Gender/Demographics

* Most bikers are subscribers compared to short term customers with 60% subscribers VS 40% short term customers.
* Majority of the riders are male with 52% and about 20% is unknown.
* Riders born between 2002 and 2004 has the most distance travelled between 4k -12k. Riders born in 1945 up to 2000 average up to 2k duration of the trip. This is likely since young generation has more energy to engage in longer trips compared to those that are older in age.

Most Desired Stations

* Most desired stations are located closer to public where it is easily accessible for commuters biking from time to time.
* Newport Pkwy, Liberty Light Rail and Grove St Path are few of top 10 Starting Journey Points as well as ending journey points.
* The stations are closer to bus stations and railroad for easy and quicker access.

Peak Times/Most Frequently Used Bikes

* As expected, the peak times are mostly in the evening between 5pm to 8pm where majority of the bikers are commuting
* This can also conclude the Citi Bike program has provided incentives to reduce evening rush hour traffic and reducing the affects of global warming.
* There were close to 40k trips duration recorded in the month of July
* Most popular Bike ID’s are 42159 and 43953 while others have a lower duration perhaps due to breakdown and other issues.

Link to Tableau Profile- https://public.tableau.com/profile/prateek.khatri#!/vizhome/Tableau-CitiBikeHomework/CitiBikeAnalysis