1. The first significant finding I saw in the data is who our target demographic should be. I was expecting to find more people in their 20’s in our top age group. However, I found that our most active users were born between 1980-1986. This made me think more about our target in terms of gender. I found that males take more rides, but our most profitable rides come from females. They tend to take longer rides by males by an average of 150 seconds. There may be an error in this part of the data because the people that put unknown gender double the average ride of both males and females.
2. The second key finding was our top locations and hours. I expected that our most active times would be during rush hour. This part was true. However, our top locations were not just heavy corporate areas but also in Brooklyn and tourist attractions like Times Square. This may be due to tourists not understanding the public transportation or wanting a more scenic way to travel. In any case, I think it is worth exploring more into the times and who is using our bikes.