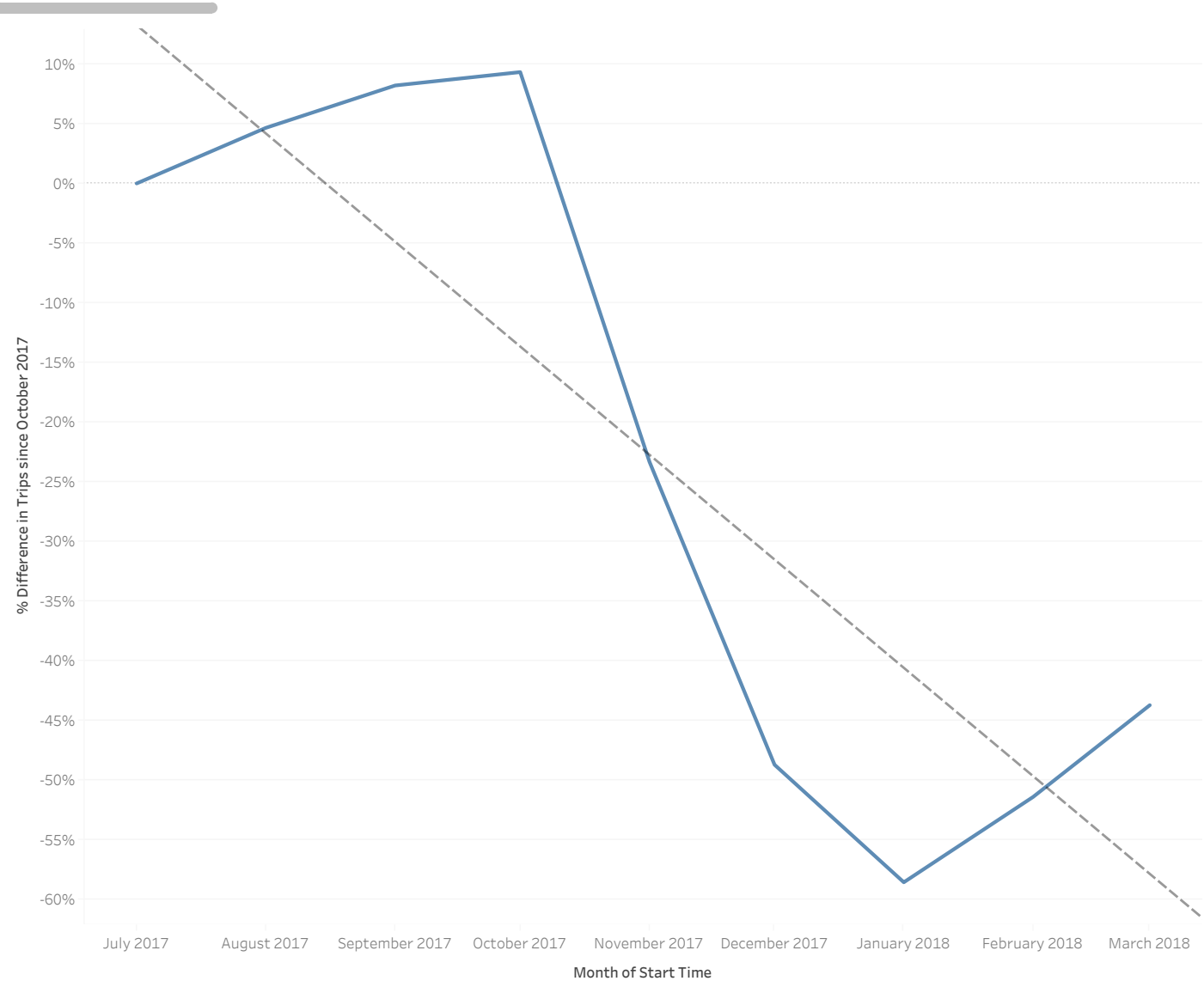


CitiBike Ridership Analysis

RiderShip has seen 50% decrease from July 2017 which is likely due to the winter months.

Ridership is large contributed to subscribers as it represent 85% of total rides. Additionally, as we move into the winter months, subscribers representation increse to 96% of total rides.

