

Citi Bike Data Analysis

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Project Goal:

- *To better understand the behavior of Citi Bike's customer base (both one-time users and subscribers) and how they use Citi Bikes*
- *This will help us to:*
 - *Identify where more bikes should be installed*
 - *Create targeted marketing campaigns that will appeal to different customer segments*

Key questions:

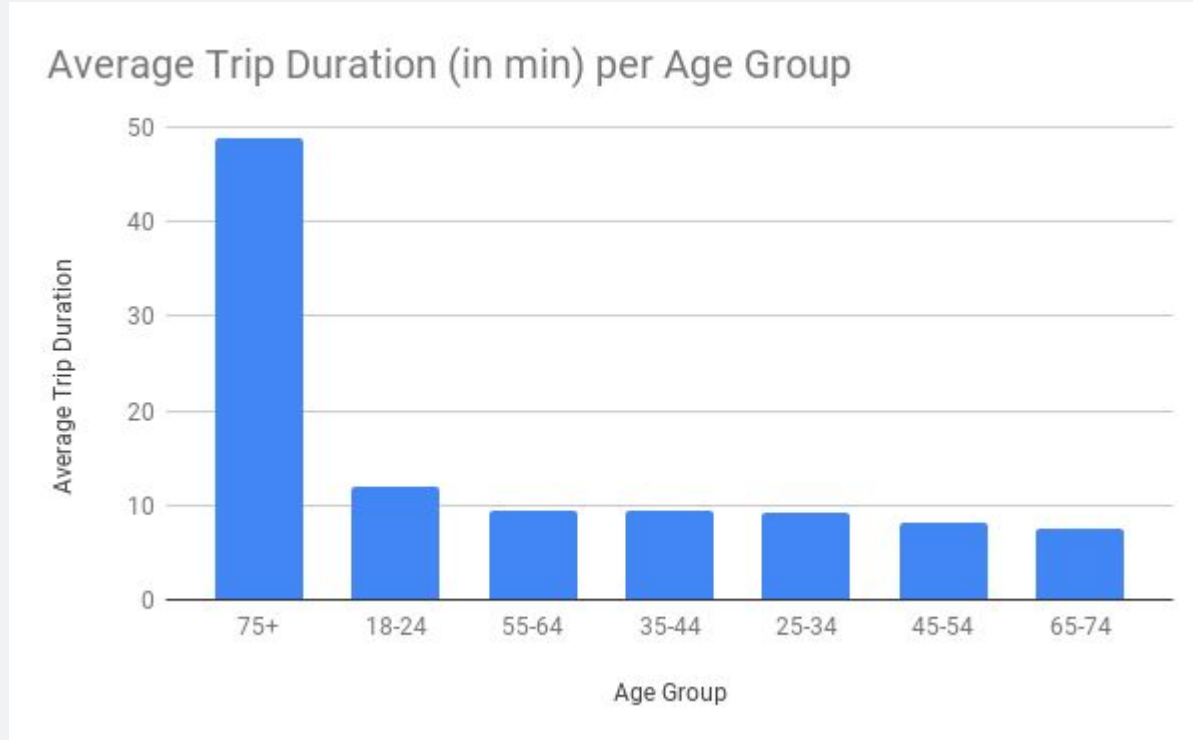
- What are the most popular pick-up locations across the city for Citi Bike rental?
- How does the average trip duration vary across different age groups?
- Which age group rents the most bikes?
- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?
- Does the factor of user age impact the average bike trip duration?

Findings & Insights

1. What are the most popular Citi Bike pick-up locations?

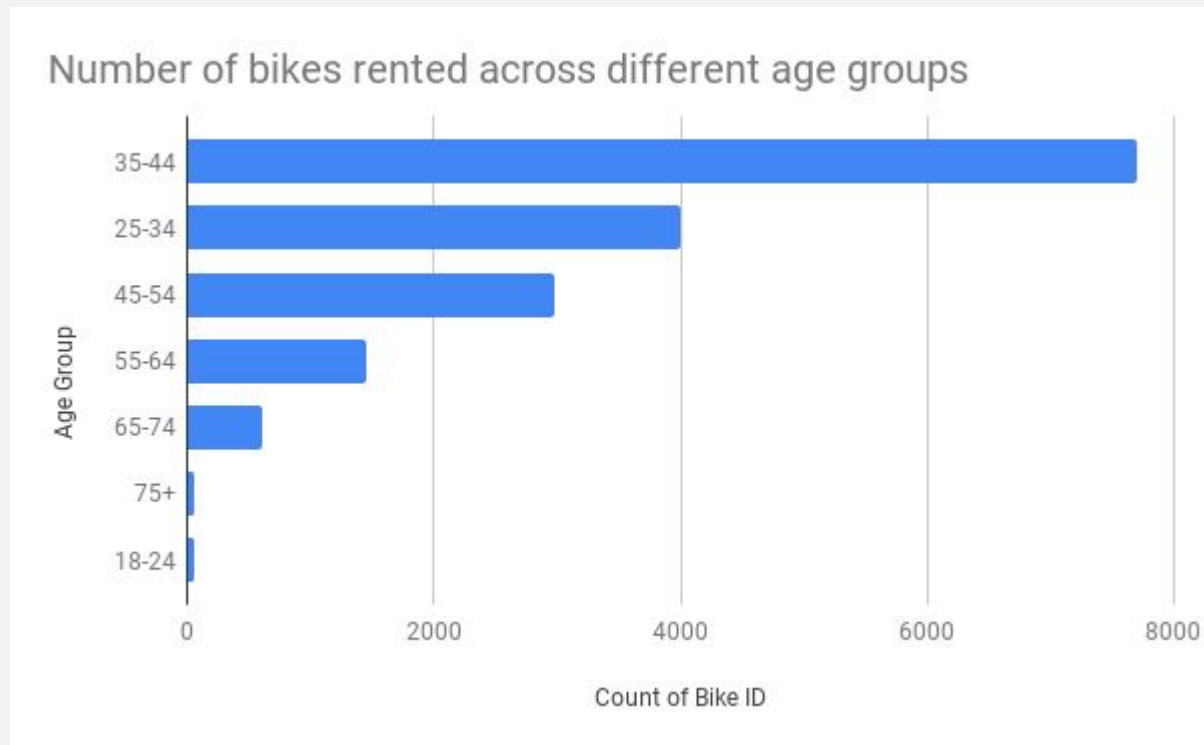


2. How does the average trip duration vary across different age groups?



The graph shows us that the 75+ age group have the highest average trip duration but people between 65-74 have the lowest

