**NYC City Bike Data Analysis**

In this analysis, I analyzed data from the NYC bike sharing program. I specifically analyzed data from 2019. I choose to analyze 2019 because it is the most recent and relevant year to my analysis.

First, I wanted to determine which months had higher bike sharing usage. Therefore, I looked at the number of rides and average trip duration for each month. The number of rides and the average trip duration were significantly higher from April till September. This is not surprising as these months fall in Spring and Summer. October till March have lower bike sharing usage because riders are reluctant to bike in New York’s incremental winter weather, especially when they can just take the subway.

Next, I decided to perform a User Type analysis. I looked at the percentage of rides by User Type and the average trip duration for each User Type. Unsurprisingly, 80% of all the rides were by Subscribers, who are far more likely to use the bike sharing program regularly than customers. However, customers (=~ 40 minutes) had a much higher trip duration average than subscribers (=~ 9 minutes), which was interesting. A reasonable conclusion could be that many of the customers are tourists and infrequent users that are riding for leisure. Tourists are more likely to ride for longer durations to tour the city. Similarly, users that ride infrequently for leisure are more likely to ride for longer periods, such as riding around Central Park.

Finally, I performed a map analysis to visualize the most popular locations to start and end a journey. Interestingly, there were many rides starting and ending in New Jersey, just across the Hudson river. In fact, the Grove Street PATH Station was one of the most popular location to both start and end a ride. This makes sense because the Grove Street PATH station is one of the busiest train stations in the Greater New York area.