**DELIVERABLE 3**

**OVERVIEW OF THE ANALYSIS**

This data analysis project aimed to analyze a CSV data set on the Citibike NYC for August. This was with their aim to put together a proof-of-concept idea for a business proposal for another location to start this business. This location is in Des Moines, Iowa area. The analysis from NYC would help investors to make a major decision if this business is worth investing in in the area of Des Moines.

The stories created in Tableau can be found here (based on the challenge)

<https://public.tableau.com/app/profile/reno4875/viz/NYCStory_Assignment/NYCStory>

Stories created for the module can be found here <https://public.tableau.com/app/profile/reno4875/viz/NYCCitiBike_16584594378890/NYCStory>

**RESULTS**

**Checkout times for Users**

Chart

Description automatically generatedFrom this graph, we can interpret that most people want to ride their bike for 5 minutes and very few people ride it for 60 minutes or an hour.

**Checkout Time by Gender**

Graphical user interface, application, table, Excel

Description automatically generatedFrom here we can understand that most of the customers are Men

**Trips by Weekday for Each Hour**

A picture containing graphical user interface

Description automatically generatedWeekends seem to be the busiest, especially during daylight hours

**Trips by Gender**

Graphical user interface, application, PowerPoint

Description automatically generatedFrom here, we can see that Men are the majority of the bike users and they use them mainly on weekdays. Also, we can see that unknown user prefer weekends.

**Trips By Gender by weekdays**

Customers prefer to use the bike during weekends and subscribers prefer to use it on weekdays.

A picture containing background pattern

Description automatically generated

**Gender Break down**

This pie chat further validates that it is men that use the bike sharing services much more than women.

Graphical user interface, application

Description automatically generated

**SUMMARY**

The bike sharing data analysis conducted for NYC shows that there is a good rate of success or probability that a similar business such as this will be successful if started in Des Moines. Bike sharing is in high demand and preferred by many to tour busy locations

It’s got a high demand during summer times and is mainly used by men.