After combine all of the 2020 data, I was able to then analyze and begin visualizing in Tableau. Based on the Start/End stations and the map visualization, we can determine that Grove St PATH is the most utilized station. It is also the most central hub station within the given area for CitiBikes. Being the most central and utilized station, all of the surrounding stations higher counts of trips and these continue to decrease as the station is further away from the Grove St PATH Station.

As far as rides during 2020. As one might expect the summer months saw a higher number of rides than any of the other months which is most likely attributed to the warmer weathers. One interesting phenomenon that we could note was the sharp decrease of rides we see in April despite the weather warming up. This could be attributed to the start of the COIVID-19 pandemic where the country began to shut down.

Finally, looking at the customer base, younger customers are taking longer rides on average. Males make up the majority of the Subscriber demographics, but customers it is a little harder to determine because so many are classified as ‘Unknown’.