Citibike Analysis

(links are on Page 2)

Here are some conclusions that were taken from the data shown on both the individual tabs and in the Tableau Story for this assignment.

1. With riders traveling over 5,500 miles per Month as of January 2014, the Citibike Project is a success! Since our data and analysis only cover 1 month, we won’t focus on growth but instead will look at several Diversity factors: Gender, Age and neighborhoods as indicated by Start/End Station data.
2. January 2014 data shows that there were 240,000 male riders as opposed to only 60,000 female riders but I’m sure that the 4:1 ratio/gap will improve in the months and years to come. The 2020 \*.CSV files were very large so we didn’t try to load/analyze any of them.
3. The Peak hours were to be expected and aligned with the Bus, Car and Train rush hour schedules (i.e. 8am and 5pm). Usage drops during off-peak hours and is almost 0 around midnight.
4. The Pershing Square N (station) and 8th Ave & W 31st St Stations are the Top 2 with the next 8 stations all exceeding 2,000 riders per month with a high of more than 3,500 riders at the Pershing Square N station. These numbers are consistent for both Start and End Station route data.
5. The Railroad Ave & Kay Ave (station) and the Bedford Ave and S 9th St Stations show the lowest usage for riders for the month.
6. 37-year-olds top the rider list for distance over a month with 36-year-olds coming in 2nd. The numbers quickly rise starting around age 23 and the mileage doesn’t drop below age 23 numbers until the riders are 67.
7. Finally, the average distance per rider per month is about 18K which is decent and I’m sure that this amount will also improve from 2014 – 20.
8. This just in! I’m taking a sneak peak at 2000 March data, separately, due to the filesize and we’re seeing the Male-Female rider ratio undercut 3:1 (700,000 vs 250,000) so as we predicted above, the number of riders have increased over the years and the Male:Female rider ratio is no longer 4:1 or even 3:1.
9. One other thing – the Pershing Square North Station is still #1 on the list for number of riders even after 6 years have passed. But, the 8th Ave & W 31st St Station has been topped by the E 17th St & Broadway Station and 2 or 3 others for either the Start or End Route Stations.
10. The last tab shows a Map of all Citibike Stations.

Links on next page

Link – Main report (2014)

<https://public.tableau.com/views/BootCampSpot-Homework-20-Citibike/NYCStationMap?:display_count=y&:origin=viz_share_link>

Link – Dashboard 1 (2014)

<https://public.tableau.com/views/BootCampSpot-Homework-20-Citibike2014-Dashboard1/Dashboard1?:display_count=y&publish=yes&:origin=viz_share_link>

Link – Dashboard 2 (2014)

<https://public.tableau.com/views/BootCampSpot-Homework-20-Citibike2014-Dashboard2/Dashboard2?:display_count=y&publish=yes&:origin=viz_share_link>

Link – 2nd report (2020)

<https://public.tableau.com/views/BootCampSpot-Homework20-2000MarCharts/2000-03Male-Femaleriderratio?:display_count=y&publish=yes&:origin=viz_share_link>

Link – Dashboard 1 (2020)

<https://public.tableau.com/views/BootCampSpot-Homework20-2000MarChartsDB1/Dashboard1?:display_count=y&publish=yes&:origin=viz_share_link>