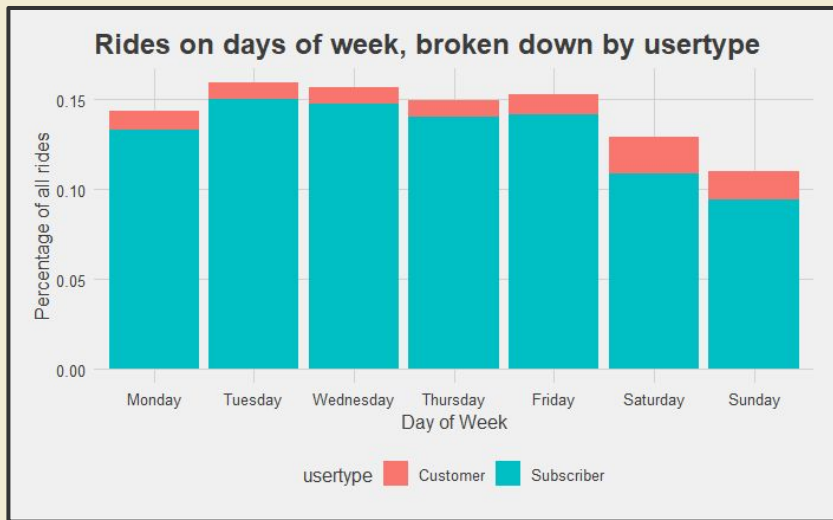


Men make up the majority of Citi Bike riders

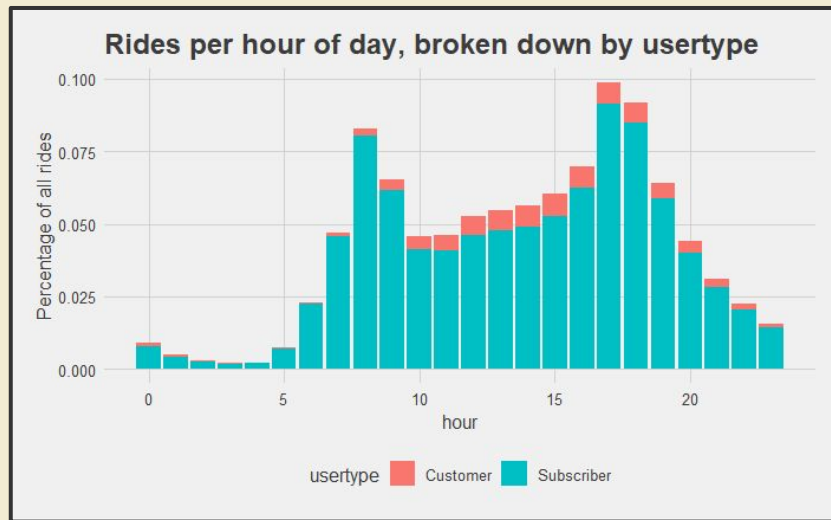


Subscribers are a large majority of Citi Bike Riders

Customers ride more frequently on the weekends



Customers ride much less frequently during the morning



Citi Bike has more room to grow according to NYC demographics

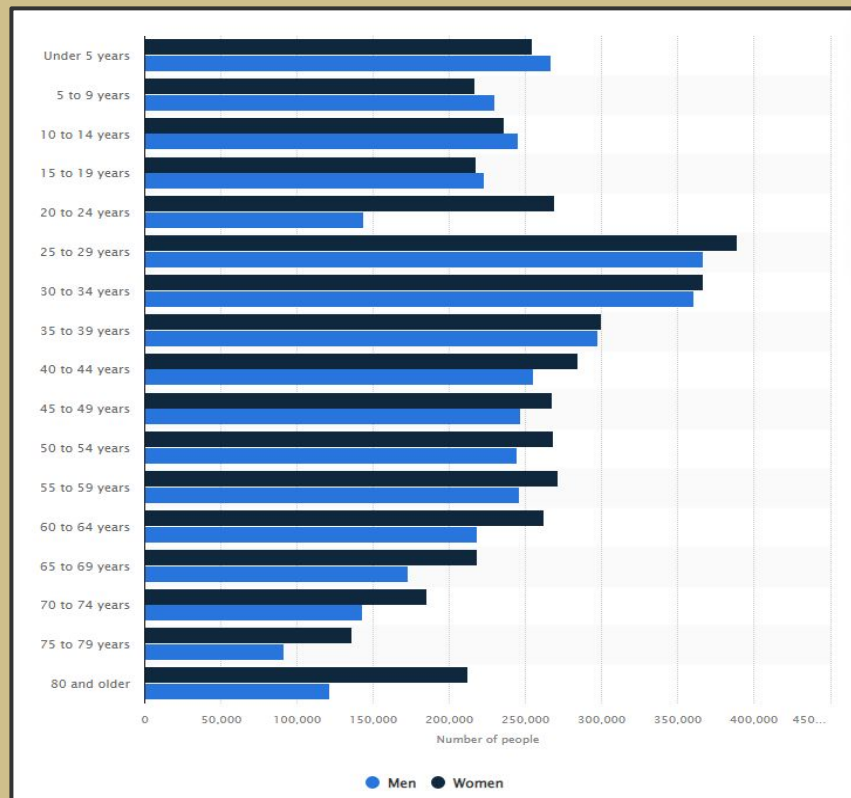


Females make up a greater percentage of the population in NYC but use Citi Bikes less



NYC has a larger 40+ population than is represented by Citi Bike ridership

