Tableau Homework - Citi Bike Analytics

Since 2013, the Citi Bike Program has implemented a robust infrastructure for collecting data on the program's utilization. Through the team's efforts, each month bike data is collected, organized, and made public on the Citi Bike Data webpage. The following dashboard was designed to analyze Citi Bike data by station and customer.

Each tab of the dashboard features information from 2018 Citi Bike. Both tabs include filters at the top to filter the data. After creating and analyzing our visualizations, there were many phenomena to be uncovered.

1. "Grove ST PATH" and "Hamilton Park" are the most popular stations. Trips often start and end at these two stations. This may indicate a need of a third station to give more flexibility to customers

2. The most popular start times for bike rental are correlated with commuter traffic. Bike rentals usage increases right until 9:00am and once again increases until 5:00pm, right before it begins decreasing. The number of bike rentals is also higher on weekdays than weekends. This shows majority of rentals are possibly used as primary source of transportation. I would propose Citi bike partner with companies around the area to promote usage through discounts and installing stations on company property.

3. Millennials and Generation X are the two biggest age generation of users by far. The age frame for these two generations is for anyone born between 1965 and 1996. Citibank could start rolling out subscriptions to target high schools. Thus, increasing usage and subscribers.