https://public.tableau.com/profile/trevor.d.towers#!/vizhome/CitiBikeStats\_16044403772210/Dashboard2

Tableau Analysis:

One of the two phenomena I found was that the use of CitiBike rises as you leave winter months such a January and February into months such as April and May. Looking more in depth into start times I found that Wednesday seems to be the most popular time use Citi Bike. I did notice while looking at use throughout the week that use rises Monday through Friday and weekend days are the lowest. As I looked more in depth at times, I saw a significant increase in use during rush hour times like 8 Am and 5pm. My overall conclusion from looking at the data was that people use CitiBike during warmer months the most and it seems as if they’re main use is to get to and from work and school.

The second phenomena I found was that the use of CitiBike is mostly by males. When looking at usage my gender I noticed a significant increase from how many males used CitiBike versus how many females did. There was a 3 million people difference between how many males use CitiBike and how many females do based on the four months of data I used. I then connected that to my look at usage times and found that males are the main users of CitIBike during rush hour times like 8 Am and 5 Pm. I then looked at usage by males of age years ranging from 1940 to 2019 and found a very large increase in males born in 1989, or age 30. This led me to the conclusion that the largest demographic of people who use CitiBike are middle age men going to and from work.