# Jersey City Citibike Analysis 2016 to 2020

This is the text that is in the story of the Tableau Workbook

## Story Page 1:

This look at Citibike bikership was performed with data provided by the Citibike program (https://www.citibikenyc.com/system-data) for the area of Jersey City New Jersey. This first dashboard looks at bikership trends from 2016 to 2020. The top chart shows a steady increase in bikership with seasonality showing the [reference for riding in warm weather. In 2020 we see the effects of the Covid-19 situation but see a good comeback in the last Q3 2020. Female bikership has steadily increase and women more recently are taking longer trips than men. In the bottom charts we see the details of bikership by time of day for winter (Nov-Feb) and summer (May-Aug). bikership ridership shows the commute population. Weekend bikership shows a steady all day bikership.

## Story Page 2:

This dashboard looks at the Top 10 Start and End stations by number of trips and by average distance of the rides associated with these stations. Below are maps of the Jersey City Area showing the location of the top stations and Zip Code location with the size of the circles representing the number of trips to or from these stations. Hovering over these circles revels the detail of each station. As expected, the top Start Stations are nearly the same as the Top End Stations. These are located in the higher employment areas as bikers commute to work in these areas more than others.

## Story Page 3:

The third analysis in our story is about age. In the top chart we see the number of trips for various age groups both in volume and in percent change (2016 is the base year so it is naturally all zeros). There were so few data points over the age of 80 that it skewed the charts making them unreadable, so they were removed. Seniors (70-79) had the most variation year to year. In 2020, we see an increase in bikers over 2019 while all others are down except teenagers but the number of bikers in this age group (10-10) is quite low. Speed and distance doesn't vary with age. This is because the commutes are quite similar (distance) and traffic and the low performance of the Citibike limits speed for everyone. We recommend a faster bike option for an upcharge. Lastly, we see that subscribers greatly outnumber (one time) customers. This shows that we have a large pool of loyal/regular bikers!

## Story Page 4:

Here we see the top 10 Start Stations from a sky view and a very nice day in New Jersey.