

Citi Bike Analysis

The data analyzed was for rides taken in June of 2021.

Story

The story starts by walking through the details of membership for the riders, looking at whether they were a member or a casual user at a macro level and then in more depth based on the day of the week for each group and the peak hours for beginning a ride.

Moving to the Member Map, we can see the difference in popularity between stations for members compared to casual riders. Casual riders appear to use the stations that are farther North and members appear to use stations that are farther South.

Next, I looked at the usage by Bike Type (Docked Ebikes and Classic Bikes). While the average distance per ride was not really impacted by the type of bike, the Ebikes are more popular.

Looking at the Bike Type Map, the bike type does not appear to have an impact on the popularity of a station, meaning people are likely prioritizing finding a station close to them over a specific bike type.

Lastly, when we look at the Member type compared to the Bike type, we see that Ebikes are used more for both types of riders, indicating that there is likely a higher volume of Ebikes total in the city (although I did not have data to confirm this). We also see that Members use the bikes more frequently during the week while casual riders see a large increase in usage on the weekends.