# Cyclistic Bike Share

**Analyzing Customer Usage To Inform Expansion**

Cyclistic's bike share program is growing

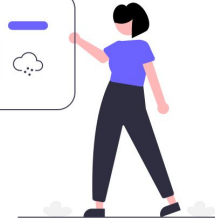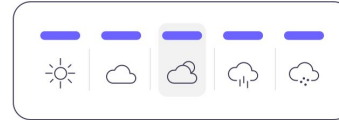# Cyclistic wants a dashboard to show:
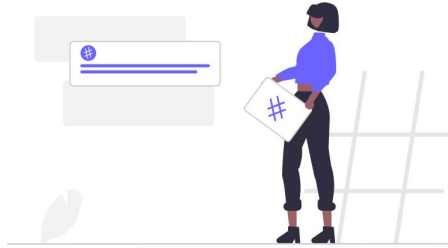
**Trip count over time & year to year growth**

**Popularity based on starting location**

**Popularity based on Ending location**

**Subscriber vs. walk-up rider patterns**

**Effect of weather on riding patterns**

# Trip Totals Over Time



Consistent growth year to year

Large increase Sep 2020 compared to Sep 2019

Big increases continue through Dec 2020 when compared to 2019

# Trips Each Month by Starting Location

**Chelsea and Clinton most popular neighborhood by far**

**Trips increase in most neighborhoods April through October**

**The Sunset Park neighborhood has almost no trips**

**The Upper East Side is also not a popular starting neighborhood**

Trips Each Month by Start Location

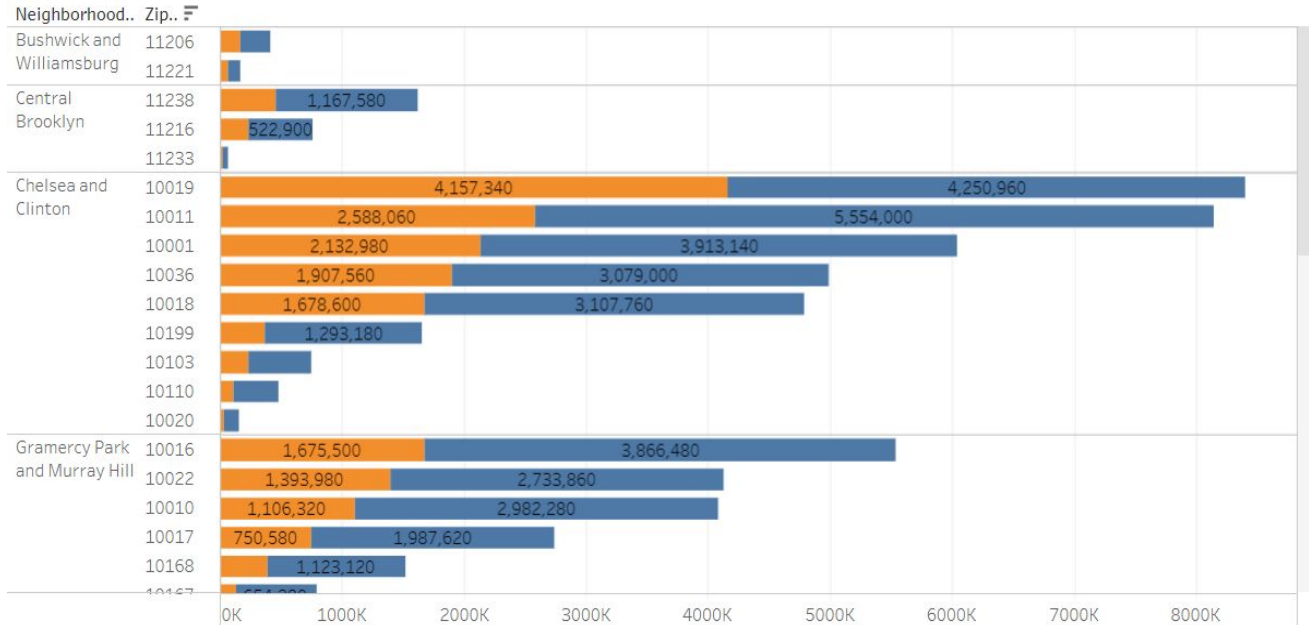| Neighborho.. | February | March | April | May | June | July | August | September | October | November | December |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Bushwick a.. | | | | | | | 3,668 | 15,370 | 14,902 | 11,630 | 10,060 |
| Central Bro.. | 6,810 | 11,120 | 20,540 | 27,332 | 28,218 | 29,524 | 32,030 | 37,182 | 32,516 | 24,404 | 19,706 |
| Chelsea and.. | 257,638 | 480,196 | 797,240 | 1,071,308 | 1,118,220 | 1,240,982 | 1,255,474 | 1,272,752 | 1,173,196 | 868,336 | 695,684 |
| Gramercy P.. | 149,658 | 265,612 | 413,124 | 541,184 | 562,986 | 620,690 | 631,482 | 656,876 | 625,076 | 474,354 | 387,680 |
| Greenpoint | 6,302 | 14,534 | 33,858 | 52,540 | 48,950 | 51,484 | 84,938 | 128,918 | 112,076 | 90,266 | 67,420 |
| Greenwich .. | 103,904 | 193,416 | 355,990 | 511,528 | 521,814 | 563,568 | 592,648 | 594,820 | 504,634 | 364,848 | 282,710 |
| Lower East .. | 203,610 | 349,438 | 572,792 | 780,978 | 789,872 | 846,428 | 882,420 | 907,260 | 803,212 | 600,110 | 479,600 |
| Lower Man.. | 57,840 | 111,806 | 195,192 | 291,718 | 316,720 | 353,868 | 373,142 | 353,766 | 286,560 | 203,600 | 158,672 |
| Northwest .. | 41,998 | 82,956 | 144,490 | 208,950 | 200,610 | 212,072 | 219,058 | 224,426 | 187,062 | 136,890 | 105,792 |
| Northwest .. | | | | | | | 9,490 | 17,332 | 14,482 | 12,286 | 9,054 |
| Sunset Park | | 6 | 12 | 12 | | | | | | | |
| Tribeca | 7,312 | 15,640 | 38,104 | 61,210 | 64,626 | 70,624 | 72,544 | 67,512 | 51,246 | 34,940 | 25,714 |
| Upper East .. | 1,682 | 2,204 | 5,314 | 7,442 | 7,066 | 8,332 | 11,358 | 63,654 | 84,360 | 70,622 | 55,824 |
| Upper West.. | 3,908 | 9,006 | 19,952 | 29,136 | 27,032 | 31,050 | 33,928 | 71,194 | 89,864 | 71,160 | 50,720 |
| West Side | | | | | | | | | 2,998 | 3,234 | 2,194 |