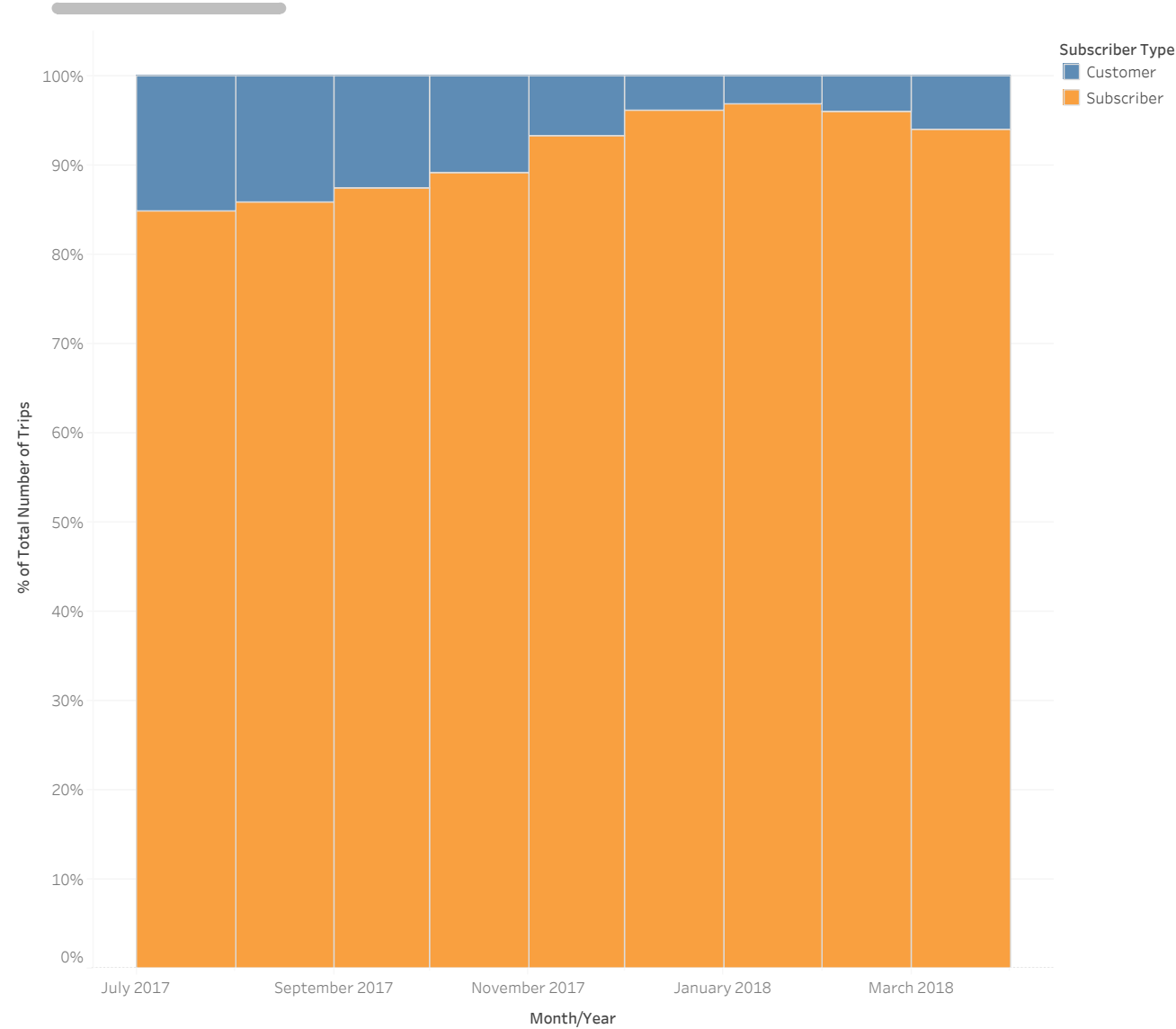


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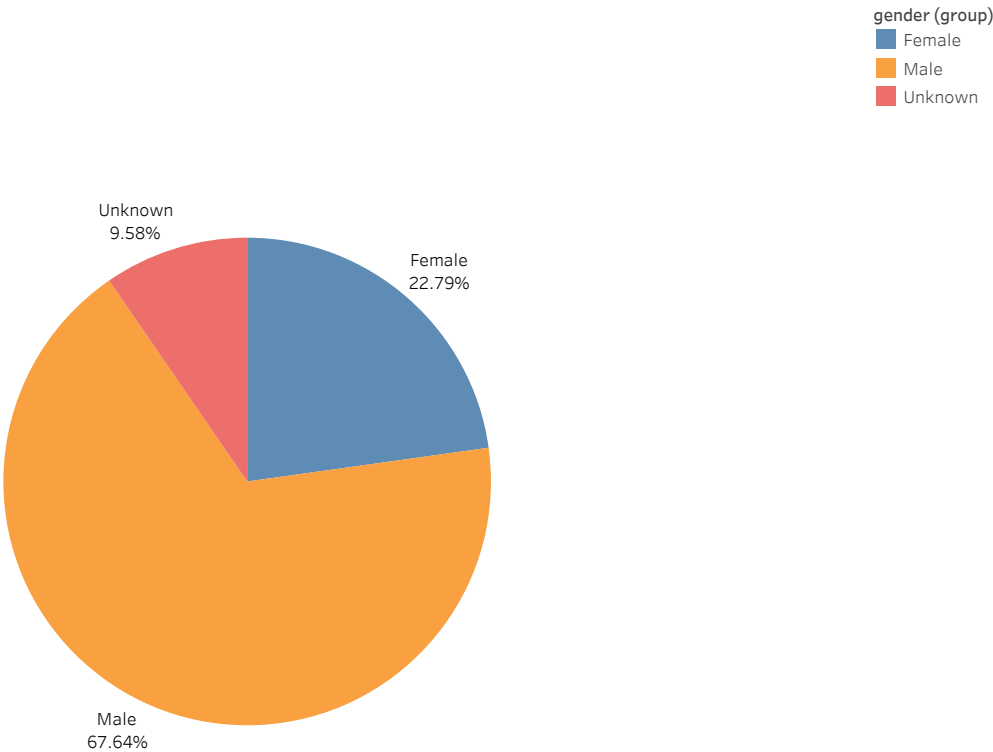


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Female Ridership decrease by 50% during the winter months which is average.

