

## MENTEE

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#### Project: Citi Bike utilization across NYC zip codes

The goal was to determine which zip codes Citi Bike should consider adding additional capacity in, using public datasets and tables in BigQuery with stations, trips, zip code, and population data. I executed SQL queries to conduct exploratory data analysis, answer key questions about the data, and complete joins and other functions across multiple tables to obtain the final table for analysis. I then analyzed the data in Excel across key metrics to come up with the end recommendations.



#### Citi Bike should increase capacity and user acquisition efforts in zip code 10010

Neighborhood: Flatiron District to East River

Number of stations: 7

Total capacity: 282

Total population: 95,502

Avg. daily trips taken per docking point: 3.59

Avg. daily trips taken per person: 0.08

Avg. docking points installed per person: 0.02



#### Next Steps for Jimmy:

I will be joining Google as a Product Insights Analyst within Google Customer Solutions, using data to drive product-led growth!