Observations from the Citi Bike Trip Data Analysis:

The ten most popular starting stations look to have a close proximity to tourist destinations, where there is plenty of foot traffic and activity, and then use the Citi Bikes to commute to their respective destinations. These locations are also in areas with less access for private transportation, and Citi Bike provides the ease of transport.

The ten most popular ending stations seem to be very close to alternative public transport options (i.e. subway stations, Penn Station). It looks like the consumer activity of Citi Bikes is to use the service for short to medium distances, providing a quicker form of transportation to another transport that is better for longer distance travel.