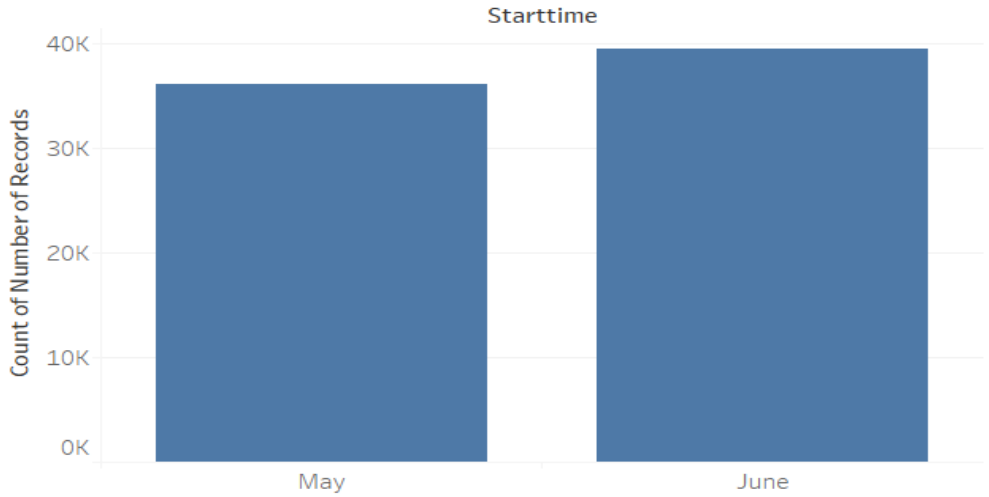
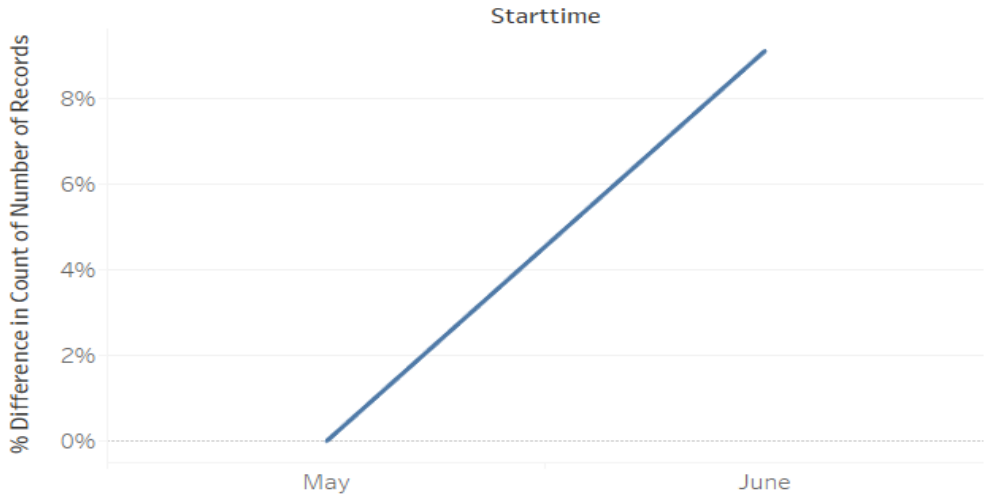
Citi Bike Analytics

