In order to keep the data small enough for Tableau Public, I decided to review data from the first half of 2019, figuring that a 6-month time span would be sufficient for seeing some trends.

City Official Map Analysis:

After reviewing this dataset, it appears that the most popular stations (in this case, popularity is the count of the station ID in the dataset) are in Manhattan. When you zoom into the map, you can see that the darkest circle is at Grand Central Terminal. One possible reason for this being the most popular station is that there is a high volume of foot traffic in this area, particularly among tourists. Based on this conclusion, it could be reasoned that other popular stations are in other popular tourist and high foot traffic areas in Manhattan, such as Central Park.

Trip Durations by Starting Station:

Along with looking at stations by popularity, I also wanted to further explore stations that had the highest total trip durations and stations that had the highest average trip durations. I did this by looking at just starting station locations and getting the sum of trip durations per starting station, and then getting the average of trip durations per starting station. Since the maps are shrunk when put on a dashboard, I decided to change the circle size and color based on these trip durations.

An interesting observation with the average trip durations map is that while the station with the highest average trip duration is in Manhattan, the station with the second and third highest average trip durations are farther from the city center. This makes sense if people tend to ride bikes into Manhattan from bike stations on the outskirts of the city limits.

Trip Durations by Gender:

The data gathered by Citi Bike had gender set up as 1 = Male, 2 = Female, and 0 = Undefined. In order to make this piece of data understandable, I added a field called "Sex", which is an analysis of the gender field with IF statements to change the 0s/1s/2s to N/A, Male, and Female.

I filtered out the N/A under the new "Sex" field in order to try to show just male and female numbers. I did not want the data skewed by users who did not fill out this field. It appears that males have a greater number of trips and higher total trip duration than females, while females tend to have higher average trips than males.