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Citi Bike Tableau Conclusion

Seasonality- The data definitely shows a trend of public spaces such as parks being the main pickup when the warmer months arrive. As expected, the usage also ticks up in warm months. This is definitely due to the climate in NYC and surrounding areas.   
  
Transit- The usage of bikes is proportionate to the use of the PATH stations and walkability of the area the PATH trains let out. The Grove St PATH station is much more pedestrian friendly than Newport which is a cluster of office buildings and a mall. This would be indicative of risk for bike usage.  
  
Gender - The gender disparity shown by the data definitely shows men use the bikes much more than women. Adding additional places on the bikes for purse or jacket storage might help overall ridership with the female demographic.  
  
Female Ridership- The trend for female ridership is a consistent growth pattern with extreme seasonality. This is because of many factors but can be attributed to female wardrobe which is less conducive to riding bikes in the winter.  
  
Total Riders/Subscribers – The subscription method seems to historically be pretty stagnant and shows an uptick in subscribers when there was a drastic downtick in overall ridership. This aligns with what was more than likely a marketing push to gather subscribers.  
  
Female Ridership vs. Subscribers Trends – While you have a trend of overall reduction in female riders you have an upward trend in subscribers which is showing a demographic where, statistically, in the near future where the trends will intersect and CitiBikes will have more subscribers that don’t actively ride.