

Tableau Homework - CitiBike Data Analysis

CitiBike data from 2014-2018 was used for this analysis

Ridership Data

Total Number of Rides

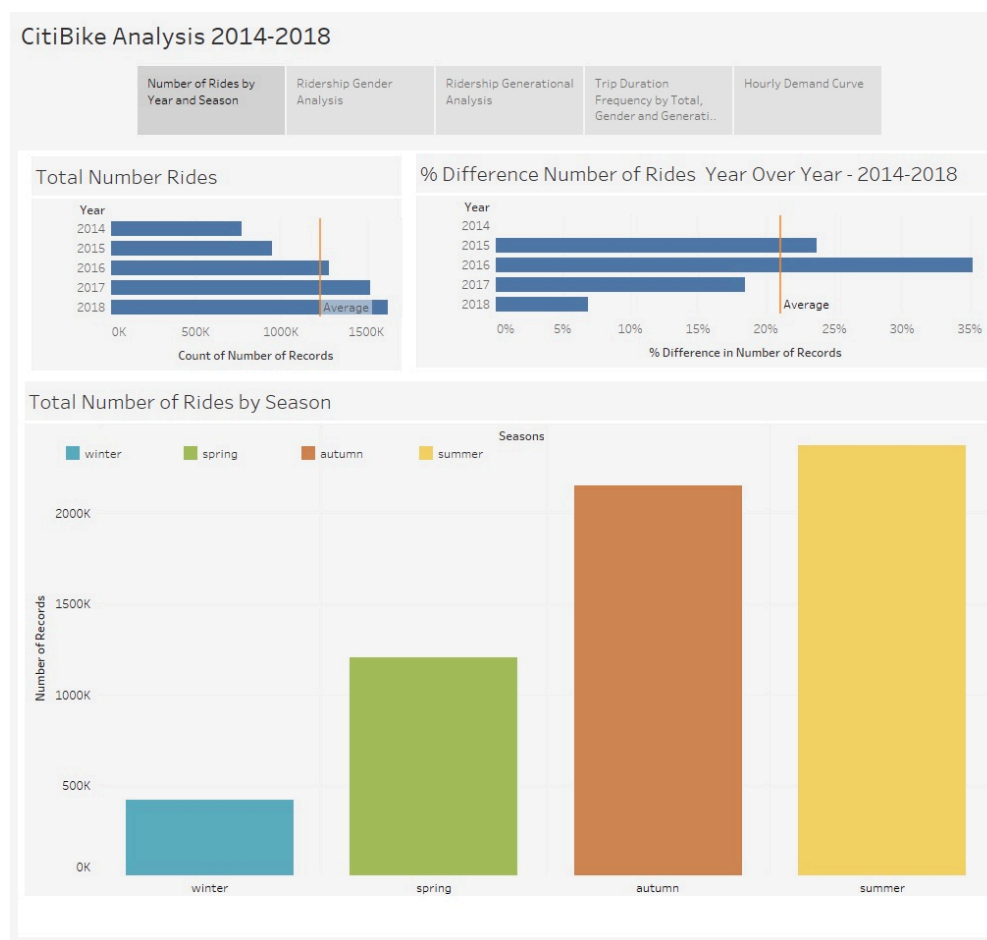
From 2014 to 2018 total number of rides increased each year.

% Difference Number of Rides Year Over Year

The 2016 year saw the greatest percent increase in rides (35%)

Total Number of Rides by Season

Seasonal data was really illuminating showing that lower ridership occurred in colder months (winter and spring) and increased in warmer months (summer and autumn). The years were aggregated and averaged out by season.



Demographic Data - Gender

Demographic data is important to companies as it can give some insights which can be utilized for marketing purposes. The demographic data taken was on gender and age. Age was divided into cohorts by generation (Ex. - Boomers, Gen X, Gen Y, etc).

Gender Split

Ridership was sorted by male, female, and unknown which included entries with no gender data point reported. Citibike ridership was majority male. Visualization shows an

CitiBike Analysis 2014-2018

Number of Rides by
Year and Season

Ridership Gender
Analysis

Ridership Generational
Analysis

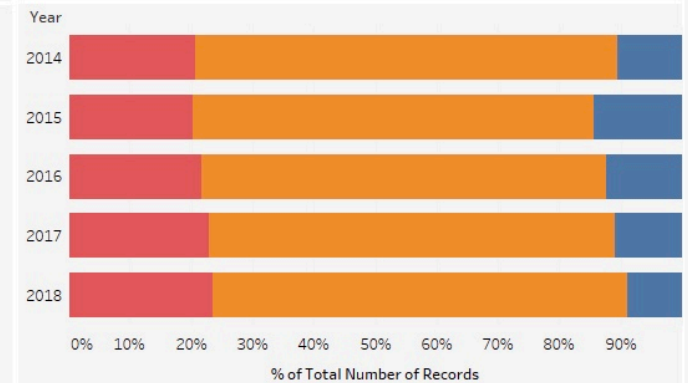
Trip Duration
Frequency by Total,
Gender and Generati..