# Tot. Trip Minutes by Destination

**Popular starting locations like Chelsea and Clinton are also popular ending locations**

**Subscribers spend more total combined time on trips than walk-up customers**

**A few zipcodes (10019, 10023) have nearly as many trip minutes by walk-up customers as subscribers**

Tot. Trip Minutes by Destination

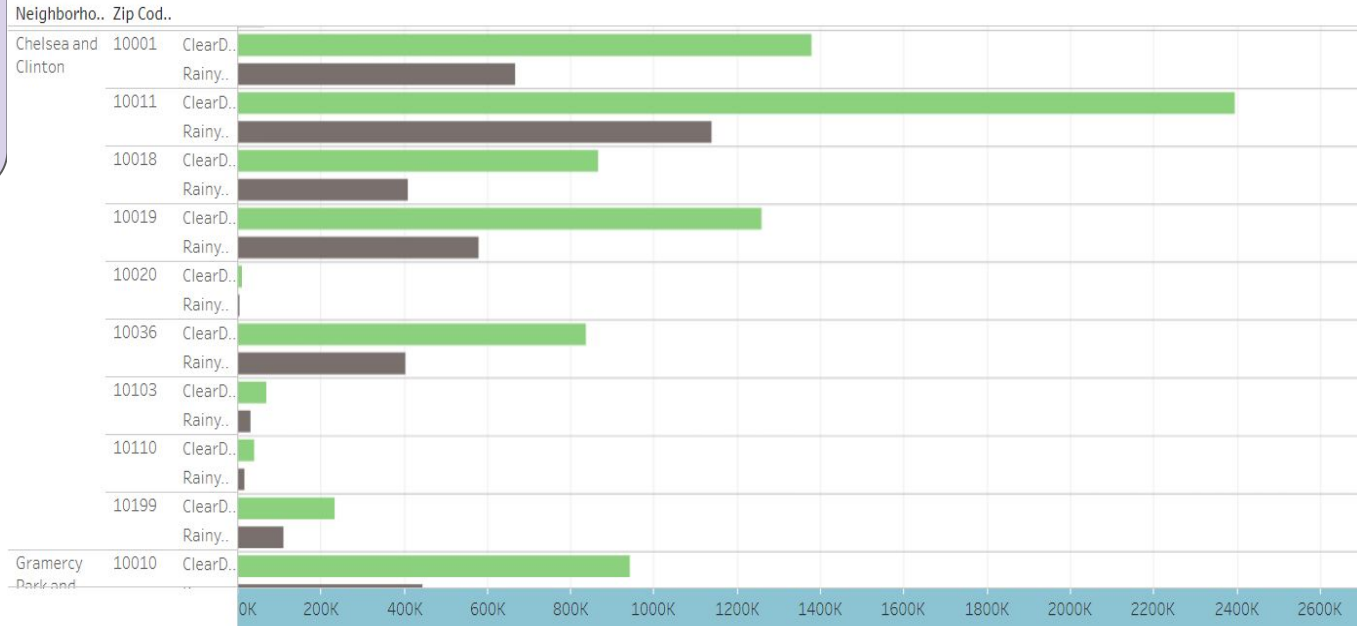| Neighborhood.. | Zip.. | |
|---|---|---|
| Bushwick and Williamsburg | 11206 | |
| | 11221 | |
| Central Brooklyn | 11238 | 1,167,580 |
| | 11216 | 522,900 |
| | 11233 | |
| Chelsea and Clinton | 10019 | 4,157,340    4,250,960 |
| | 10011 | 2,588,060    5,554,000 |
| | 10001 | 2,132,980    3,913,140 |
| | 10036 | 1,907,560    3,079,000 |
| | 10018 | 1,678,600    3,107,760 |
| | 10199 | 1,293,180 |
| | 10103 | |
| | 10110 | |
| | 10020 | |
| Gramercy Park and Murray Hill | 10016 | 1,675,500    3,866,480 |
| | 10022 | 1,393,980    2,733,860 |
| | 10010 | 1,106,320    2,982,280 |
| | 10017 | 750,580    1,987,620 |
| | 10168 | 1,123,120 |
| | 10167 | 654,000 |

