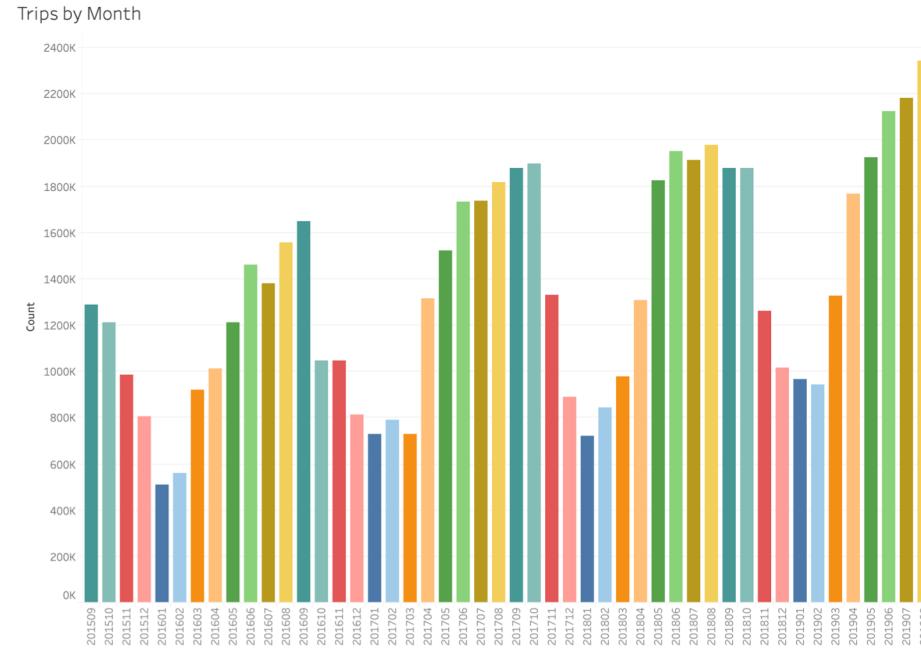


NYC Citi Bike Program

Biking peaks in summer months and is growing YoY

Looking at data from the last 48 months, biking peaks in the late summer, from July to September and drops significantly during the winter months of December to March. This can be explained due to inclement weather in NYC during winter.

Furthermore, there is 15% CAGR between rolling 12 months between 2015 September and 2019 August

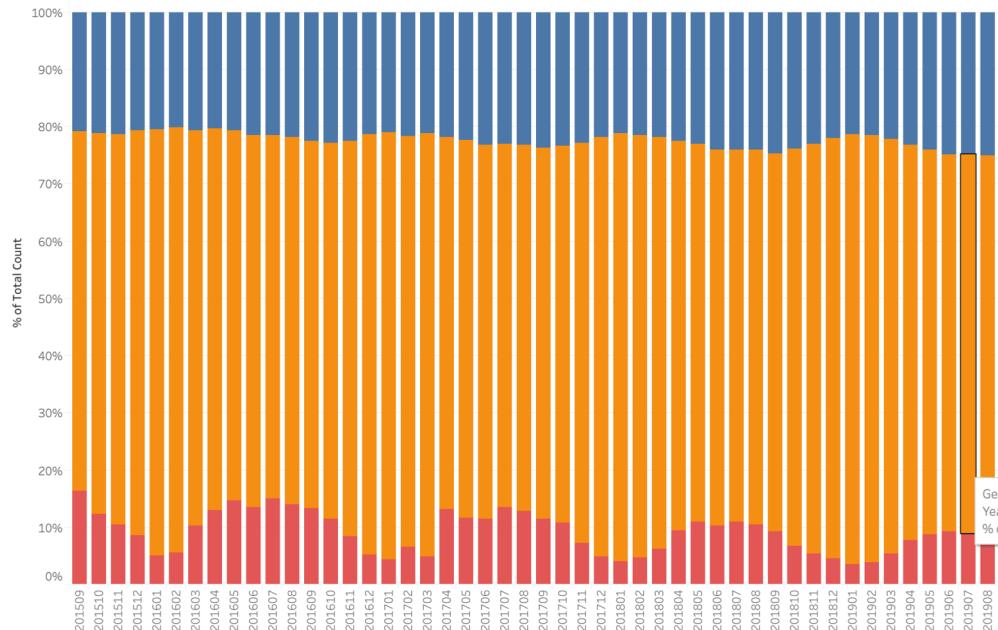


Males ride city bikes more than females

Generally, males form close to 2/3rds of the ride count, while females contribute to closer to 1/5th of the rides