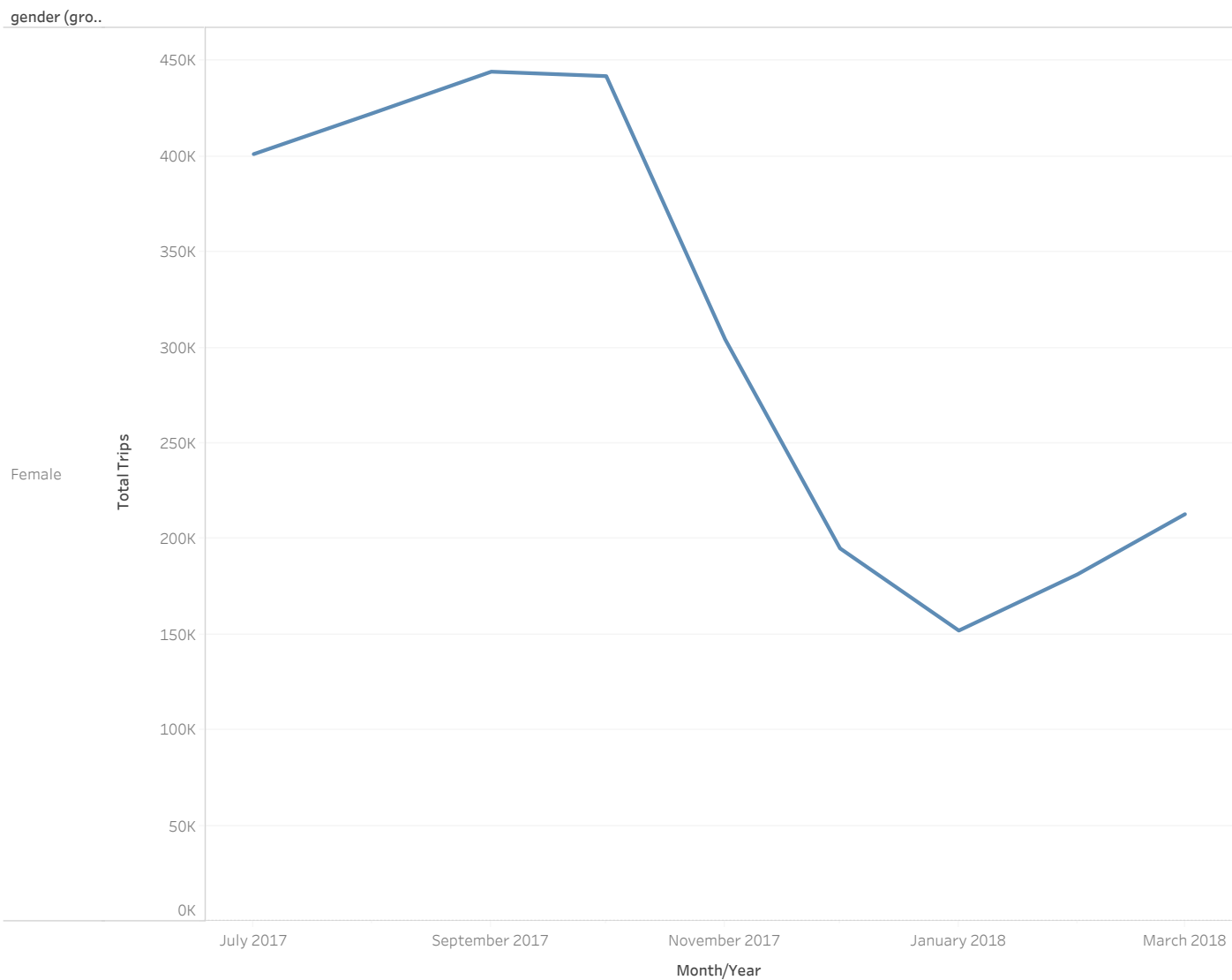


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Peak Hours during the summer is during commuting hours.

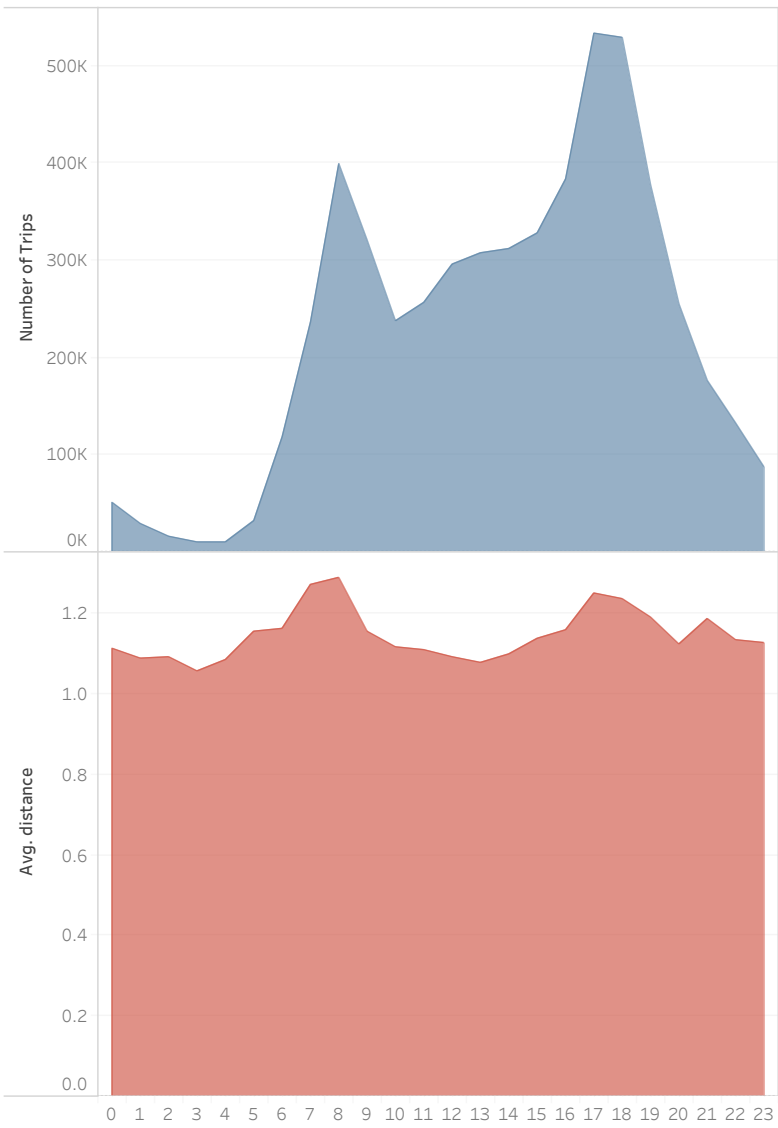


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Female Ridership decrease by 50% during the winter months which is average.

Peak Hours during the summer is during commuting hours.

Peak Hours remain unchanged during the winter months.