Lebe Anonyuo Iwu

Trips Recorded

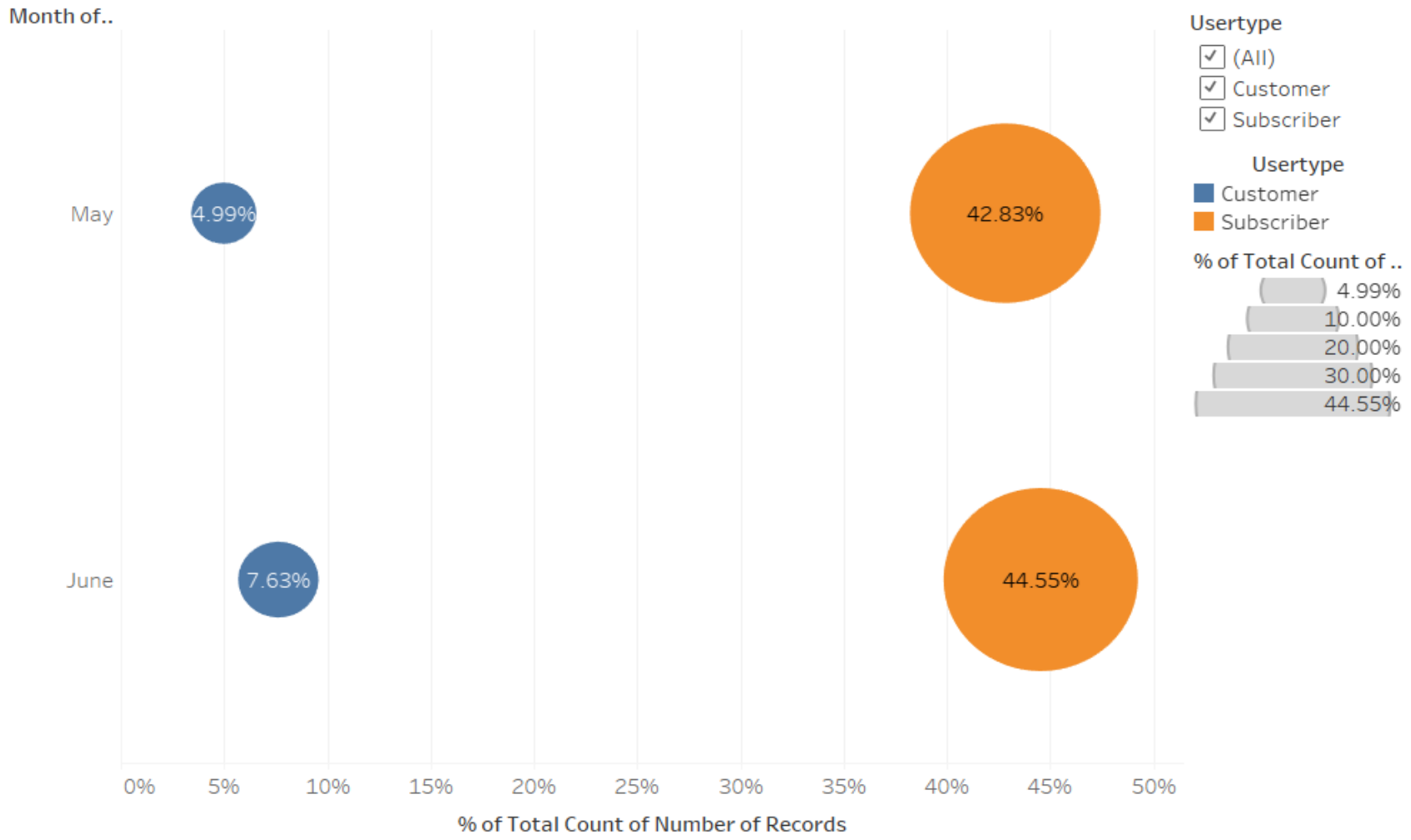


Ridership Growth



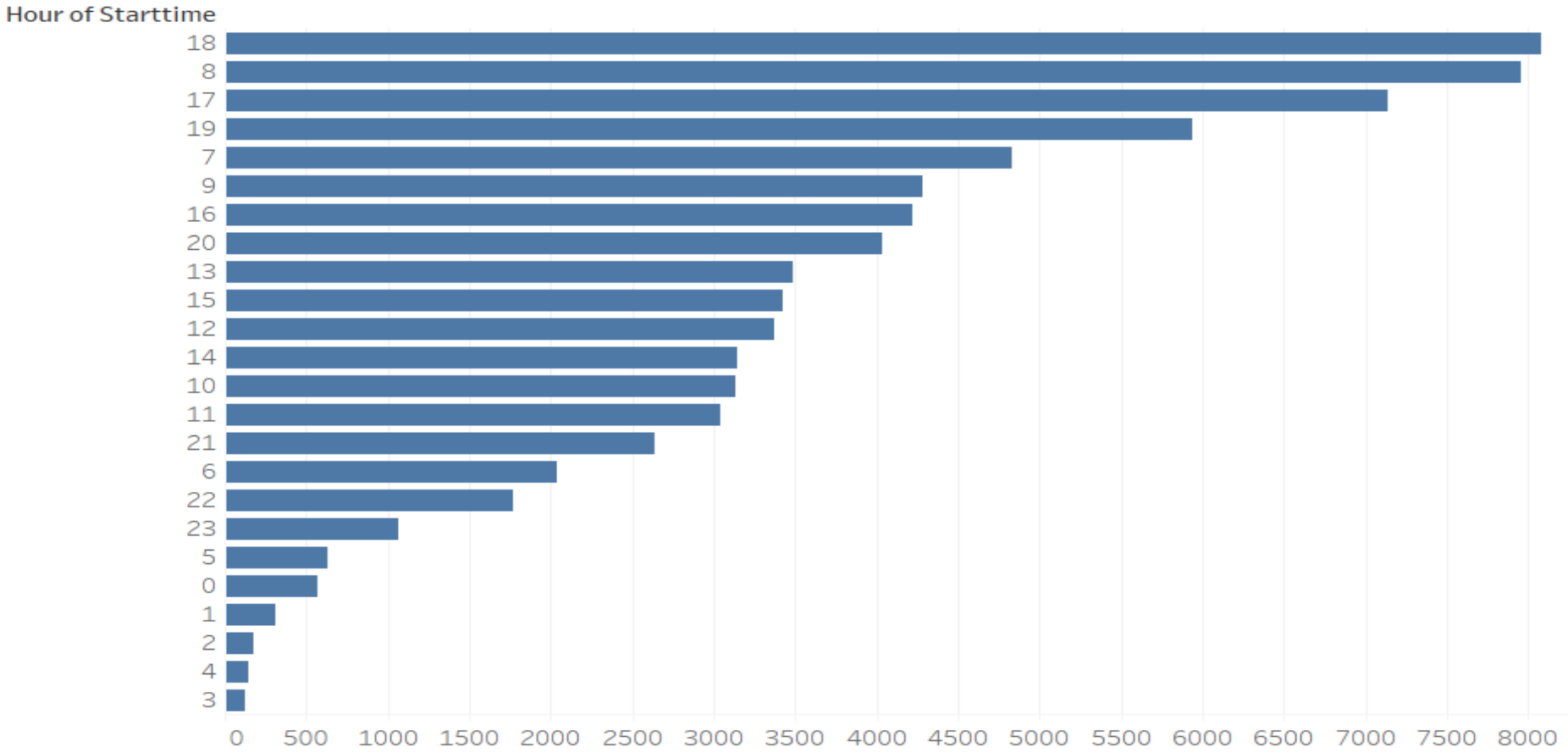
Change in Short-term customers and Annual Subscribers