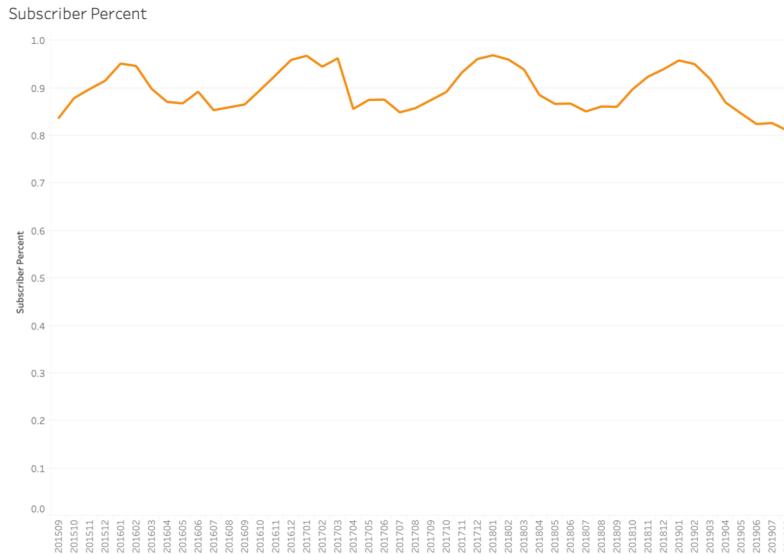
The non-subscriber customer base goes up in the summer months

Trip Percent by Gender



Non-subscribing customers drop off during winter months

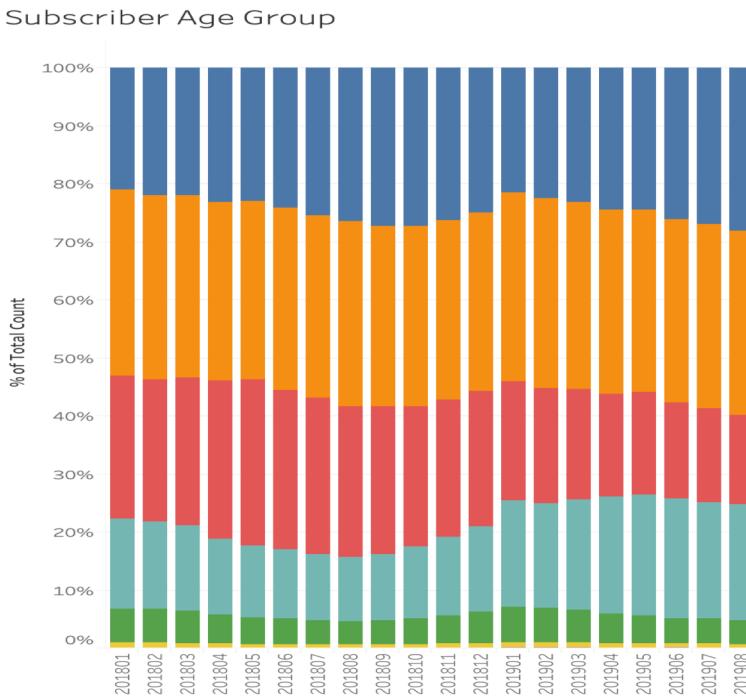
Subscriber per cent as contribution to total rides goes up in the winter months. This is because non-subscribing customers (could be visitors, tourists, occasional riders) do not ride during winters