Hourly Demand Curve

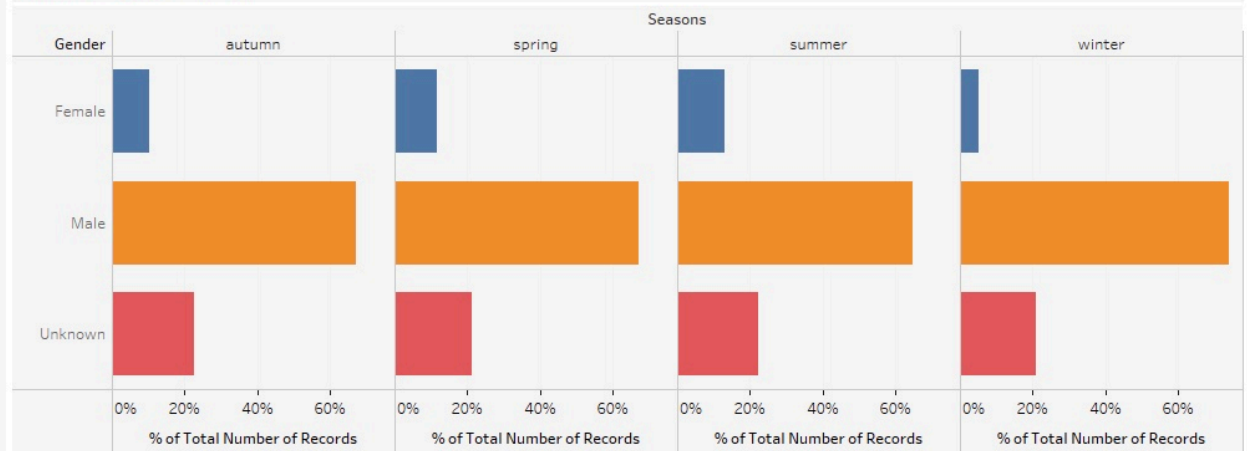
Gender Split Total 2014-2018



Gender Split Yearly



Gender Split Season



aggregate total for 2014-2018.

Gender Split Season

Ridership by gender was looked at from a seasonal perspective. Throughout each season ride % by gender didn't change except for female ridership which decreased in the winter season.

Gender Split Yearly

Shows rider % by gender by each year. No significant trends except unknown percentage slightly increased each year.

Demographic Data - Generational

Age data was divided into cohorts - Millennials, Gen X, Baby Boomer, Silent

CitiBike Analysis 2014-2018



Generational Split Total

Ridership is more popular among the youngest generations and decreased as the generations increased in age. Millennials are using CitiBike the most.

% Difference Change from Previous Year Generational Split

Ridership % change visualized through the years. Millennial % was highest in 2016.

Generational Split Yearly

Sorts ridership by generation and years. Ridership increased for each generation every year.

Trip Duration

In the Tableau dashboard, trip duration can be sorted by gender and generation. Most trips lasted approximately 10 minutes. Average trip duration decreased when generation increased.

Hourly Demand

CitiBike Analysis 2014-2018

Number of Rides by
Year and Season

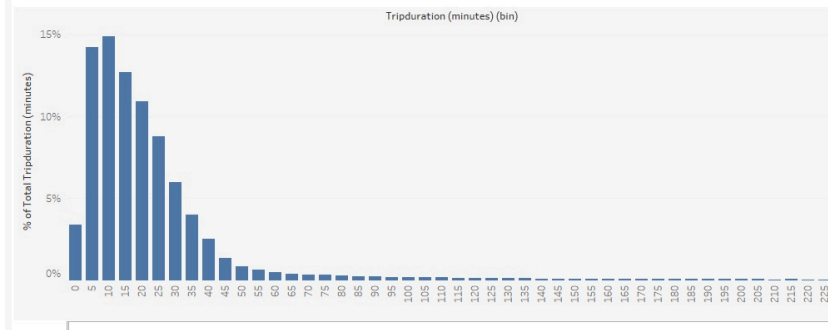
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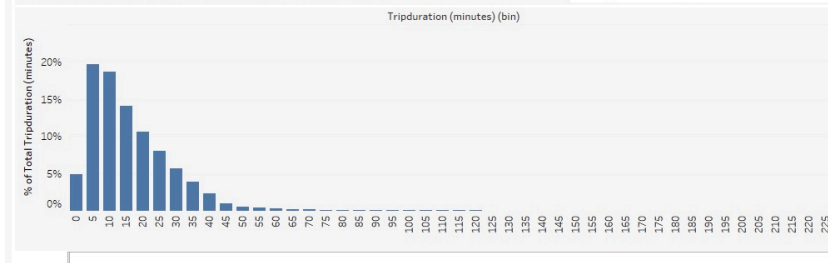
Trip Duration Frequency Share-Total



Trip Duration-Gender_Generation - Male, Gen X

Gender, Ge., Male, Gen X

☐ Show history



In the Tableau dashboard, demand by the hour could be sorted by Gender and Generation values. Example shown is Gen X, Female which had the highest demand for a CitiBike around 4:00 PM.

