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| Key Question | Answers/Insights | Action Points | Visualization |
| What are the most popular pick-up locations across the city for Citi bike rentals? | Grove St PATH, Exchange Place, Sip Ave, Hamilton Park, Morris Canal, Newport PATH, City Hall, Van Vorst Park, Newark Ave, Warren St | Install more bikes at these locations | Horizontal Bar Chart |
| How does the average trip duration vary across different age groups? | The average trip duration is highest for the age group above 75 | Special offers for trips above 15 hours | Combo Chart |
| Which age group rents the most bikes? | The age group 35-44 rents the most bikes | Discounts for people from this age group renting bikes | Horizontal Bar Chart |
| How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week? | Bike rentals vary greatly between these two user groups. It is much greater for subscribers than one-time users | Perks for first -time subscribers (Eg. 6 months free) | Stacked Step Area Chart |
| Does user age impact the average trip duration? | No, there is no great difference as is implied from the scatter plot | Promote marketing campaigns targeting specific age groups on a monthly or weekly basis | Scatter Plot |