Both Short-term customers and Annual Subscribers are increasing over time



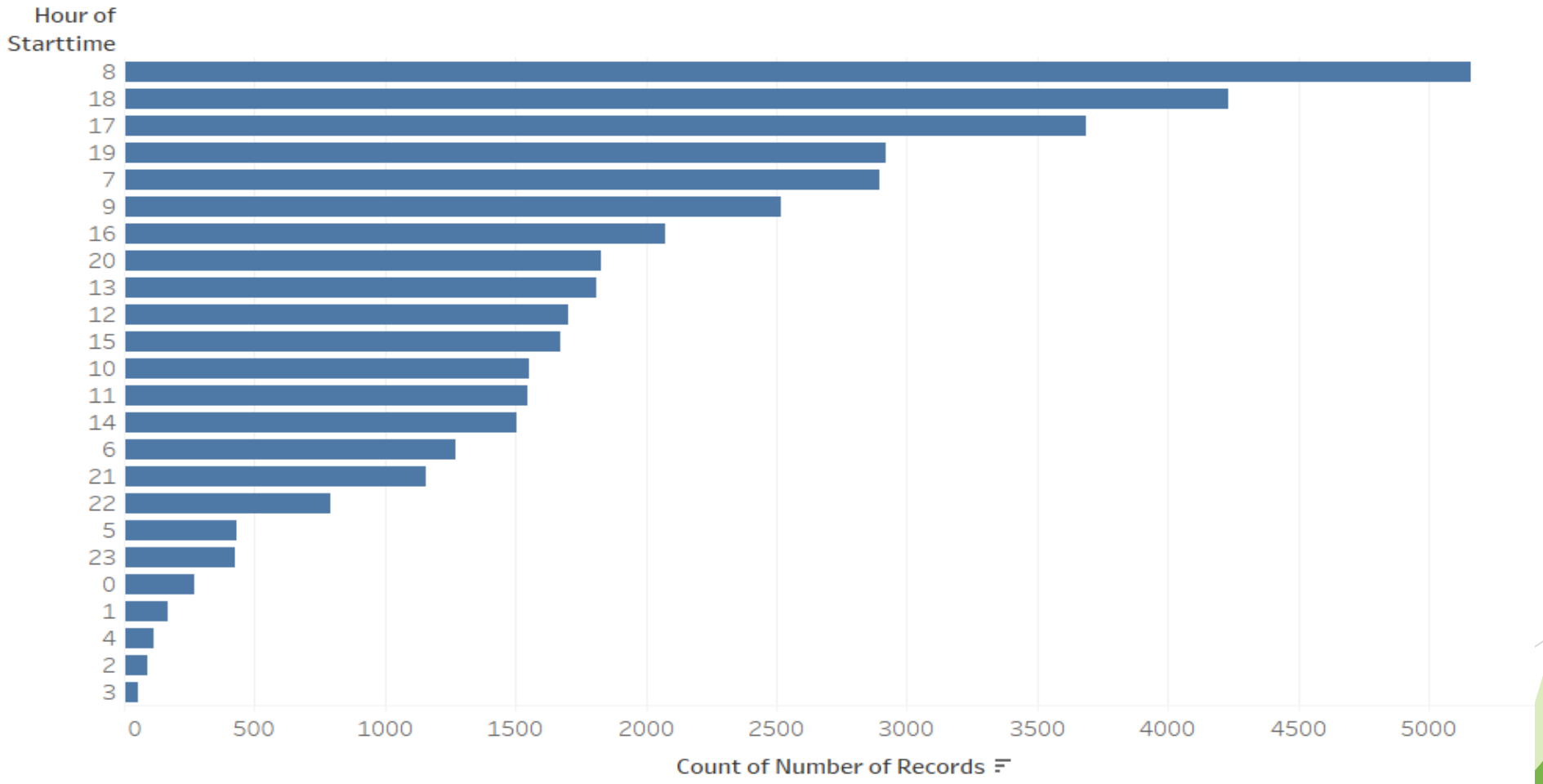
Peak Hours during the summer months

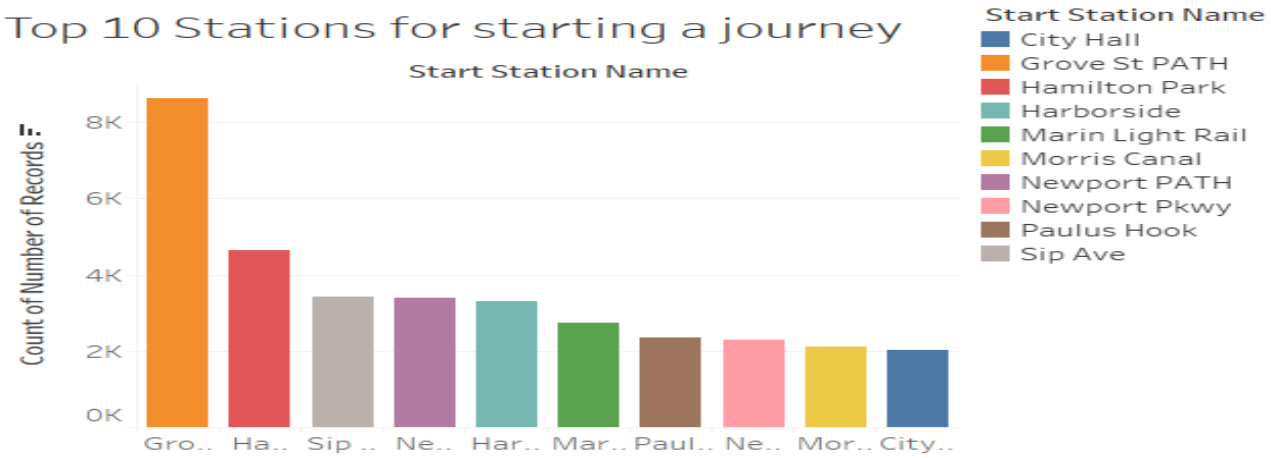
We found that the hours were at its peak at 6pm and 8am respectively