NYC population by age and gender (2019)



A stylized background illustration on a light beige background. It includes a tan cloud at the top left, a teal bird in flight to the left of the text, a large pink circle with a thin vertical line extending from its base to the bottom left, and two teal clouds at the bottom right.

**Does the weather
affect Citi Bike
riders?**

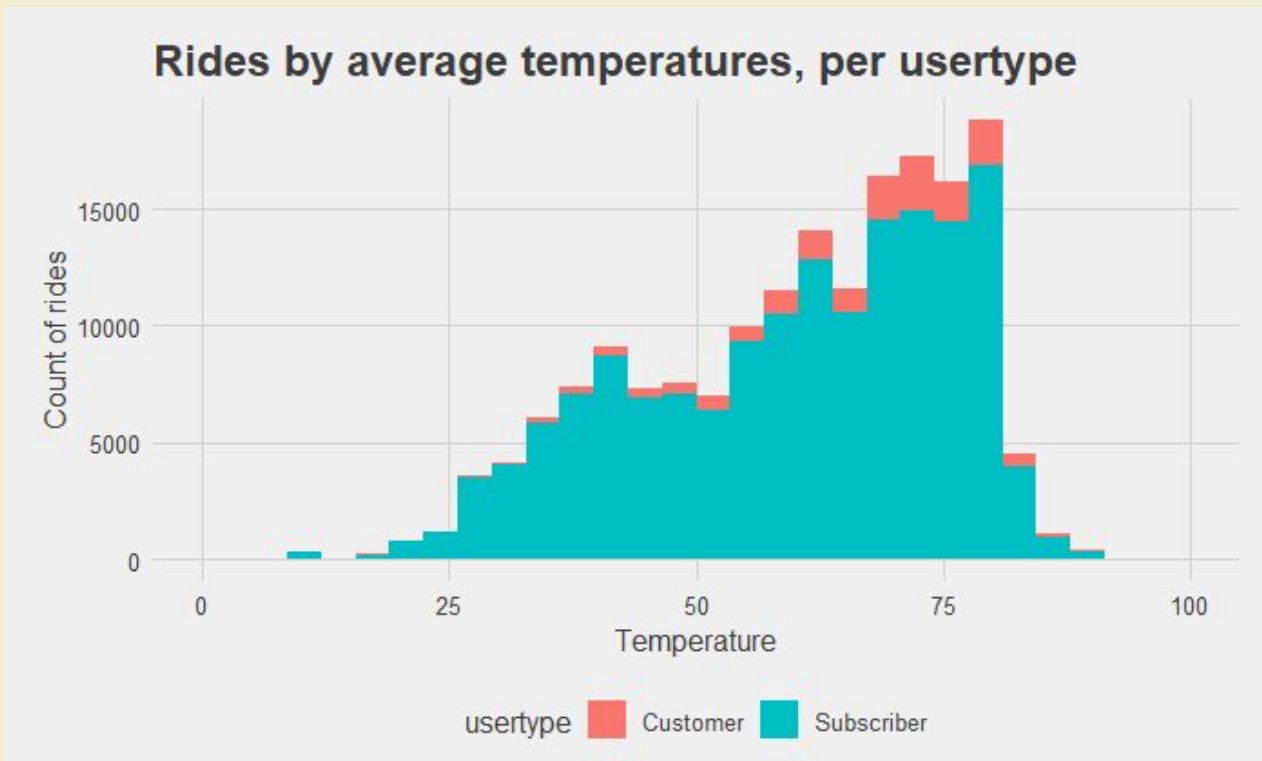
Users ride less when it is cold



Number of rides drops when the temperature is below 50 degrees or above 80 degrees

