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Tableau Homework

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Analysis: How do patterns in ridership change from Winter to Summer on shared bikes in NYC?

Data: Complete ridership log from January 2019 vs. Complete ridership log from June 2019

Question:

1. How heavily impacted is the number of riders over each of these months?
2. Does the number of subscribers vs casual riders change?
3. Is the duration of a trip longer or shorter?
4. Are riders younger or older?

Answers:

1. The January ridership shows that 967,287 total rides were taken during the month. The June ridership jumps all the way up to 2,125,370 or a 119.7% increase, which shows that a significantly greater amount of trips are taken during the summer.
2. The number of riders who are customers increases by over 900% from winter to summer, while the number of subscribers increases less than 100% between the two periods.
3. Average trip duration increases from ~13 minutes to 18.5 minutes.
4. Riders tend to be younger during the summer, as shown by the spike in riders born from 1980-1990, which is not present in the winter.