



NY Citi Bike:

Feb 2023

User Analysis

Project Goal

- To better understand the behavior of Citi Bikes customer base (both one time users and subscribers) and how they use Citi Bikes
- This will help us to:
 - Identify where more bikes should be installed
 - Create targeted marketing campaigns that will appeal to the different customer segments

Key Questions:

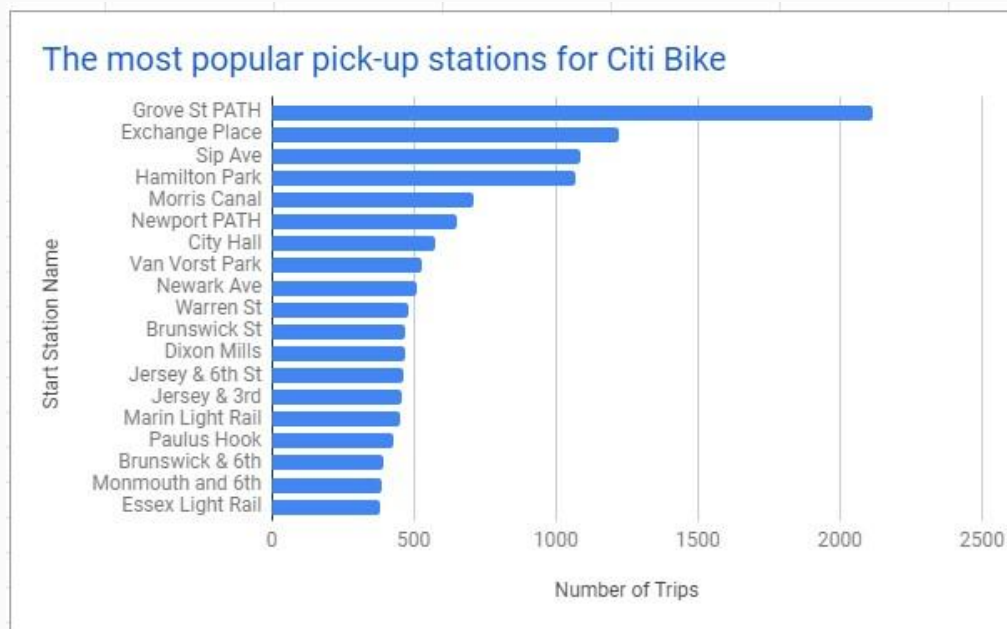
- What are the most popular pick-up locations across the city for Citi Bike rental?
- How does the average trip duration vary across different age groups?
- Which age group rents the most bikes?
- How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?
- Does the factor of user age impact the average bike trip duration?

Findings & Insights

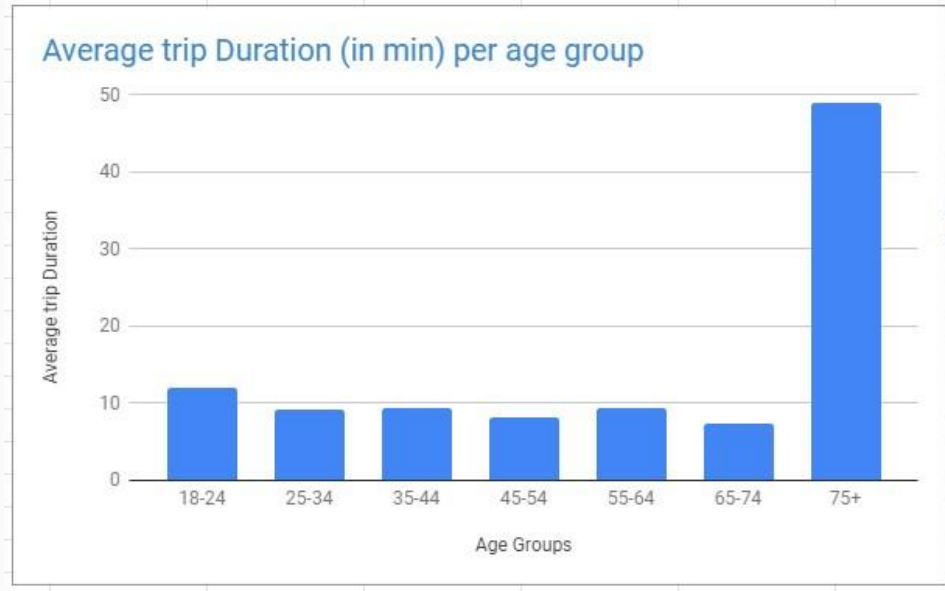
A close-up, low-angle shot of a person's hand, wearing a dark suit sleeve, adjusting a white slider on a professional audio mixing console. The hand is positioned in the lower-left foreground, with fingers gently gripping the slider. The mixing console itself is a light-colored surface with various faders and knobs visible in the background, which are softly blurred. The background also shows out-of-focus lights, suggesting a dimly lit studio or control room environment. Overlaid on the left side of the image is the text 'Findings & Insights' in a clean, white, sans-serif font.