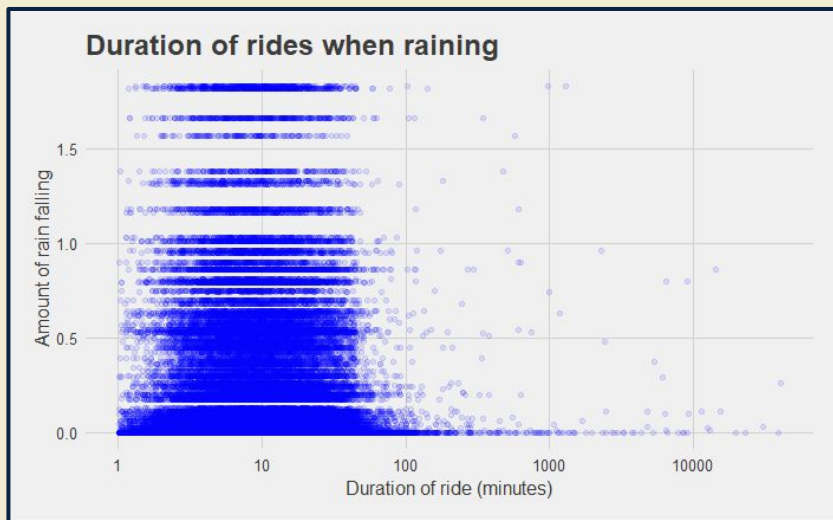


More people ride bikes during warmer weather

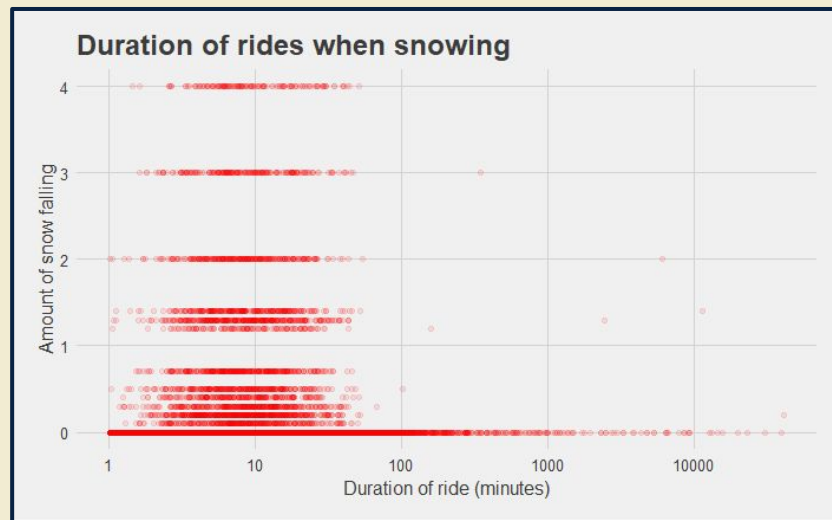


Inclement weather cuts down ride time

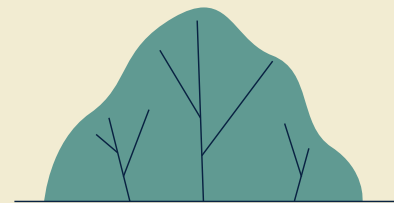
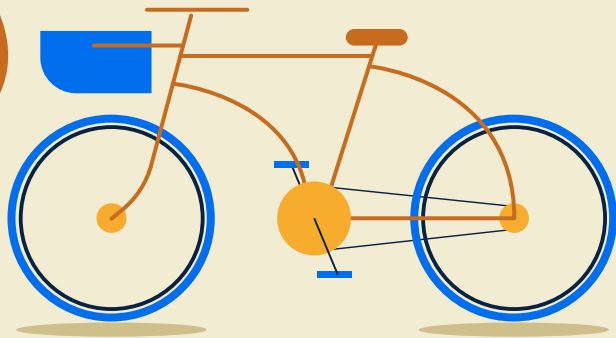
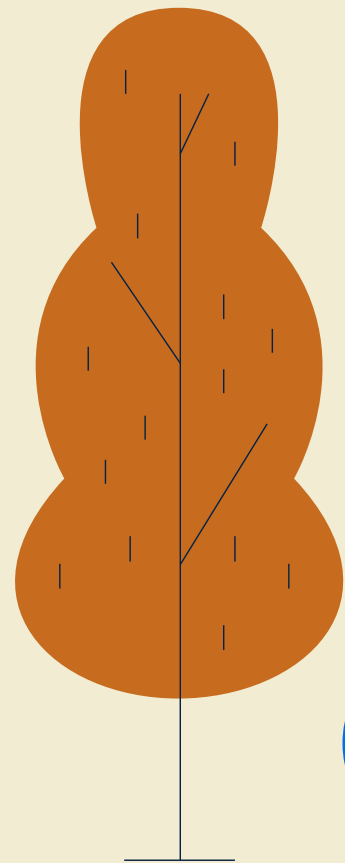
Although people will still ride during rain, ride duration is much shorter



Customers rarely ride for long durations of time in the snow, if at all



Which Citi Bike stations are popular?