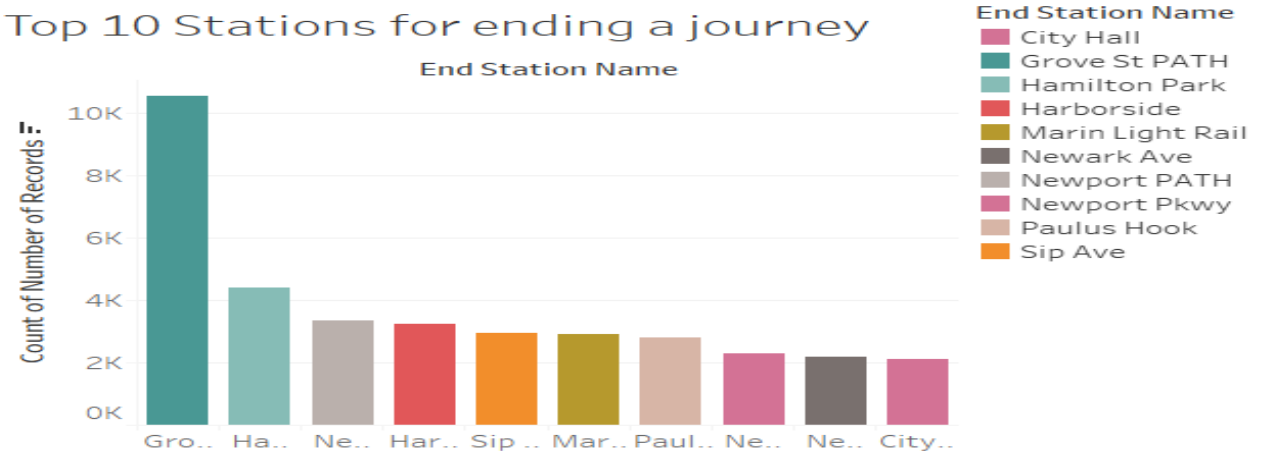


Peak Hours during the winter months

During the winter months the peak hours are at 8am and 6p respectively

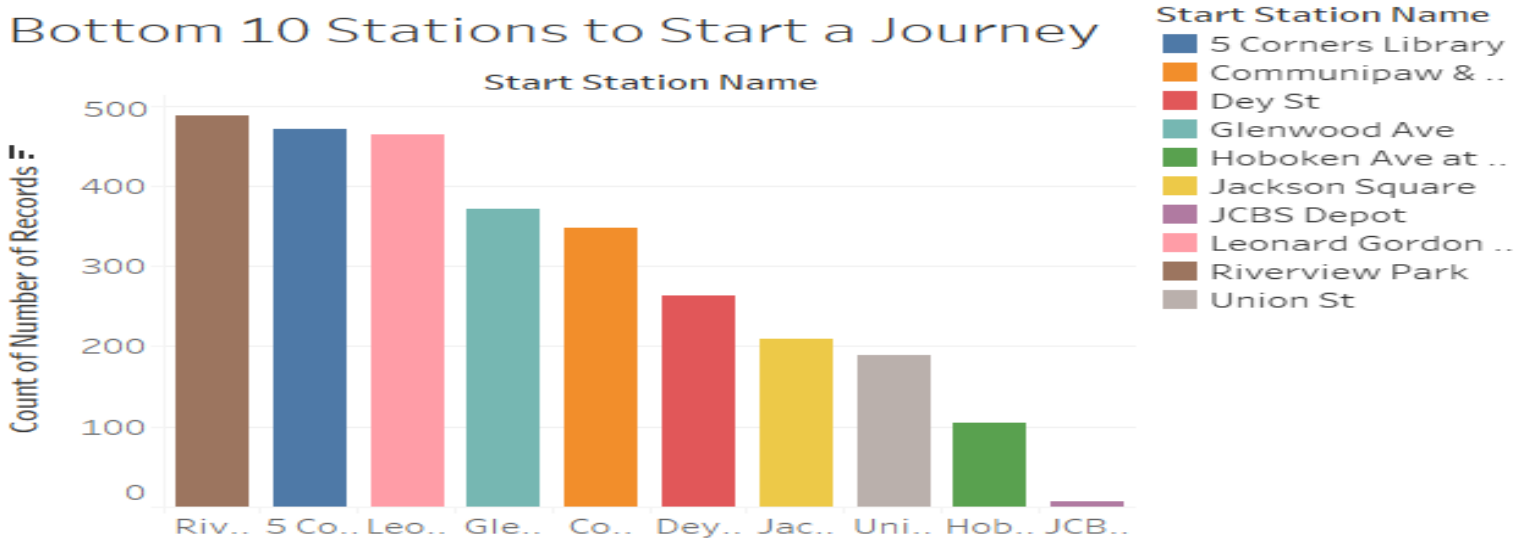




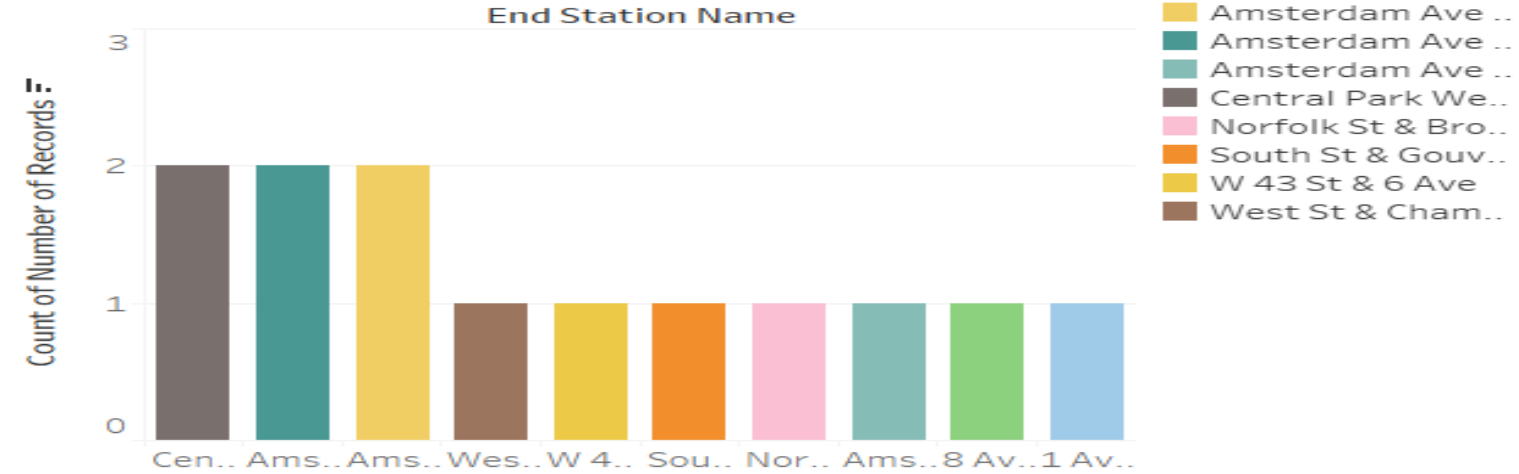


Based on analysis the top 10 stations for starting and ending a journey are at or near public transportation stops with access to Manhattan, NY. This may mean those riding the bikes are using them to commute on the train, ferry or bus that goes into Manhattan and from there they will use the bikes throughout the city to get around.