# Total Trips - Clear Days vs. Days With Precipitation

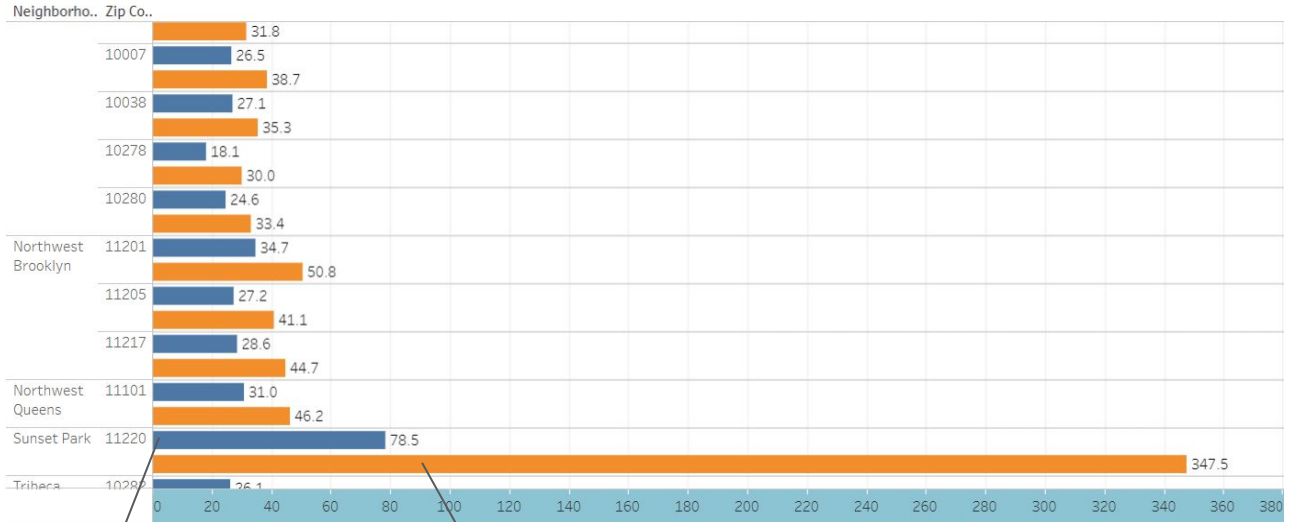**More than twice as many trips in clear weather as on rainy days**

# Avg. Trip Duration (Walk-up vs. Subscribers)

**Walk-up customers take up to 50% longer per trip vs subscribers**

**Walk-up trips ending in Sunset Park are abnormally long**

**We can also see (in tooltip) that subscribers take several times more trips than walk-up customers**

Avg. Trip Duration (Walk-up vs. Subscriber)

| Neighborho.. | Zip Co.. | | |
|---|---|---|---|
| | | 31.8 | |
| | 10007 | 26.5 | |
| | | 38.7 | |
| | 10038 | 27.1 | |
| | | 35.3 | |
| | 10278 | 18.1 | |
| | | 30.0 | |
| | 10280 | 24.6 | |
| | | 33.4 | |
| Northwest Brooklyn | 11201 | 34.7 | |
| | | 50.8 | |
| | 11205 | 27.2 | |
| | | 41.1 | |
| | 11217 | 28.6 | |
| | | 44.7 | |
| Northwest Queens | 11101 | 31.0 | |
| | | 46.2 | |
| Sunset Park | 11220 | 78.5 | |
| | | | 347.5 |
| Tribeca | 1028? | 26.1 | |

0  20  40  60  80  100  120  140  160  180  200  220  240  260  280  300  320  340  360  380

Neighborhood End: Sunset Park
Zip Code End:         11220
Total Trip Count:     106
Avg. Trip Minutes:   78.5

Neighborhood End: Sunset Park
Zip Code End:         11220
Total Trip Count:     18
Avg. Trip Minutes:   347.5