Top 5 Stations with Surplus



More bikes are
dropped off then are
taken from these
stations

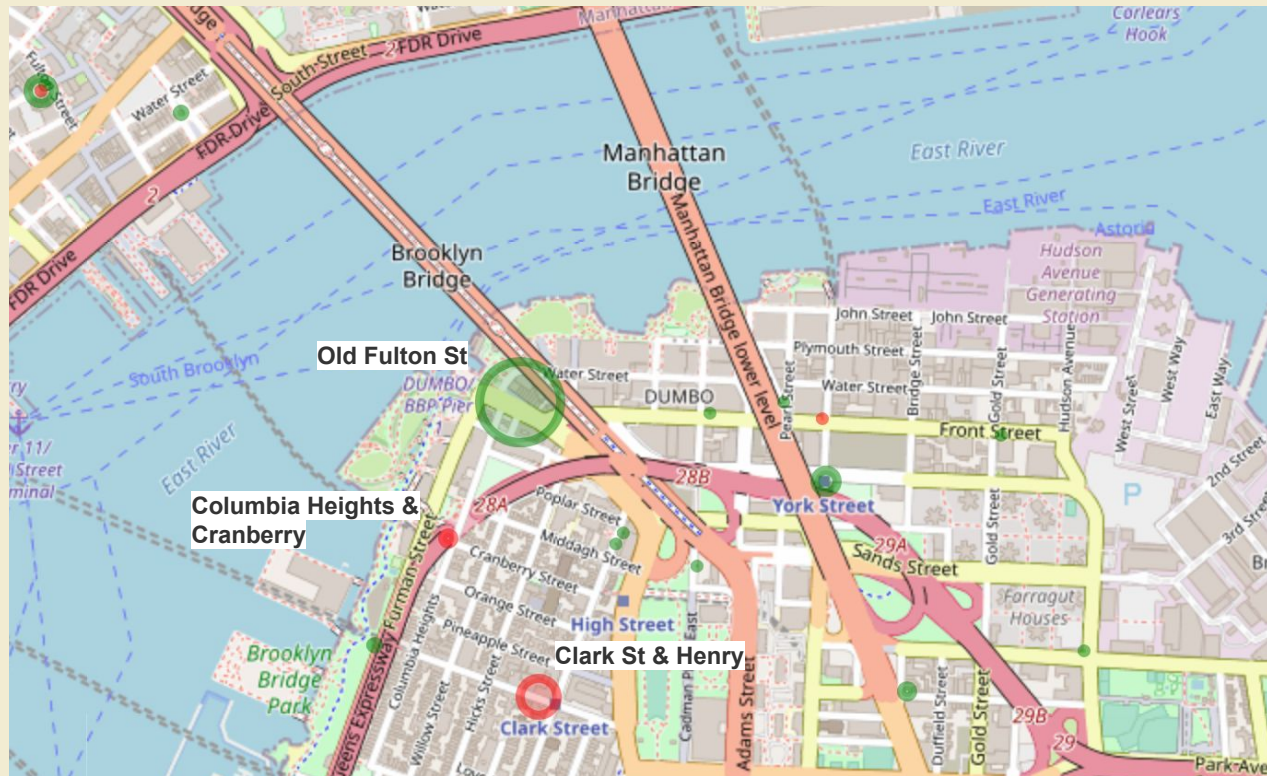


Station	Latitude	Longitude	Departures	Arrivals	Surplus
Old Fulton St	40.7028	-73.9938	278	388	-110
W 38 St & 8 Ave	40.7547	-73.9914	740	849	-109
Pershing Square North	40.7519	-73.9777	1432	1540	-108
West St & Chambers St	40.7176	-74.0132	952	1046	-94
Broadway & E 22 St	40.7403	-73.9895	1056	1147	-91

