**New York CitiBike Program Analysis**

The analysis focus on summer 2020. The data were collected from the New York City data program. The data from June, July, August and September 2020. The period correspond to the summer season. Tableau was used to analyze special phenomenons and the New York City Citi Bike program.

Also, CSV files were analyze using python.

Considering the time frame and restriction with Tableau public, data for June and September where analyzed. The following graphs, dashboards and story were created:

AVERAGE TRIPS DURATION BY WEEKDAYS IN JUNE 2020

AVERAGE TRIPDURATION AND NUMBER OF TRIPS IN JUNE 2020

AVERAGE TRIPDURATION AND NUMBER OF TRIPS IN SEPTEMBRE 2020

BUSIEST HOUR OF DAY IN JUNE 2020

BUSIEST HOUR OF DAY IN SEPTEMBRE 2020

CUSTOMER VS SUBSCRIBER BY NUMBER OF TRIPS AND AVERAGE TRIP DURATION

CUSTOMER VS SUBSCRIBER BY NUMBER OF TRIPS AND AVERAGE TRIP DURATION

AGE VERSUS TRIP DURATION IN JUNE 2020

AGE VERSUS TRIP DURATION IN SEPTEMBRE 2020

AGE AND GENGER IN JUNE 2020

AGE AND GENGER IN SEPTEMBER 2020

START STATION HEATMAP IN JUNE

START STATION HEATMAP IN SEPTEMBER 2020

TOP 10 START STATION IN JUNE

TOP 10 START STATION IN SEPTEMBER

BOTTOM 10 START STATION IN JUNE

BOTTOM 10 START STATION IN SEPTEMBER

END STATION HEATMAP JUNE 2020

END STATION HEATMAP SEPTEMBER 2020

TOP 10 END STATION JUNE 2020

TOP 10 END STATION IN SEPTEMBER

BOTTOM 10 END STATION

BOTTOM 10 END STATION IN SEPTEMBER

DASHBOARD TRIP DURATION OVERVIEW

DASHBOARD BUSIEST HOUR AND CUSTOMERS STATUT OVERVIEW

DASHBOARD AGE VS TRIPDURATION OVERVIEW

DASHBOARD START STATION OVERVIEW

DASHBOARD BOTTOM STATION OVERVIEW

END STATION OVERVIEW

Citi Bike Overview in Summer 2020

Graph 1 gives an overview of the number of trips in each month and how average trip duration has changed each month.

- Graph 2 decribes the busiest hour of the day - which not surprisingly are the times between 7am -9am and 4pm to 7pm. The results highlight the fact that rides are being taken mostly between those hours.

-. Graph 3, 4 and 5 sums up the how the trend of CitiBike customer's in term of demographics (age, gender and type). Interestingly, women riders are less than men riders, but, the avergae trip duration of women is higher than those of men. Customers with annual subscription versus subscribers (one-time customers) have a higher average trip duration.

-. Visuals 6 to 11 shows the station locations, average trip duration from each location and the number of trips taken from start and end stations.

- 5 dashboards and 6 stories show the vibrant dynamic of Bike ride in the New York City.