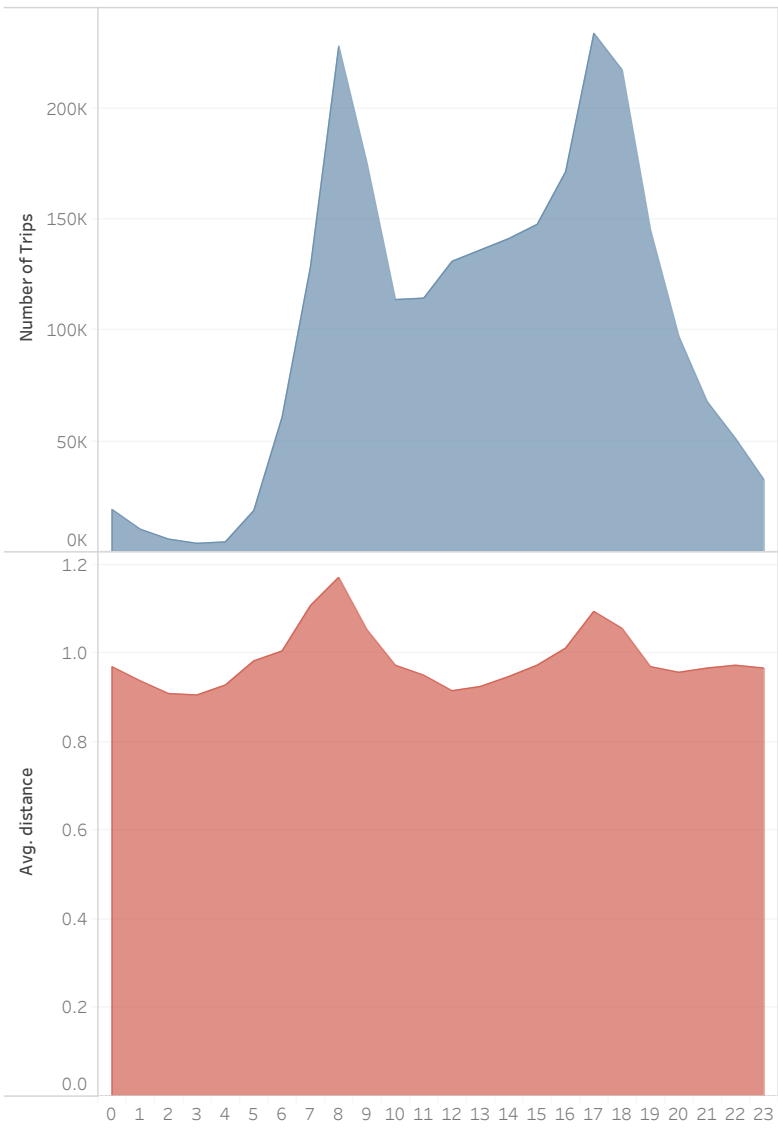


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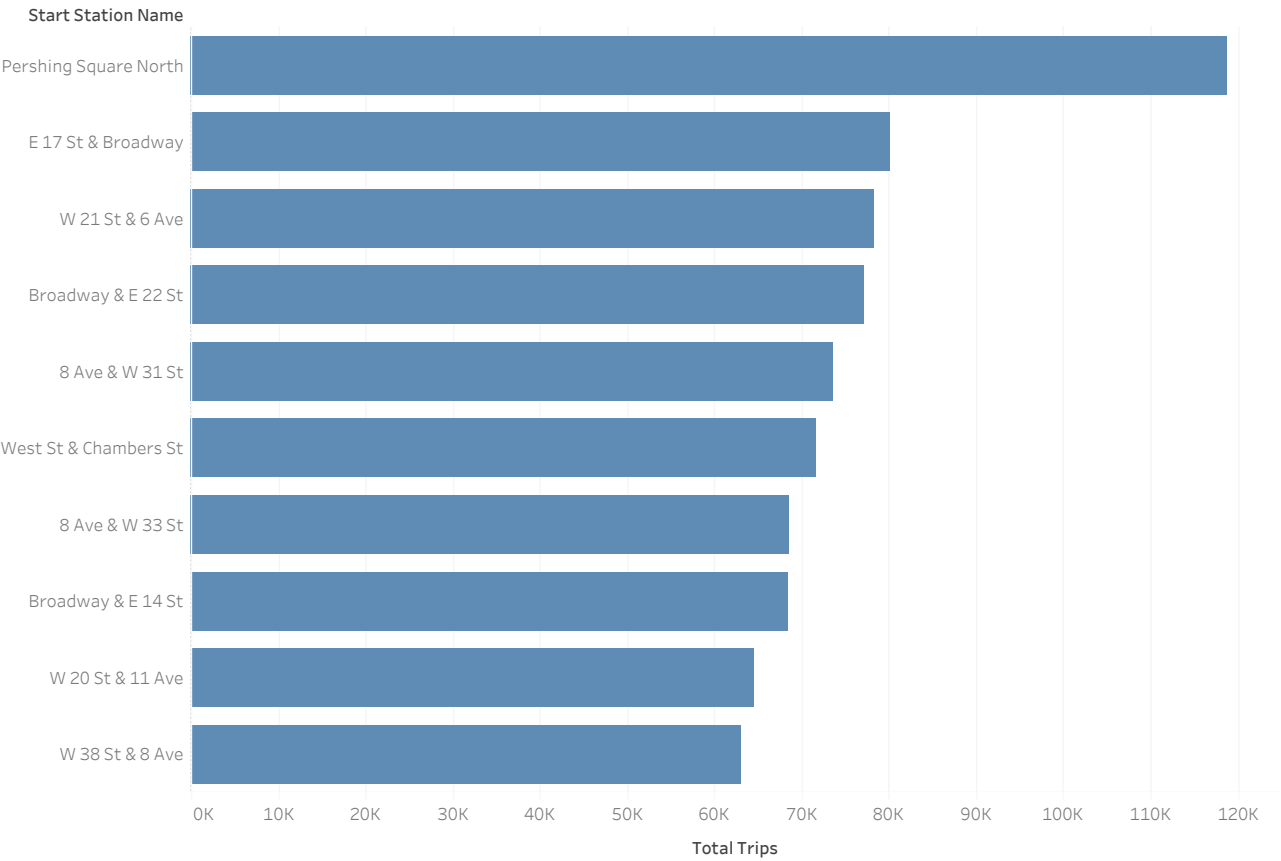