Example of a Top Surplus Station

Nearby stations
where bikes could
be dropped off
instead

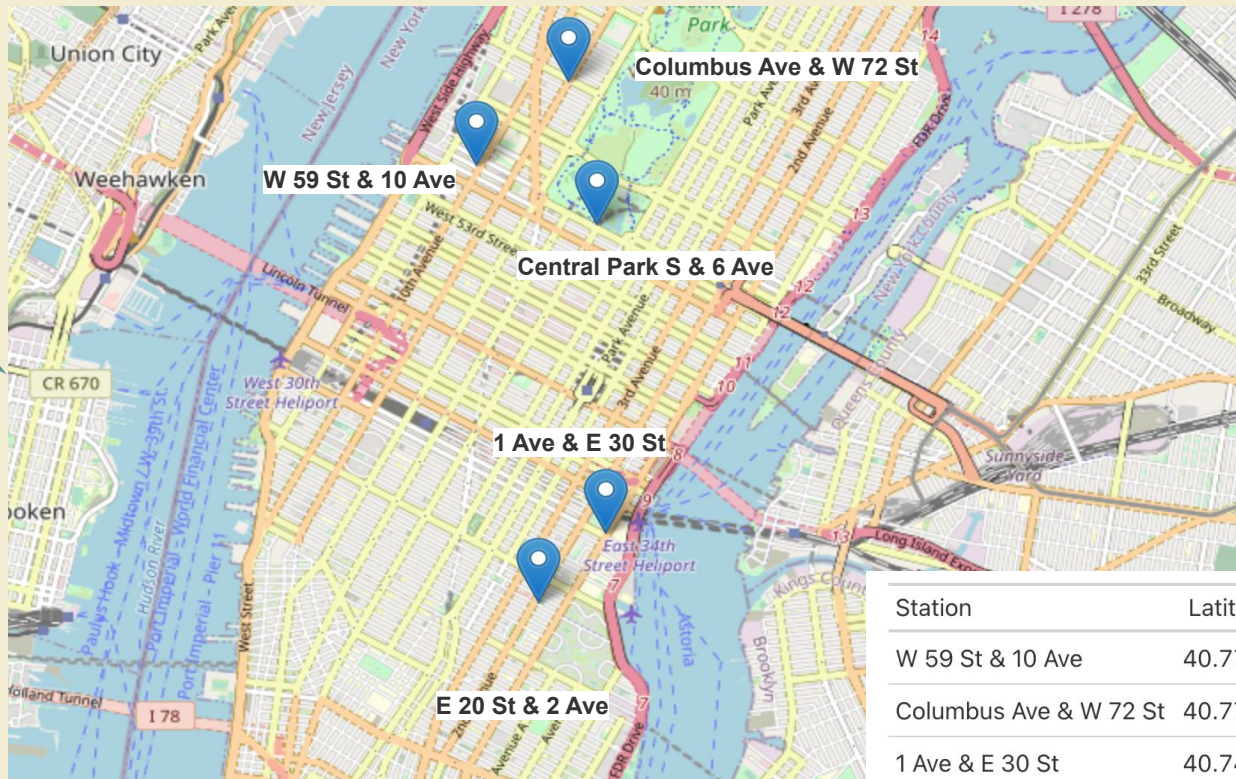
Populate empty
racks



Top 5 Stations with Deficit

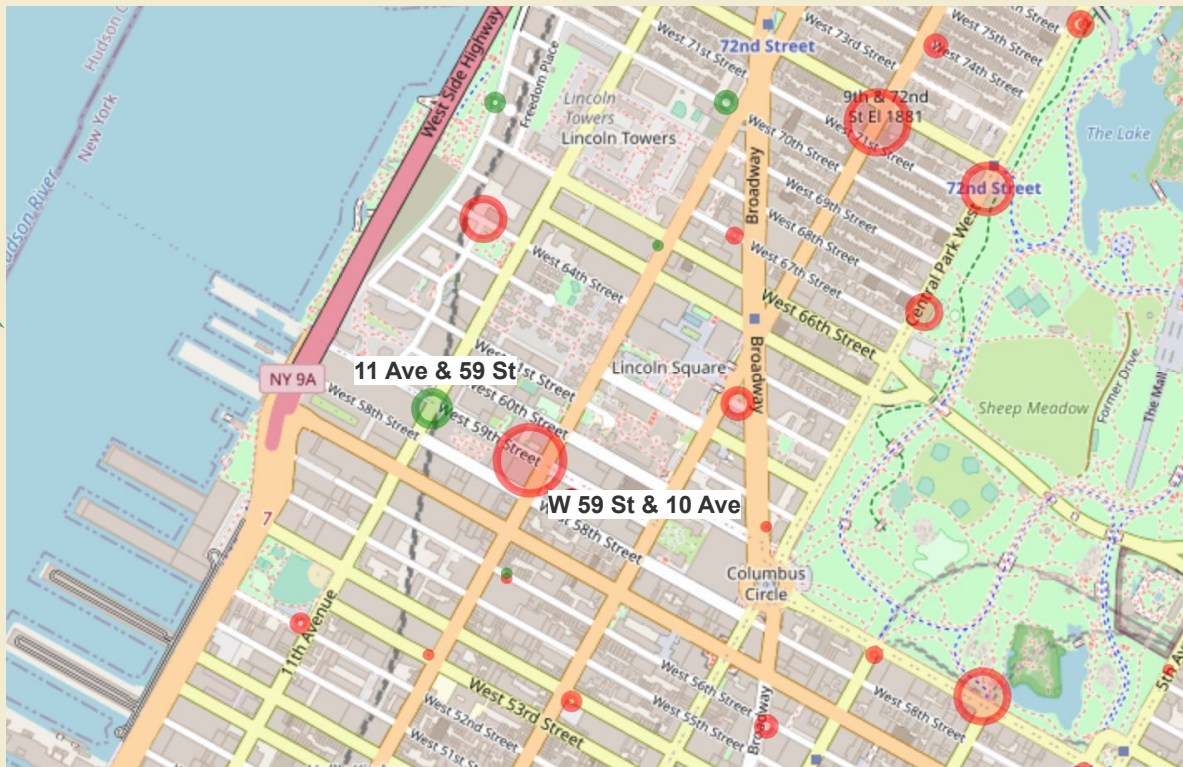


More bikes are taken
then are dropped off
at these stations



Station	Latitude	Longitude	Departures	Arrivals	Deficit
W 59 St & 10 Ave	40.7705	-73.9880	413	311	102
Columbus Ave & W 72 St	40.7771	-73.9790	582	492	90
1 Ave & E 30 St	40.7414	-73.9754	448	373	75
E 20 St & 2 Ave	40.7359	-73.9820	610	535	75
Central Park S & 6 Ave	40.7659	-73.9763	775	702	73

Example of a Top Deficit Station



Nearby stations
where bikes could
be picked up from
instead

Available bikes at
both stations



Citi Bike uses a variable pricing scheme for customers and subscribers



Single ride pricing (customer)

\$3.50 per ride for the first
30 minutes




Time based pricing (customer)

\$0.18 per minute after the
first 30 minutes



Monthly/annual pricing

\$14.92/month for unlimited
rides and 33% off E-Bikes



**How can Citi Bike
adjust pricing and
marketing to
improve utilization?**

Recommendations

1

Implement demographic – specific initiatives

Increase marketing efforts targeting women and elderly individuals, emphasizing safety initiatives to remove deterrents, in addition, offer senior discounts

2

Target certain customer types based on day of week

Improve low ridership from customers on weekdays, and from subscribers on weekends by offering discounts on bikes (for customers) and ebikes (subscribers)

3

Vary pricing strategies based on inclement weather

Lower prices/offer discounts on rainy or snowy days & days when temp is below 50 degrees

4

Manage surpluses and deficits

Incentivize riders to drop off/pick up bikes from certain stations that tend to have extra/not enough bikes available