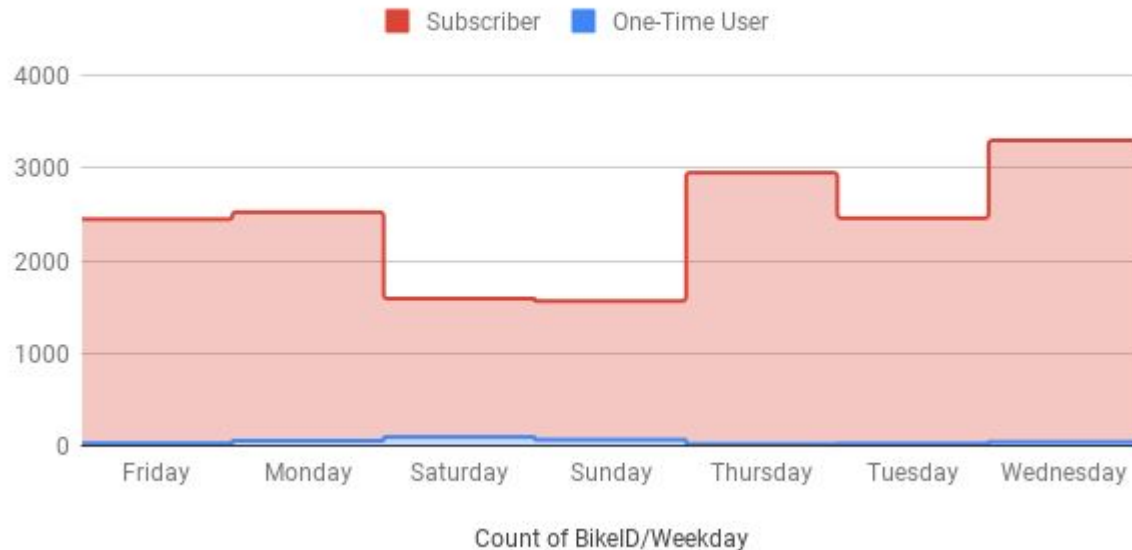
3. Which age group rents the most bikes?



People between the age group of 35-44 rented more bikes with the least age group being 18-24 years

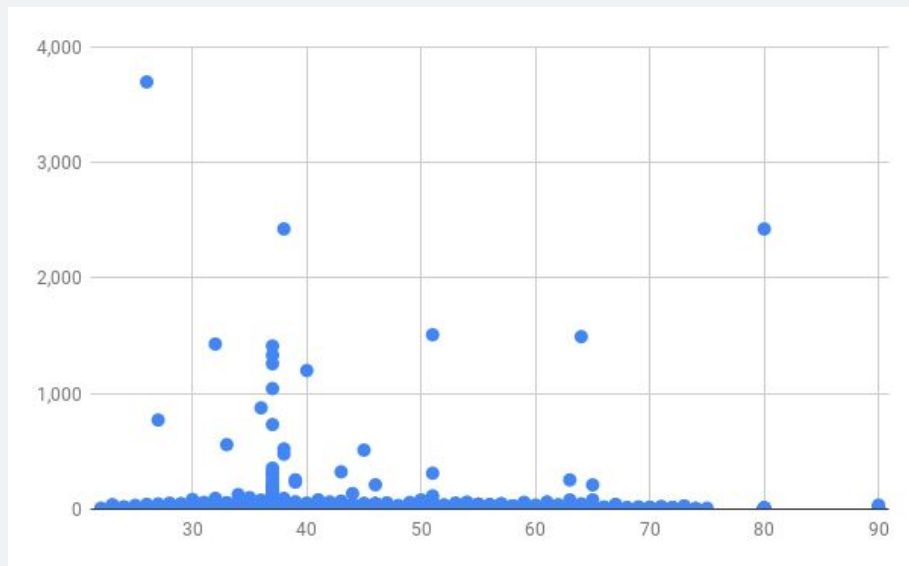
4. How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

Number of bikes rented by one-time users and subscribers on different days of the week



The graph shows that subscribers use the bikes more in comparison with one-time users

5. Do factors like weather and age impact the average bike trip duration?



There appears to be no correlation between user age and trip duration

Summary

Summary of findings:

- **Top 5 pick-up locations for bikes:**

- *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*

- **Customer base:**

- *The age group of 35-44 years old rented the most bikes*
- *Subscribers use the rental service more in comparison to One-time users*

- **Citi Bike customer behavior:**

- *People between the age group of 65-74 and 25-24 on an average, take the shortest trips*
- *People over 75 take the longest average trips*

Actions & Recommendations

Recommended actions:

Product recommendations:

- *Install more bikes at Grove St Path, Sip Ave, Newport Path, Newark Ave, Van Vorst Park.*

Marketing recommendations:

- *The Citi Bike customer base is mostly **subscribers** aged between 35-44 who are most active during the weekdays. This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.*

Thank you!