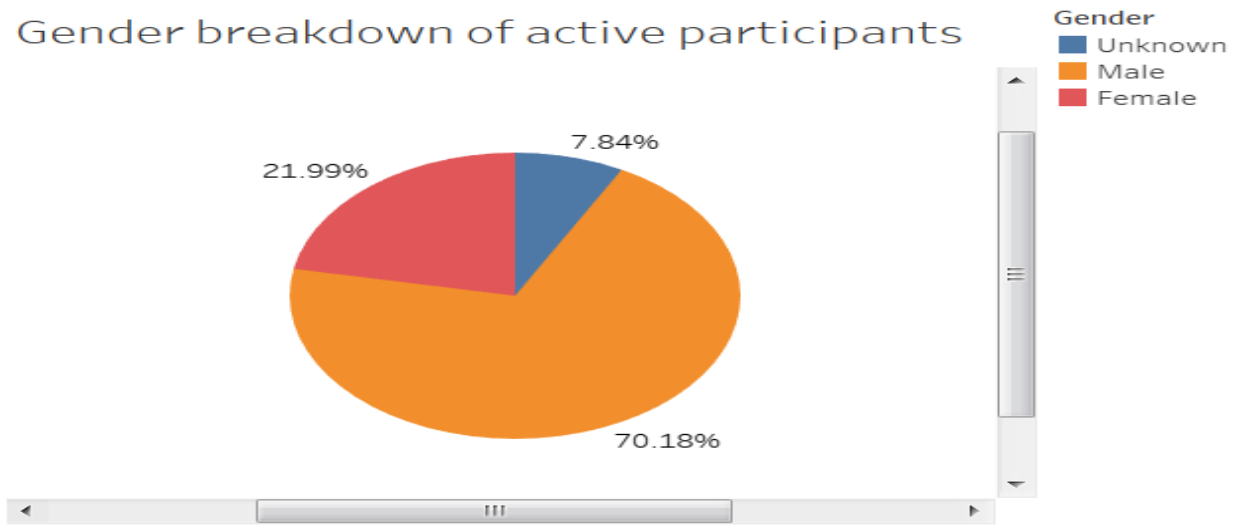
Bottom 10 Stations to Start a Journey

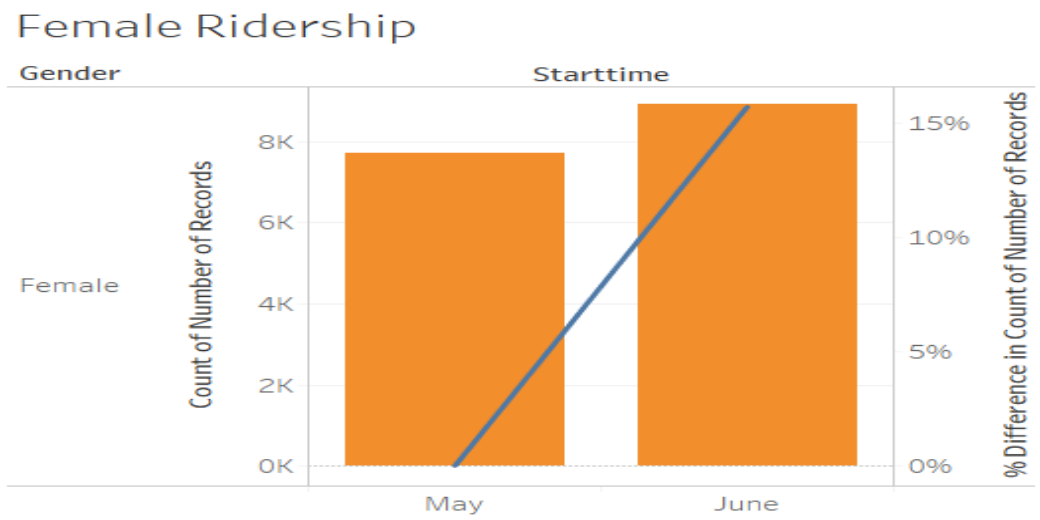


Bottom 10 Stations to End a Journey



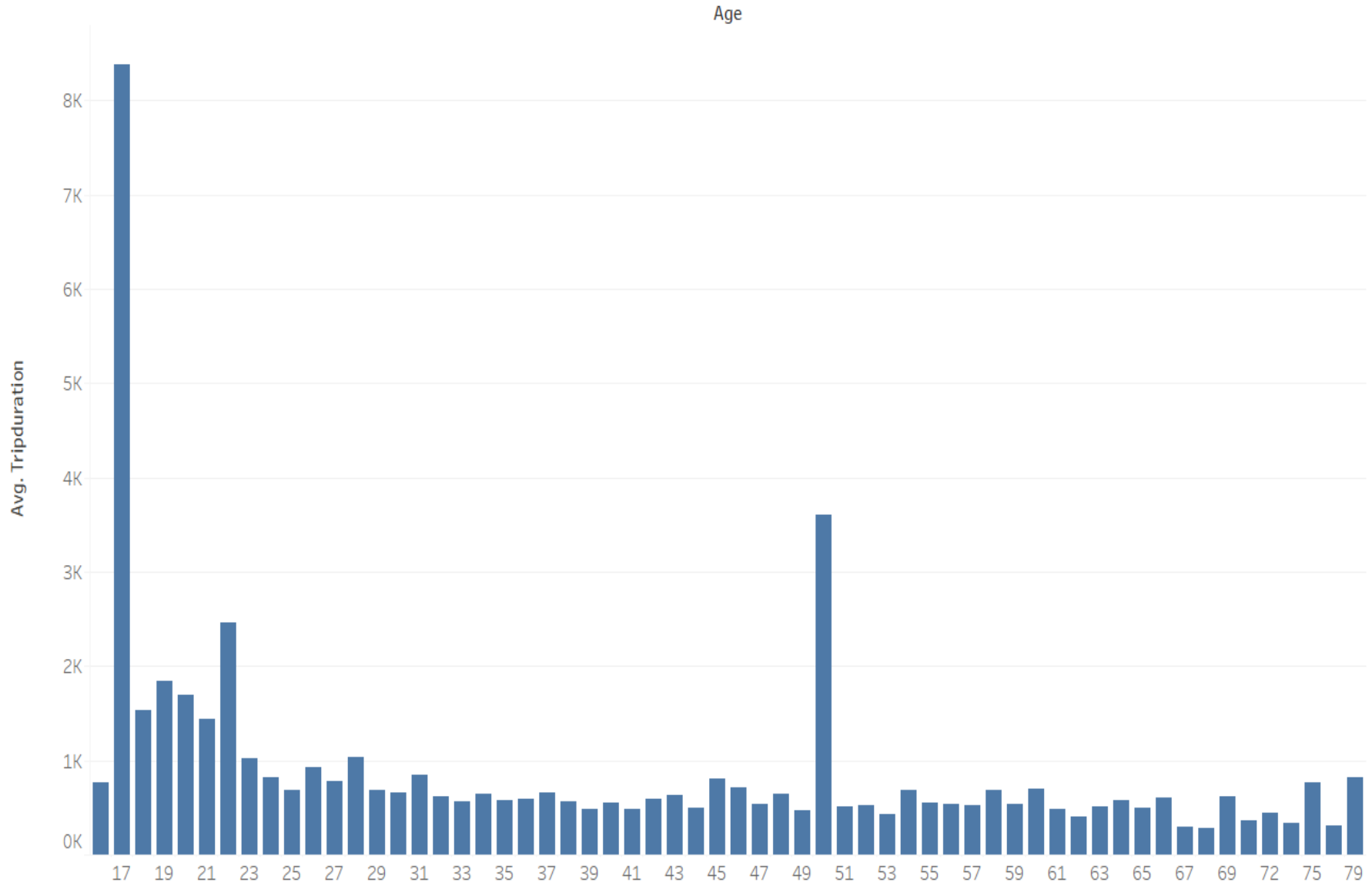
The bottom 10 stations to start a journey are all located at random locations throughout the Jersey City not near any train that goes into Manhattan. The bottom 10 stations to end a journey are all in Manhattan and have a count of either 1 or 2 so this should mean that riders that should have brought the bikes back to their starting location



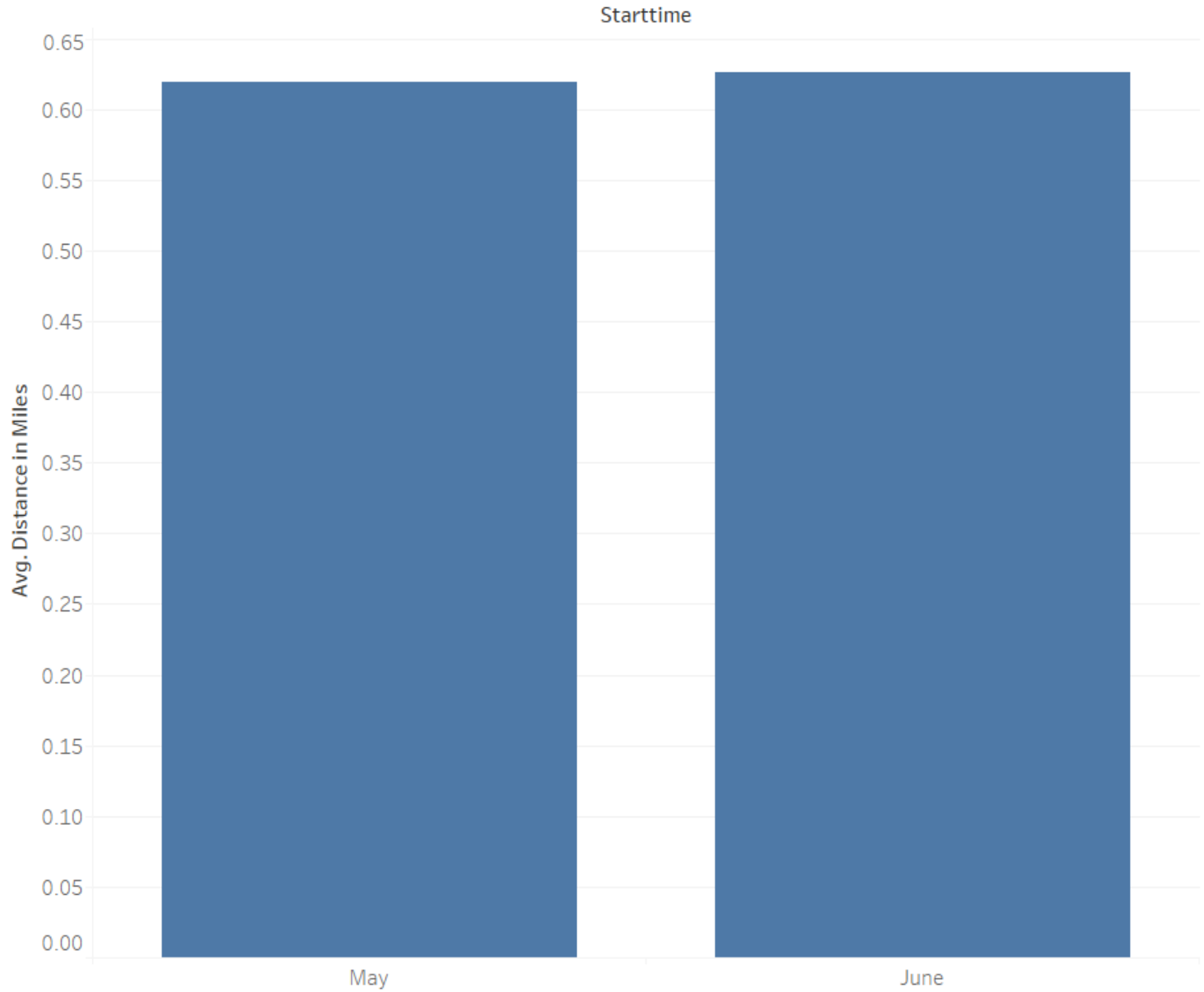


Gender outreach is making a positive impact on female ridership as active participants has increased over the time span by 15.7%.