1. What are the most popular Citi Bike pick-up locations?

1. **Grove St Path**
2. Exchange Place
3. Sip Ave



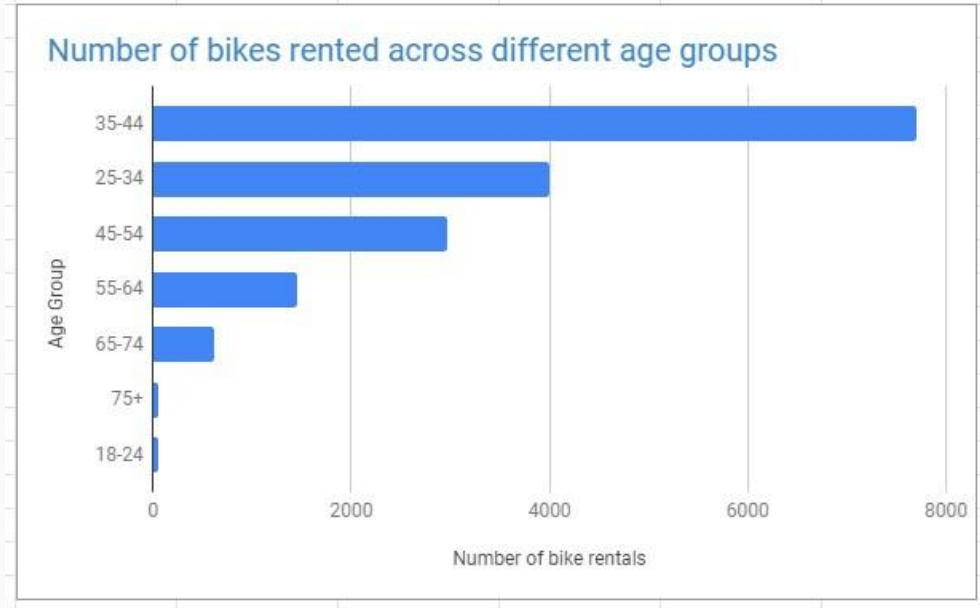
2. How does the average trip duration vary across different age groups?