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Peak Hours remain unchanged during the winter months.

The most active start station consisted of stations which were in close proximity to major transportation which is inline with the peak hours for rides. Same is true for end stations as well.

Most Active Stations over time with population overlaid.

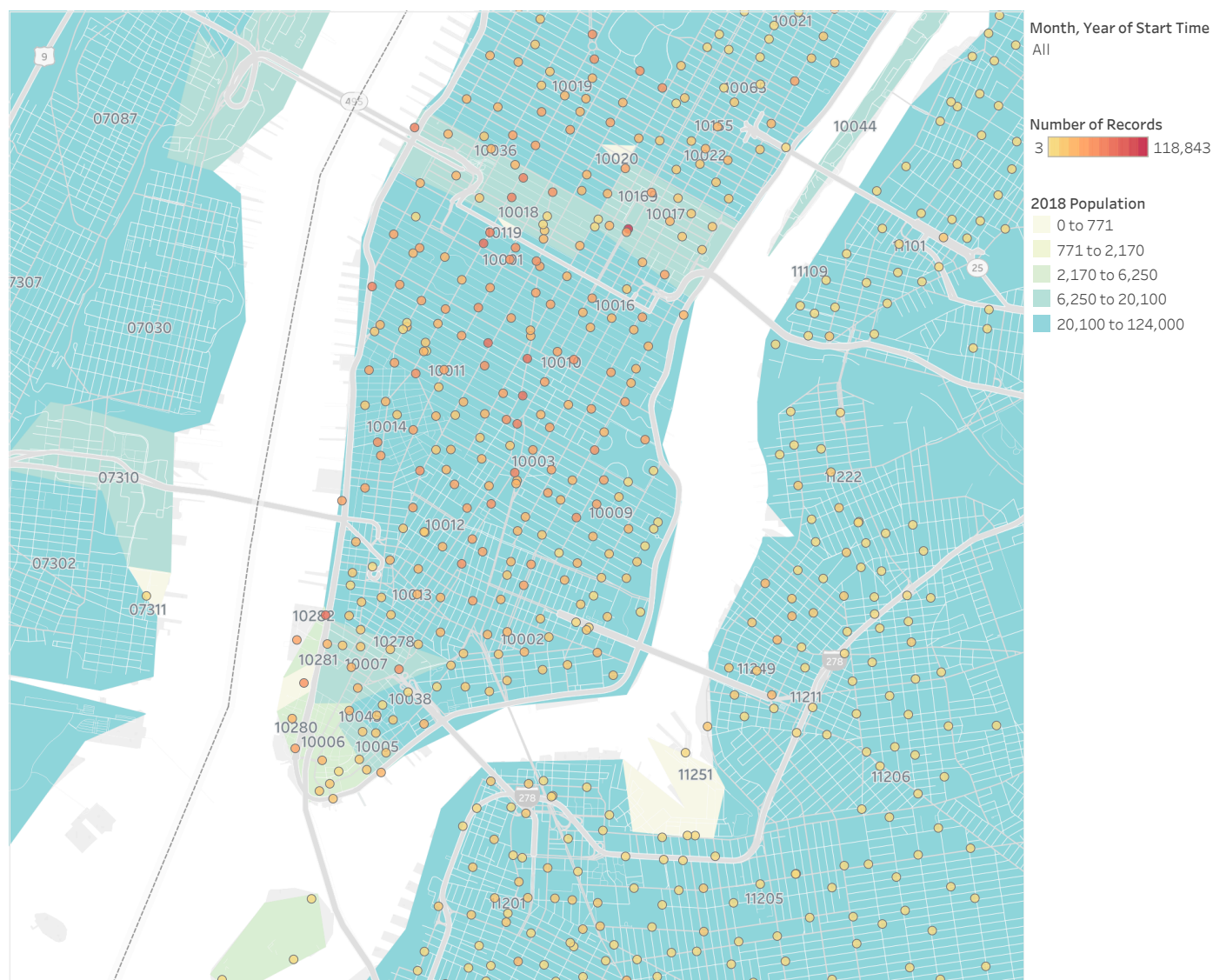


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Younger Demographic tend to take longer rides than the older demographic.

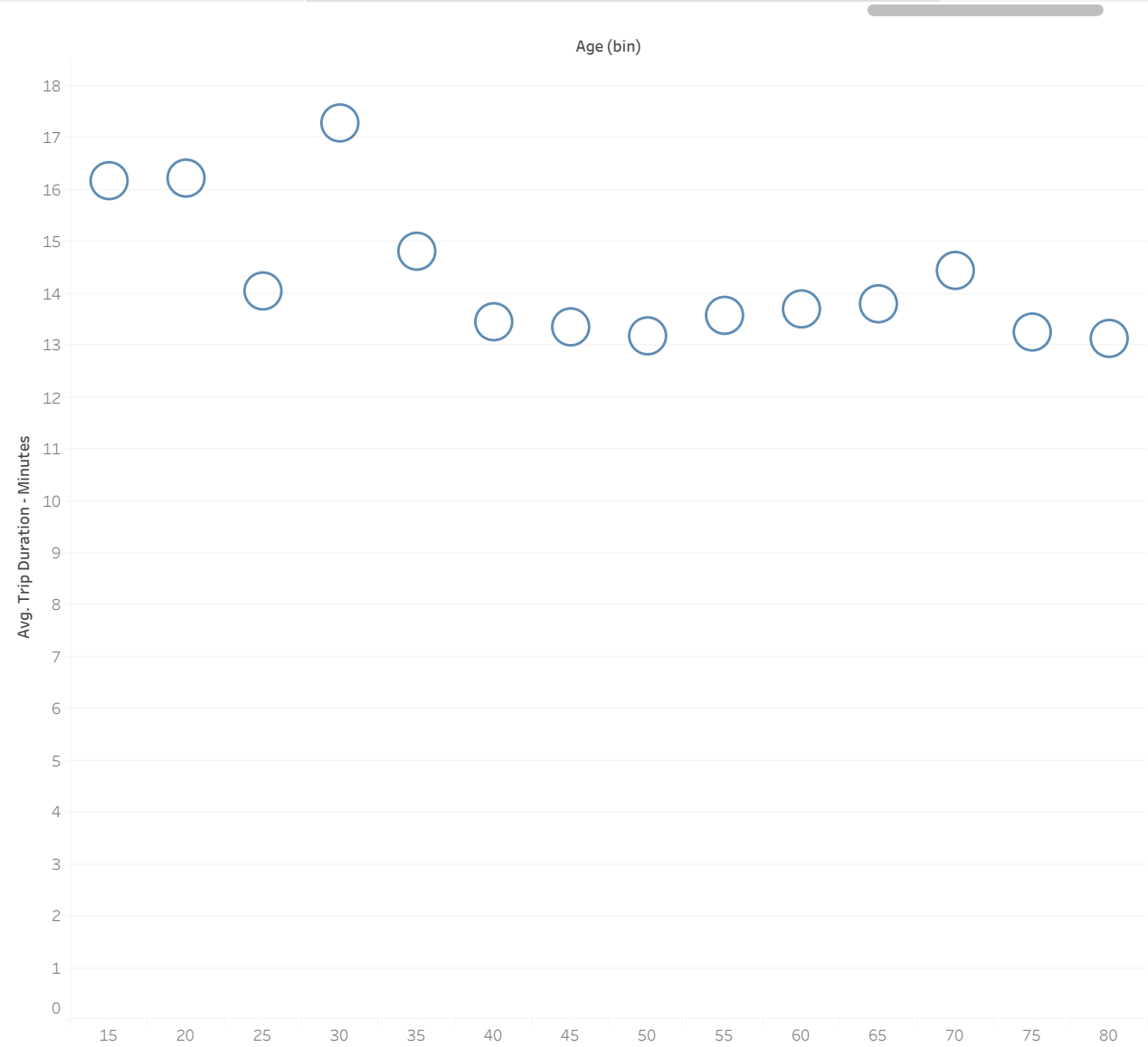


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Younger Demographic tend to take longer rides than the older demographic.