Average Trip duration by Age

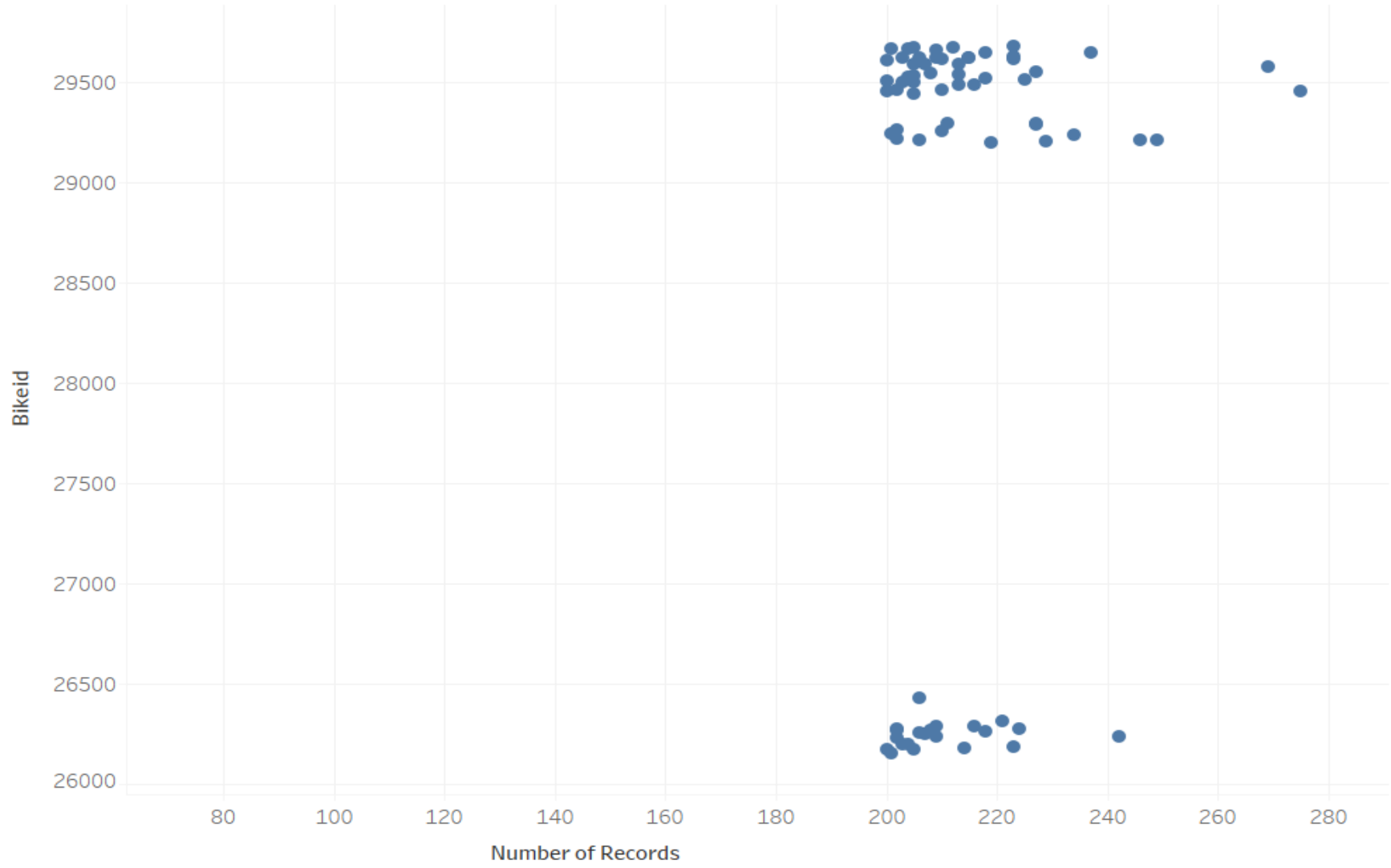


Average Distance in miles

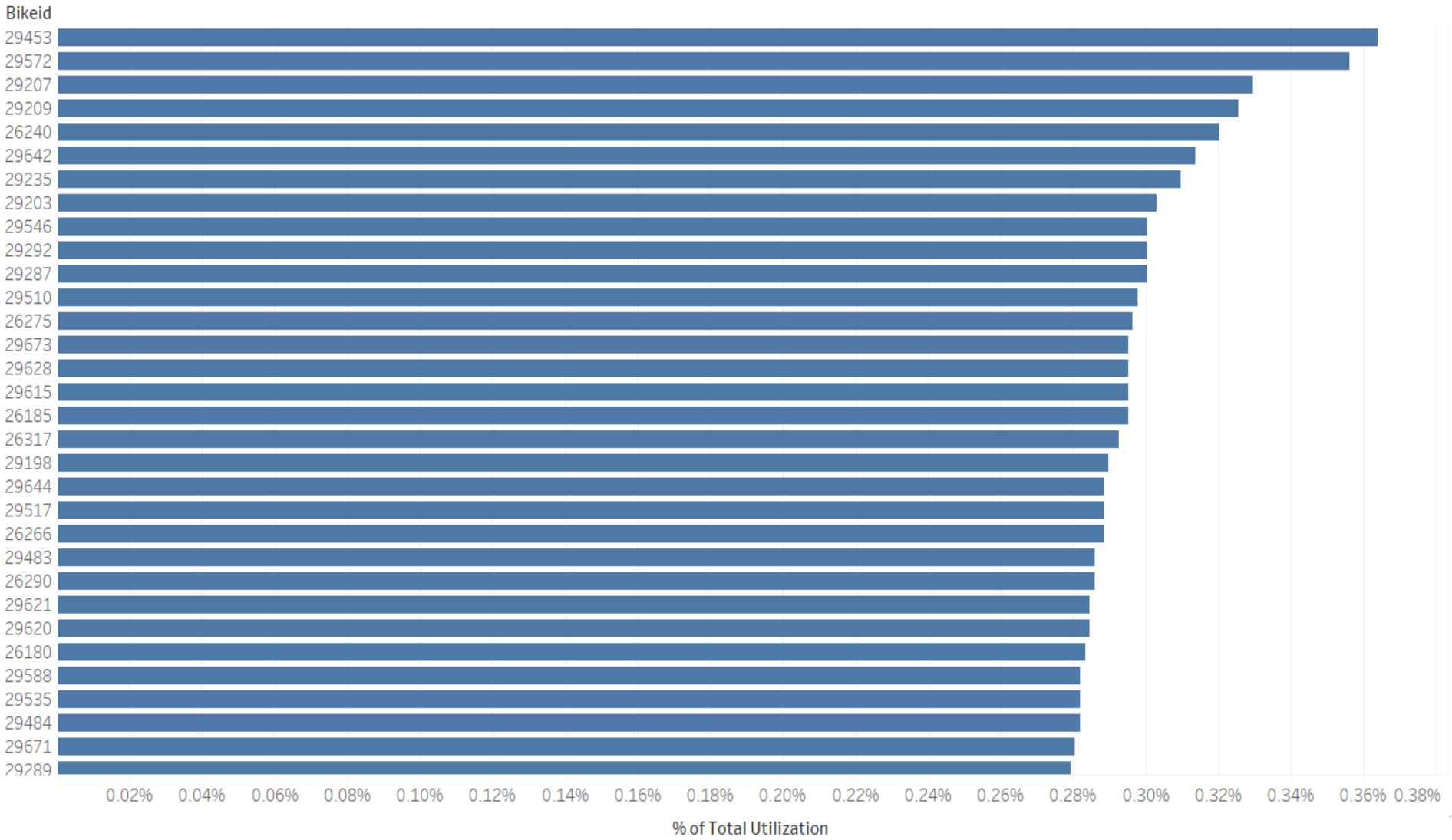


Bike IDs due for repair or inspection

Bike IDs due for repairs or inspection should have more than 200 rides over the time span. Top 5 Bike IDs are: 29453, 29572,29207,29209,26240



