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Phenemena 1:

Citi Bike is an incredibly sound company that is extremely diverse and successful in all of its pursuits. However, it does have the opportunity to grow and evolve into an even more successful corporation. In this specific case, I will be analyzing and developing a recommendation to increase revenues for Citi Bike as there was a lot of evidence for misuse of potential.

The dataset that displayed information on the amount of customers and subscribers for each month gave me insight into which user type was more common. I used data from August, September, and October to confirm that there was a concrete pattern in the User Type data. I concluded that subscribers are the more common user type, so Citi Bike should focus their efforts on expanding their subscriber base.

The data that was analyzed to configure the scatter plot graph was from Citi Bike's October data. This important information was inputted into tableau to further understand how to increase Citi Bike's revenue. The data I wanted to analyze was the average trip duration and its relationship to gender and age. This scatter plot depicted integral information to establish our recommendation. From analyzing this it was clear the average trip duration for all ages and gender is around 25 minutes of riding. In addition, it also displayed that the younger aged individuals, both male and female, tend to ride more. Therefore, the recommendation from this is to focus on the underrepresented consumers, that being the middle and older aged people. Making a marketing strategy geared towards our smaller consumers would increase revenue for Citi Bike.

Another dataset I used was based on the average trip duration based on the zip code locations near Hoboken and Jersey City. The map was also color coded to easily identify locations where there was higher income compared to the other locations with lower income. Through this map, it was easy to tell that the higher location area had more citi bike locations while lower income areas had less. However, taking a closer look at the map, the lower income areas tend to ride the bike for a longer duration. Lower income families may be more inclined to depend on these bikes due to the affordability of these bikes, so we recommend having more locations available in the lower income areas.

Phenomena 2 :

In order for CitiBike to improve their company I came up with a strategy to decrease costs so Citibike would retain more profits and could make better use of that money in future expansion projects. The cost reduction methods entail removing Citi Bikes that are not being used, removing Citi Bike stations that are not being used to its goal potential, relocating stations to new areas, and decreasing marketing efforts in the same areas where people are not fond of Citi Bike. In addition, this would remove any maintenance or upkeep costs for the stations and bikes that are not being utilized that much. The first Tableau visualization indicates the comparison of bike IDs to the amount of records it has, which tells Citi Bike exactly which Bike IDs are not being used sufficiently. This would allow for them to be removed or relocated without causing too much of an affect on their customer base. The second visualization symbolizes the number of records amongst the stations and this helps Citibike to identify stations with low record numbers in order to eradicate these stations or place them in better locations that have more use for them to maximize profits. This would also allow for them to see any areas that are underutilized and can be removed in order to reduce costs which are related to upkeep and maintenance. Lastly, the last dataset I have included advises Citi Bike to relocate stations because it compares stations with low v.s. high number of records and indicates their location to move unused and low record stations to areas with high records and demands. This dataset compares how many bikes are logged at each station, showing the amount of usage in that area as well. For the future expansion of Citi Bike, enacting our plan will help save costs for buildings or new Citi Bike stations that can be better utilized by the customers, new citi bikes and aid in a smoother transition for the e-bike project Citi Bike is pursuing.