People in 30s contribute to rides more than any other age group

Riders in their 30s are the biggest ride contributors

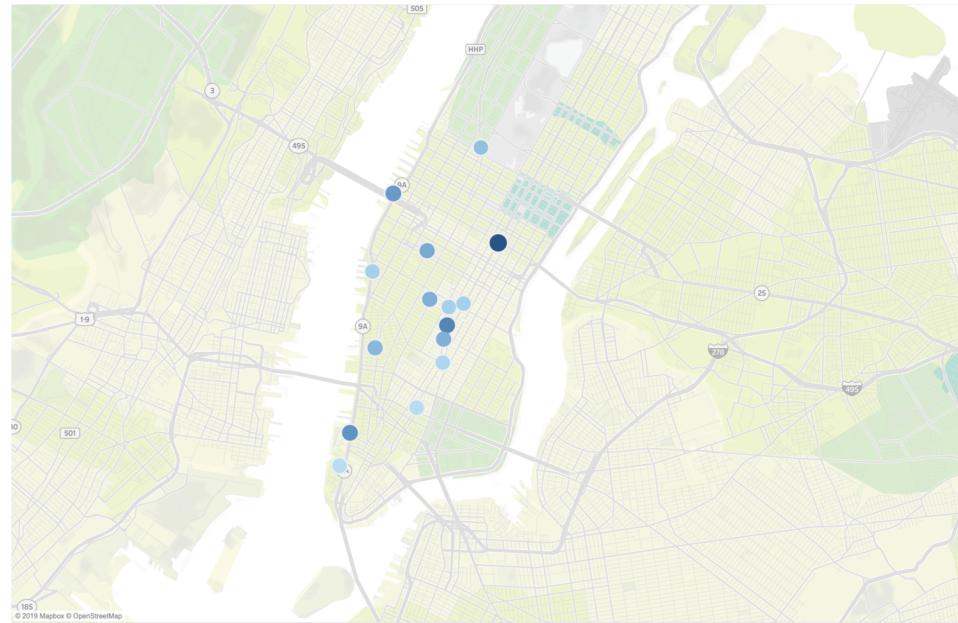
People in their 20s have an increasing trend during summer months



Manhattan area is where the highest number of rides start

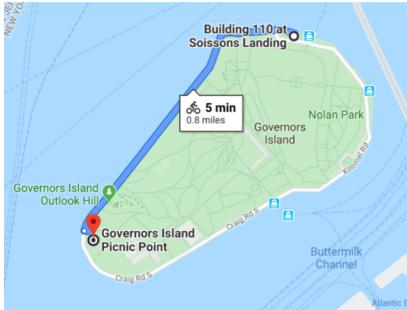
In the last month, Pershing Square North has the highest number of ride starting points, while the Manhattan area has the highest density of ride starts

Station View 201908

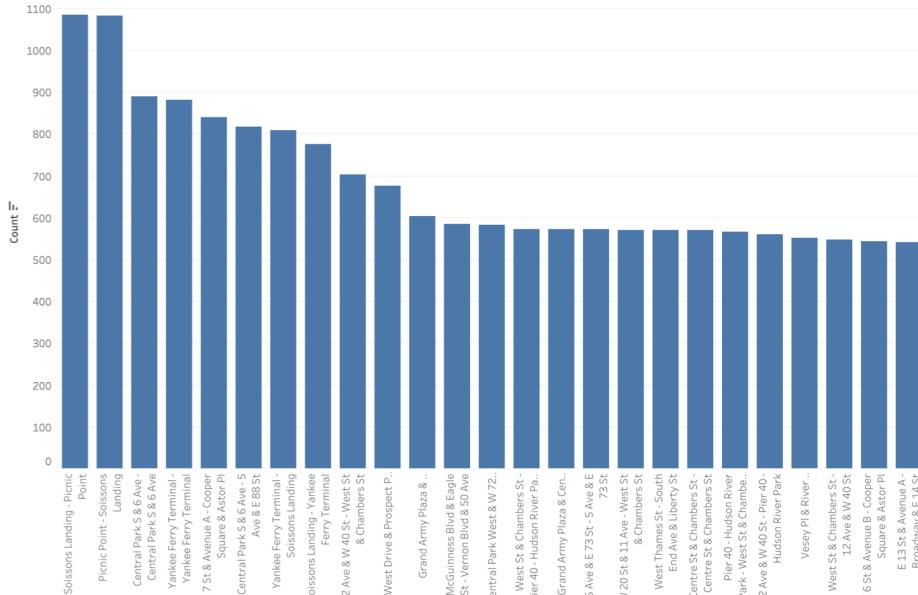


Peak routes in August, 2018 belong to Governors Island

Soissons Landing – Picnic Point and Picnic Point – Soissons Landing are the two most important routes in Aug, 2018, possibly because this island is connected only by ferry



Route View 201908



Thanks!!!