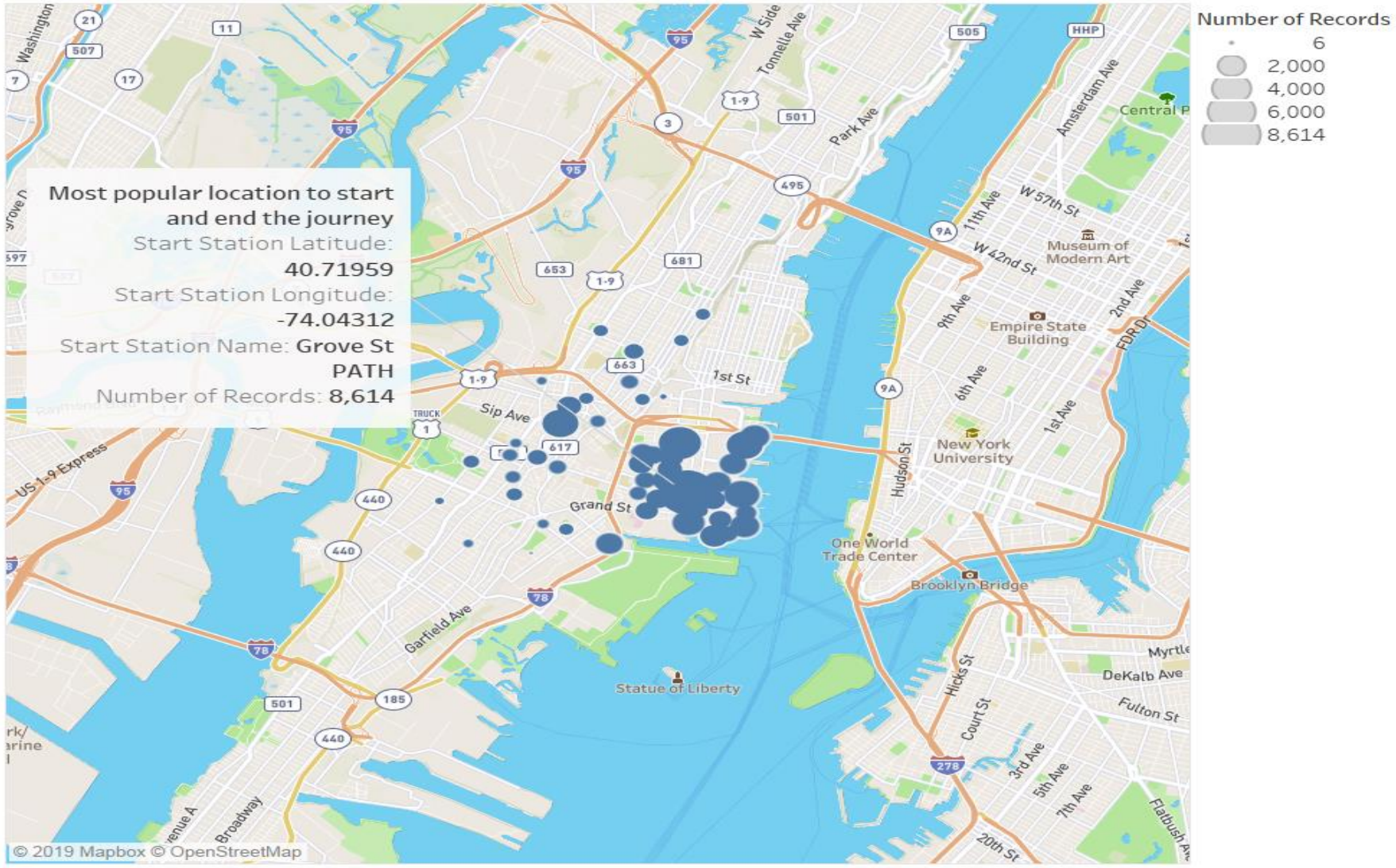
Utilization by Bike ID



Utilization does not vary significantly by Bike ID with the highest utilization at 0.36% and most utilization above 0.20%

