

Introduction

Due to the higher number of people using bikes in New York City, this paper aims to understand the type of membership in this cosmopolitan city. There are two main types, one that is casual or takes only 24-hour pass or 3-day pass and the other that is annual. The problem is that if the city Citibike knows how many people are interested in the type of bikes, they can predict the number of people taking each membership, which may make them able to reduce their costs and improve their income.

Data

The data used here is obtained from <https://www.citibikenyc.com/system-data> where it is possible to see how people are using their bikes to commute. The number of different types of membership is assigned 0 and 1 after being changed in Excel. Therefore, we can provide a heatmap to see which places people prefer to use which membership type.