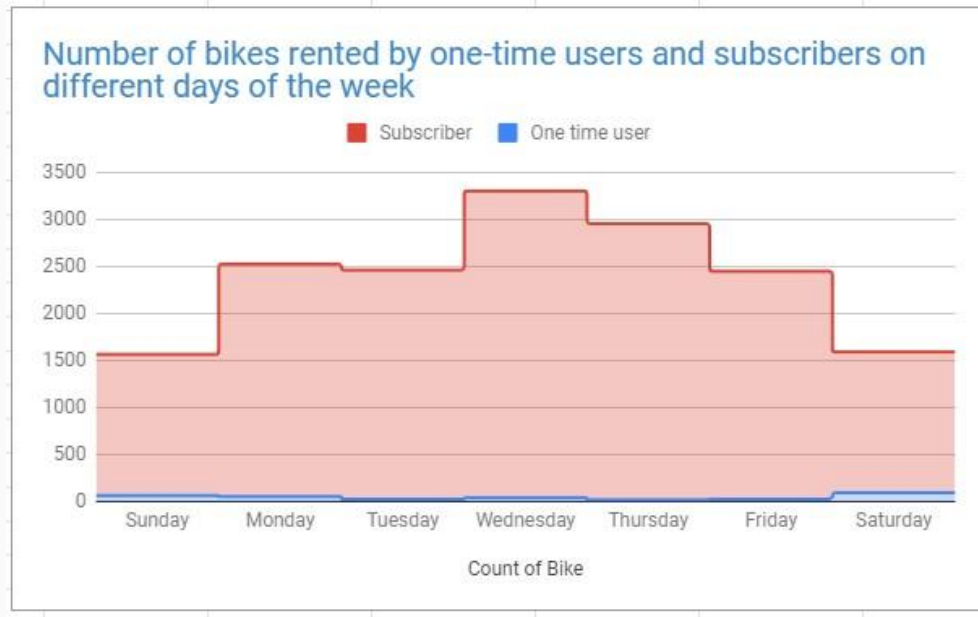
- Trip duration is consistent across all age ranges
- 75+ age range had limited ride durations that affected results

3. Which age group rents the most bikes?

- 35-44 year old rent the most bikes
- 75+ and 18-24 rent the least bikes



4. How does bike rental vary across the two user groups (one-time users vs long-term subscribers) on different days of the week?

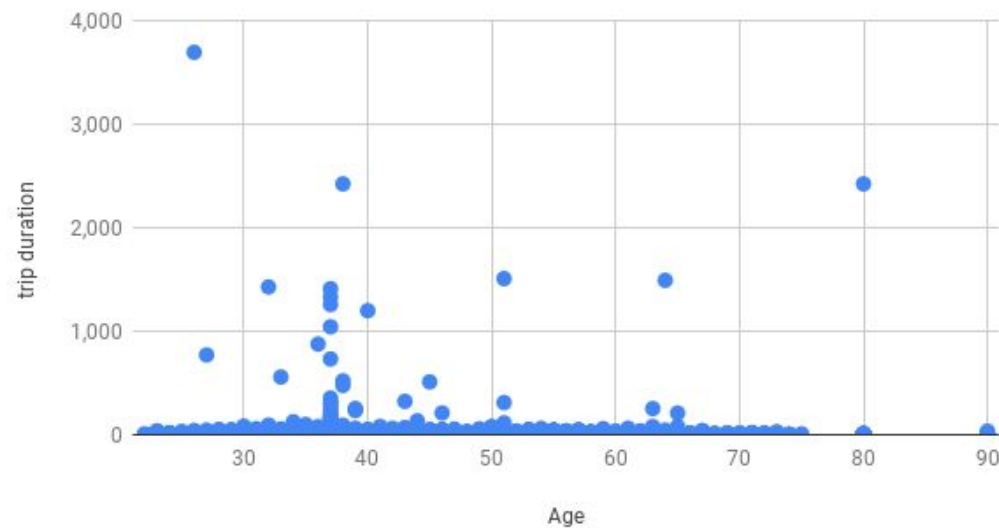


- Citi Bike customers are based predominantly from long-term subscribers
- Subscribers are most activity is during the weekdays
- One time users are more active on the weekend

5. Does the factor of age impact the average bike trip duration?

- No relationship between user age and trip duration

Trip duration (in min) over age





Summary

Summary of findings:

- **Top 5 pick-up locations for bikes:**
 - *Grove St Path, Exchange Place, Sip Ave, Hamilton Park, & Morris Canal*
- **Customer base:**
 - *Customer base is predominantly subscribers in the 25-45 age range. They use the bikes mostly on the weekdays.*
- **Citi Bike customer behavior:**
 - *The 70+ users have the longest ride times. Most all rides are under 10 mins in length.*

Recommended actions:

Product recommendations:

- *Install more bikes at Grove St Path and Exchange Place.*

Marketing recommendations:

- *The Citi Bike customer base is mostly subscribers aged between 25 and 45, who are most active on weekdays. This tells us that they are probably people who live in New York and use Citi Bikes to commute. Marketing and advertising campaigns should therefore target this particular demographic.*