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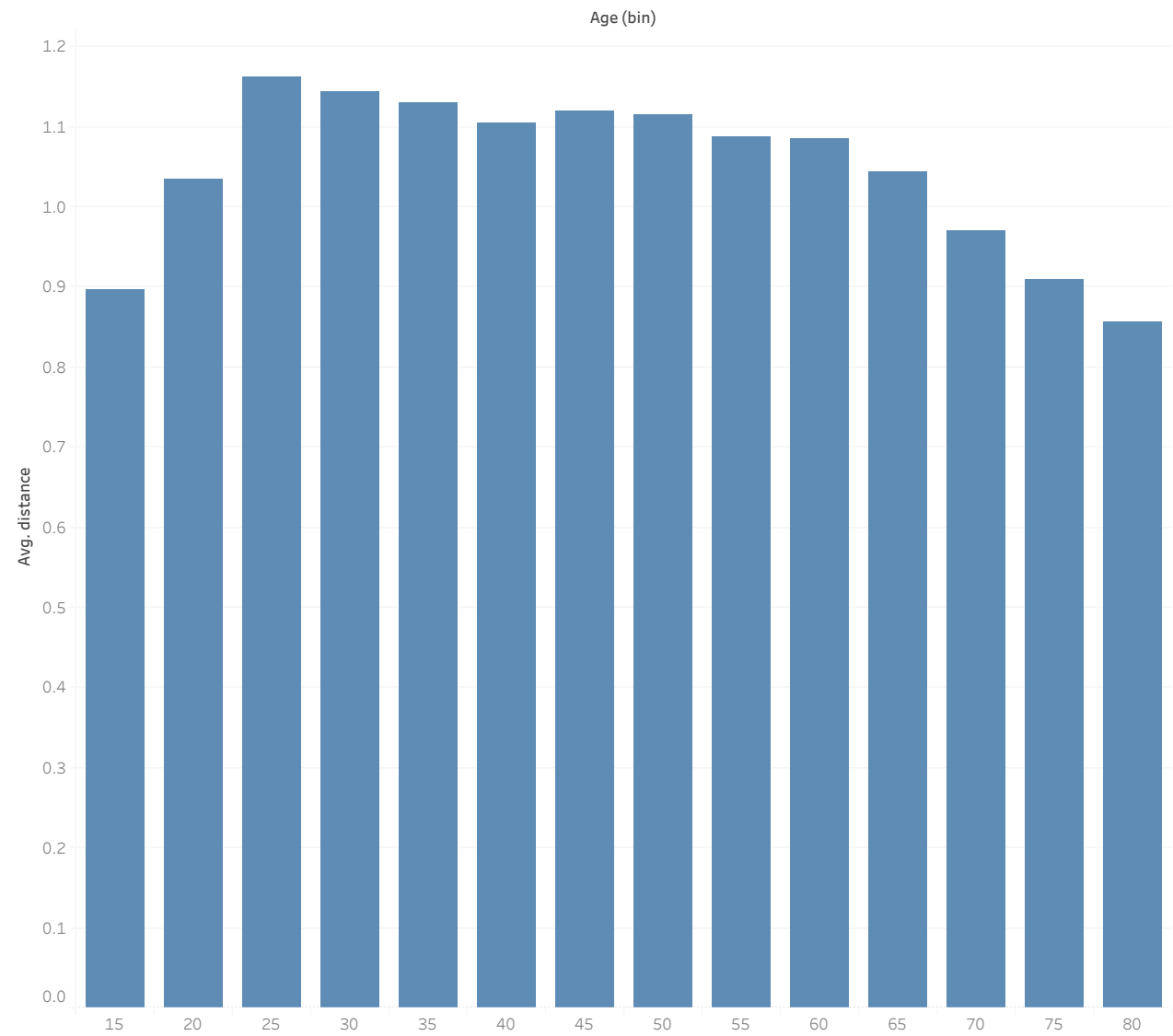


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