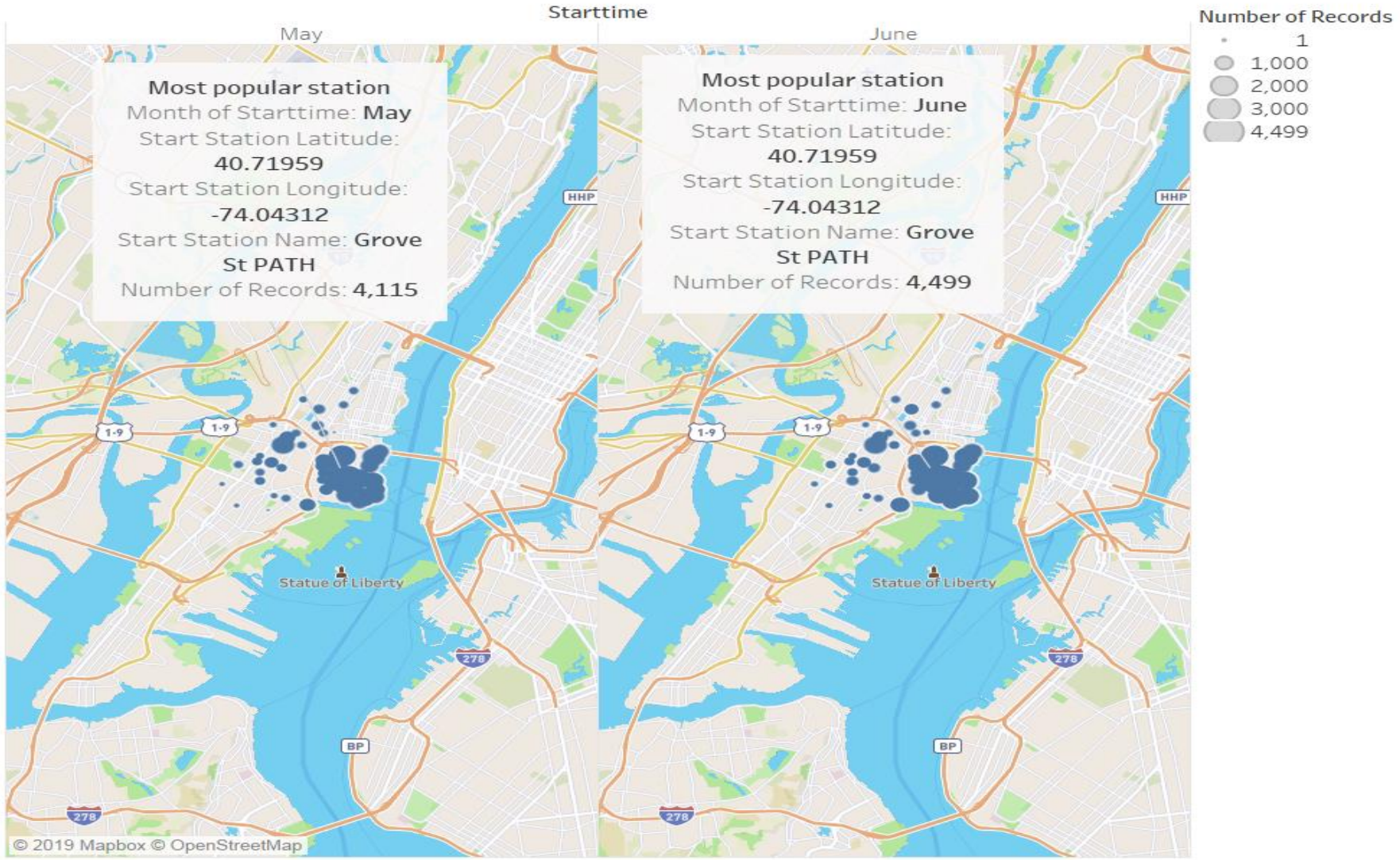
Static Map with locations of bike rides

Size increases by number of riders at each location



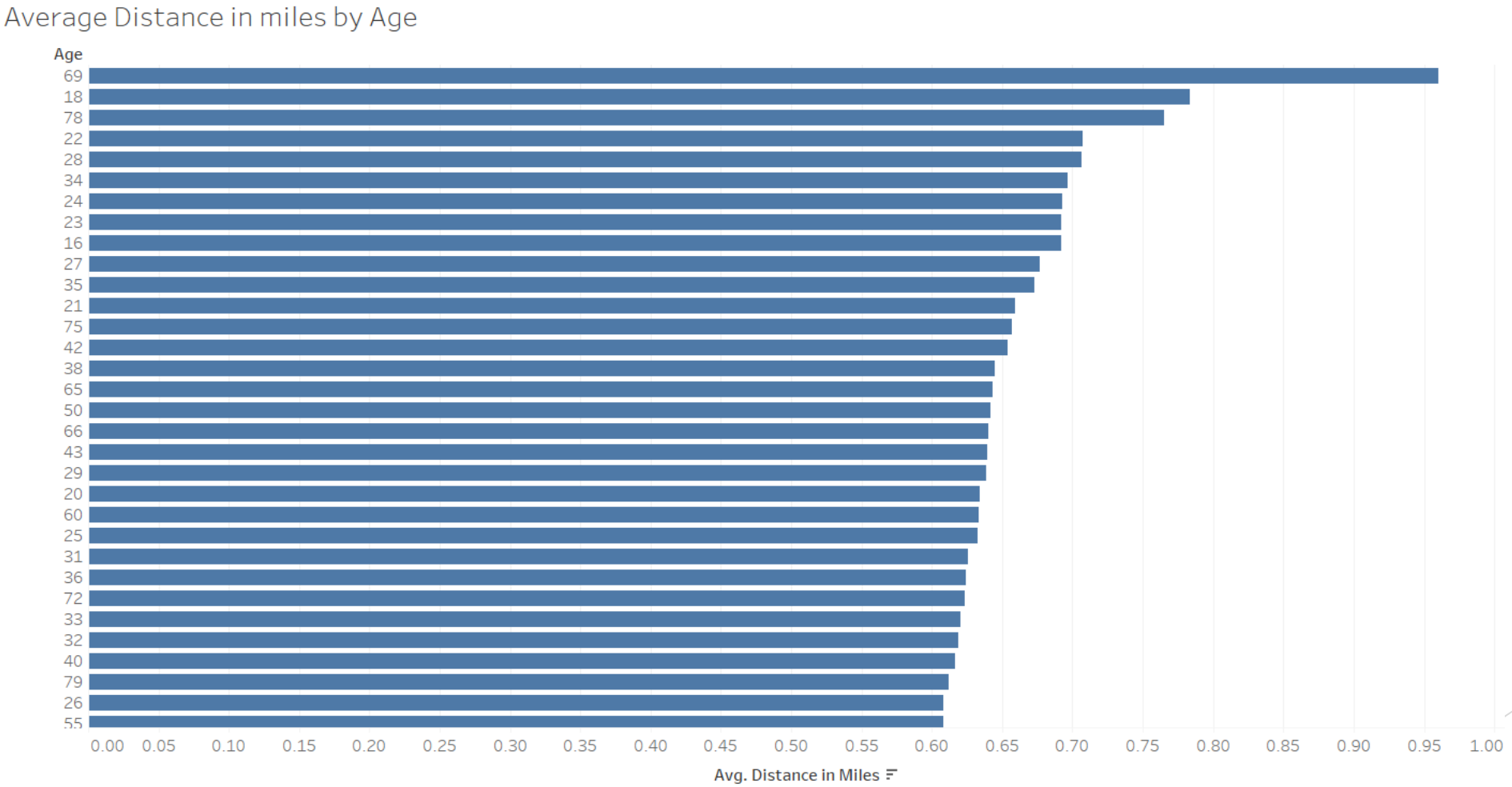
Static Map with most popular station(s) by month

Size increases by number of riders at each location



Number of Records
1
1,000
2,000
3,000
4,499

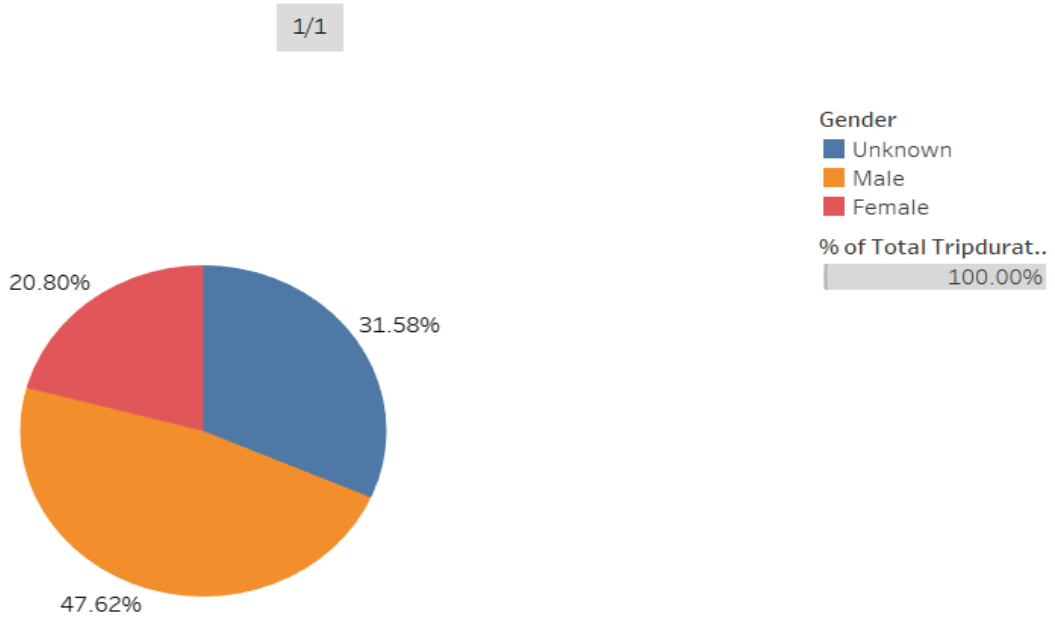
Phenomenon #1



- It seemed rather odd that the average distance in miles has no real trend by age and that the highest average was at the age of 69. Median data had the same result.

Phenomenon #2

Trip duration by gender



- Unknown riders have a higher trip duration than female riders