

# Capital Bike Share EDA

Analysis of station utilization

# Agenda

1. KPI
2. Dataset
3. Station utilization
4. Areas with less utilized stations
5. Further steps
6. Questions

# KPI

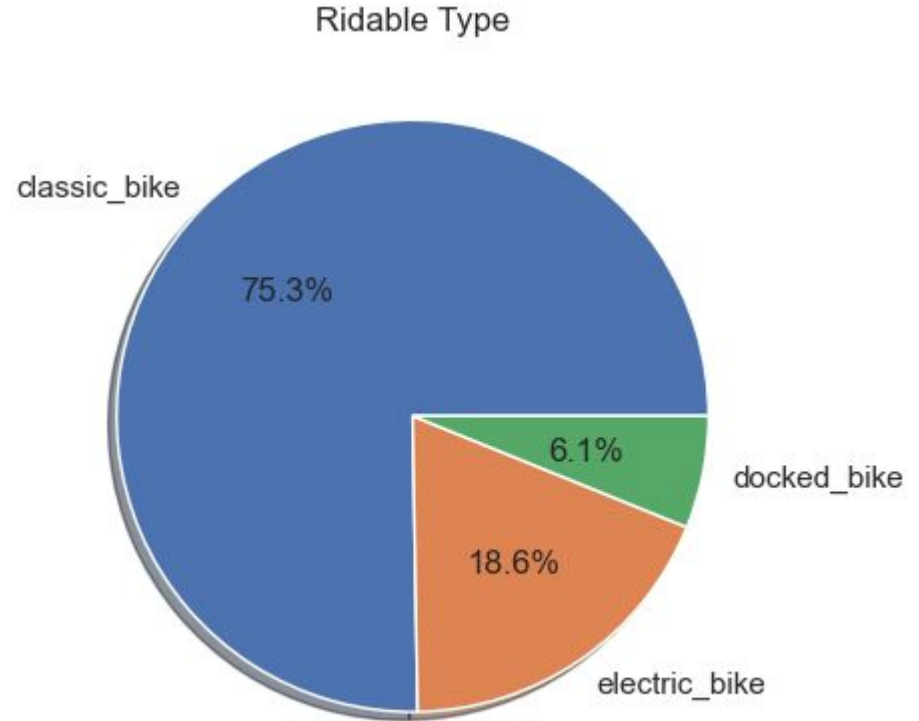
Increase utilization of bike stations in 2024 to better allocate financial resources of CBS.

# Data set

- The data includes the timespan from **2021-01-01** to **2023-06-30**
- CBS has **748** unique active stations in the Washington DC area
- **710** of them has been operating in that time window for at least **6 months**
- There has been **8.180.624** unique bike rides in that time

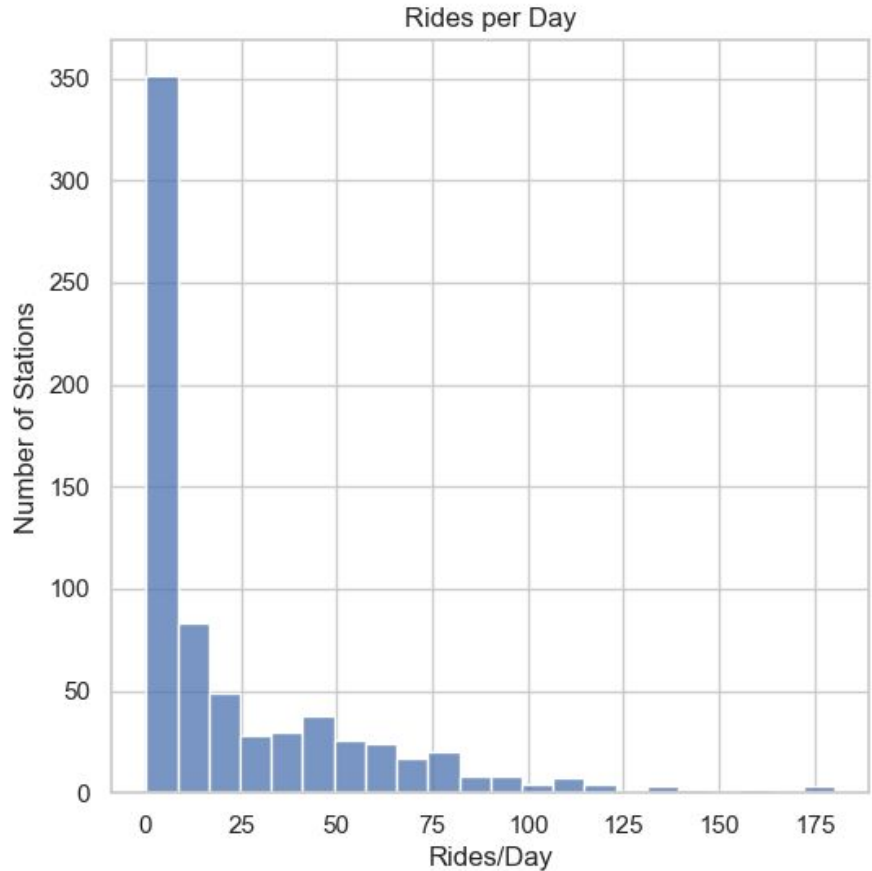
# Station utilization

- Most of the rides are still done on classic bikes that need stations
- Electric bikes also can use stations



# Station utilization

- The average rides a day for a station is around **24.44**, but the median only **8.58**
- **70** out of the **710** stations have **less than 1 ride per day**



# Areas with less utilized stations

- Shady Grove (industrial area with Metro station and lots of car parking)
- Derwood (area close to medical facilities)
- White Oak (small home residential area)
- Tysons (commercial area)
- Reston (residential area)
- District of Columbia/Maryland border

## Further steps

1. Investigate what is the reason that stations in those areas are not used as often.
2. Implement a strategy to either increase the utilization of those stations (if possible) or remove them to save costs.



Questions? Suggestions?

Thank you!