* How many trips have been recorded total during the chosen period?
  + The total trips have been 247,584 in 2016 and 273,742 in 2017, for a total of 521,326

[RidershipGrowth]

* By what percentage has total ridership grown?
  + Between 2016 and 2017, ridership grew by 10.57%
* How has the proportion of short-term customers and annual subscribers changed?
  + Subscribers have grown by almost 12% YoY, while the number of customers decreased by 8.5%, leading to speculation that more users are now becoming long-term rather than short-term

[UserType]

* What are the peak hours in which bikes are used during summer months?
  + The top 3 hours during summer are 4 pm, 5 pm, and 7 am
  + June, July, August
* What are the peak hours in which bikes are used during winter months?
  + Coincidentally, the top 3 hours in the winter are also 4 pm, 5 pm, and 7 am

[SummerWinterHours]

* Today, what are the top 10 stations in the city for starting a journey? (Based on data, why do you hypothesize these are the top locations?)
  + The top 10 stations for starting a journey are all in Manhattan. This makes sense since most workers in Manhattan live elsewhere, and biking is another means of public transportation to get from Manhattan to the surrounding boroughs where most people live.

[Top10Starting]

* Today, what are the top 10 stations in the city for ending a journey? (Based on data, why?)
  + As stated above, the most popular stations for ending a journey are in the surrounding boroughs as most people who work in Manhattan live outside it.

[Top10Ending]

* Today, what are the bottom 10 stations in the city for starting a journey? (Based on data, why?)
  + The least popular starting stations are all in Manhattan as well, which makes sense since most starting stations are there.

[Bottom10Starting]

* Today, what are the bottom 10 stations in the city for ending a journey (Based on data, why?)
  + The least popular ending stations are most outside Manhattan, which again makes sense since the biggest number of ending stations are outside Manhattan.

[Bottom10Ending]

* Today, what is the gender breakdown of active participants (Male v. Female)?
  + The majority by a wide margin of participants are male, making up almost three quarters of all participants. The male portion increased YoY by almost one point, as did female participation from 20.39% to 20.92% YoY. However, this may not indicate that more males and females are actually using CitiBike, as it could simply mean more people are now identifying as either one, since the number of “unknown” gender decreased by almost a point and a half YoY.

[GenderBreakdown]

* How effective has gender outreach been in increasing female ridership over the timespan?
  + Female ridership has increased consistenly each month compared to last year’s month, except for September where ridership fell by just less than a point.

[FemaleRidership]

* How does the average trip duration change by age?
  + The trip duration is generally higher in the late teens/early 20s age range, with the longest duration achieved by 21-year-olds. The other ages are about the same trip duration, except for 44-year-olds, who have the second highest trip duration, and 73- to 74-year-olds, surprisingly.

[AgeTrip]