Tableau Homework Analysis

The first aspect of the data I visualized was the average duration of the trips and how that varies based on time of the year. I found that average trip duration ranged between 8 and 15 minutes and peaked during the months of May through September. This is most likely due to the warmer weather during those months and people being more likely to find riding a bike enjoyable, whereas during colder months they may be more likely to choose other forms of transportation.

I also looked at gender in terms of trip duration. On average, males took longer trips than females over almost the entire year and used the service far more than females (and those who didn’t disclose their gender) with 70% of total riders being male. This could be due to females preferring public transport or taxis/ride share services or being more likely to own a car.

Another phenomenon shown is that the most popular times to use Citibike are at around 8 am and 5-7 pm, with males showing much larger spikes in activity during those times than non-males. One could conclude from this that males are more likely to use Citibike for their commute to work on a regular basis.

Another demographic I looked at was age, and it appears that the majority Citibike’s users are between 25 and 40 years of age, with a second spike in popularity with those in their early 50’s. It could be that individuals in this demographic are more fitness conscious, or otherwise may have more flexibility in their schedules than those older or younger. It’s also possible that there are more stops in areas with high populations of people in these age groups.

The Grove St. Path station is the most popular one for Citibike customers both starting and ending their trips by a significant margin. Other stops near this one are also frequently visited, with stations becoming less popular the further they are away to this one.