Tableau Write Up

Citi Bike 2019 Analysis and Recommendations

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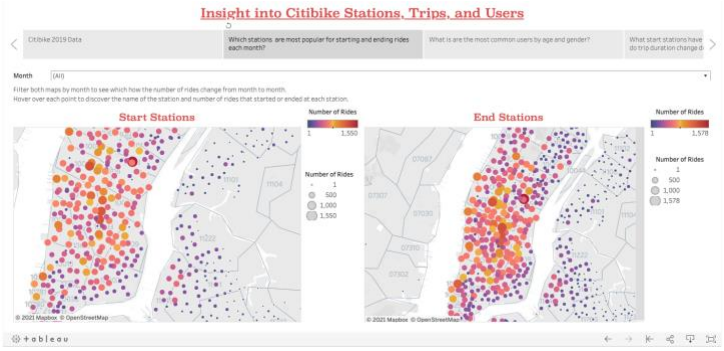
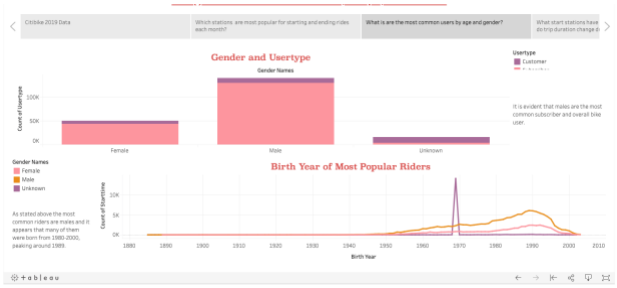
- Data Cleaning
    - Prior to beginning any data analysis and visualizations in Tableau the Citi Bike data needed to be parsed through and a smaller subset of the data points had to be chosen for Tableau public to be able to visualize the data. Using pandas I was able to write a for loop and grab 2% of the entire 2019 year.
- Data Visualizations and Story Book
    - First Page
        i. The story begins by giving the viewer insight into where the data was found and what trends are going to be investigated

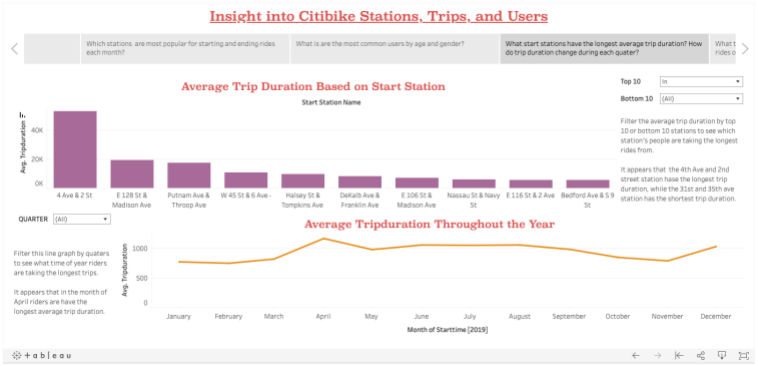
    - Second Page
        i. The second page of the story starts off by showing two maps with different data point represented.
        ii. The first one shows the most common bike stations where rides are started.
        iii. The second one shows the most common bike stations where rides are stopped.



    - Third Page
        i. The third page gives insight into different user profiles. Showing that males born between 1980 and 1995 are the most common bike users and subscribers.



- Fourth Page
    i. The fourth page gives insight into trip duration based off of time of year and start stations. This shows that the longest average trip duration occurs in April. The 4th Ave and 2nd Street station has the longest average duration.



- Fifth Page
    i. The fifth and final page gives insight into the most common start and end times for rides based off each month. It is evident that the most common start time is around 5:00 pm when many individuals are getting off work. The most common end time is around 6:00 pm when many individuals arrive home from work.

- Recommendations
    - Based off my brief analysis into 2% of the entire 2019 year. I would recommend that Citibike increase its overall marketing to females born between 1989 and 1995. I would also recommend that more bike be available at the 4th avenue station especially during the month of April this will allow more rides who may

have a longer trip duration which can increase profit. Lastly, it may be beneficial to perform any maintenance during the day prior to the 5:00 pm rush of bike users to inhibit any inconvenience to customer and any profit loss.

- Future Work
    - In the future given more time I would like to investigate more than just the random 2% sample. It would be interesting to see how my insights changes given a more robust data set. I would also like to be able to give more insight regarding specific stations and the best way to increase the number of users at the lower performing stations.