Citibike Analysis Report

I created a MS Access DB of the Jersey City data files (2015 through 2019) and used them to analyze graphs with the same. I also cleaned up the NYC files from 2015 through 2019 for the rest of the analysis and dashboards.

There is a static folder with html to display my tableau dashboards. Please refer to the same. All the dashboards for the assignment have been loaded in Github.

Citibike is the nation’s largest bike share program, with 12,000 bikes and 750 stations across Manhattan, Brooklyn, Queens and Jersey City. It was designed for quick trips with convenience in mind, and it is a fun and affordable way to get around town.

**78% of all trips \*\* were taken by males.** In late 2016, AM New York cited that 76% of Citi Bike New York riders in the past four months were male. **Why such a significant gender gap for cyclists?** The reason doesn’t just apply to Citi Bike but cyclist patterns in general — studies show that **women are concerned for their safety**, riding a bike amongst traffic.

\*\* Note: 78% of trips taken by male riders doesn’t necessarily mean 78% of all subscribers are male. A Citi Bike JC subscriber database isn’t available, so we are only looking at trips taken vs. unique riders.

**Subscribers vs. Customers:**  
The high share of **91% of all trips taken were by subscribers vs. 9% by customers**. With the plotting of the top and bottom start and end stations, we saw high activity originating near centers of public transportation: PATH, Subscribers may have integrated Citi Bike into their commuting routine, and the data does in fact show that subscribers tend to have more trip activity during the weekdays, while customers ride more on the weekends.

**The weekday pattern had definite spikes, with the highest activity during rush hour: 8am and 5pm-7pm block.**

**Weekend usage was distributed more evenly throughout the day** picking up around late morning, peaking in the early afternoon and tapering off into the early evening hours. Riders may be using Citi Bike for more recreational reasons on the weekends, incorporating a late morning, early afternoon ride into the day.

**Trip duration:**

The average ride was 13 minutes, **Subscribers spend, on average, 11 minutes per ride.** **Customers spend, on average, 40 minutes per ride!**

The recommendation is to focus female-specific advertising efforts in the areas with a high proportion of female riders.