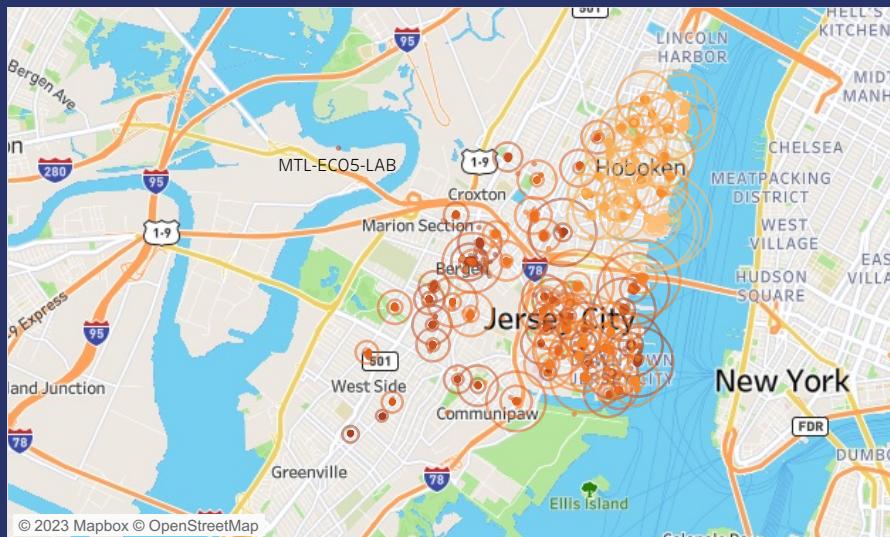


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New Jersey City All Station Location



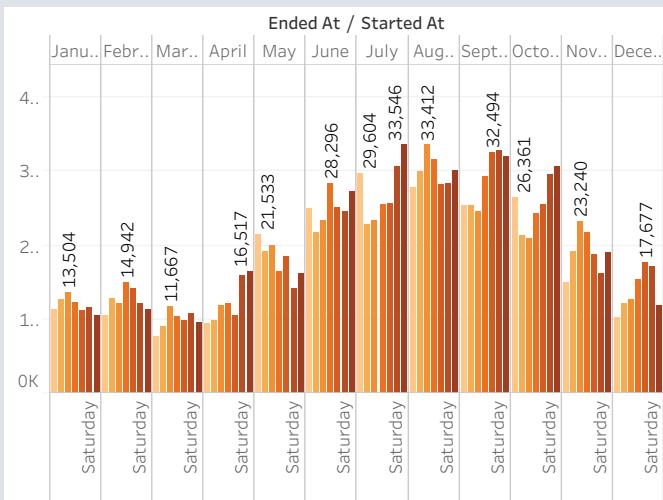
Overall Start to End Station User Count

Start Station Name	End Station Name					
	2 Ave & E..	2 St & Par..	2 St HBLR ..	4 St & Gra..	5 Ave & E..	5 Corners ..
2 St & Park Ave		9		3		
2 St HBLR - 2 St & M..			74	5		1
4 St & Grand St	3		9	1,252		6
5 Corners Library				9	437	
6 St & Grand St	2		12	349		3
7 St & Monroe St	3		8	213		19
8 St & Washington St	1		18	359		10
9 St HBLR - Jackson ..	2		7	217		7
11 St & Washington ..	12		15	727		4
12 St & Sinatra Dr N	6		2	355		5
14 St Ferry - 14 St & ..	1	3	7	441		2
Adams St & 2 St		2	3	176		1
Adams St & 11 St		4	5	209		1

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Peak Season Month and Weekday



Month of Ended At

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

Peak Season Week and Hour

Hour of Started At	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
0	5,580	1,945	1,646	1,890	2,231	2,951	5,737
1	4,466	1,085	873	947	1,080	1,513	4,227
2	3,135	538	411	502	574	835	2,612
3	1,503	378	287	347	321	452	1,557
4	718	616	768	599	679	731	743
5	858	1,987	2,614	2,549	2,393	1,965	1,024
6	1,376	5,665	7,591	7,752	7,043	6,026	1,861
7	2,504	10,601	14,612	14,602	13,368	10,605	3,715
8	5,399	13,765	17,433	18,136	17,277	13,462	6,900
9	8,901	8,886	9,568	10,404	10,181	9,624	11,299
10	12,649	7,727	7,292	7,458	7,819	8,253	14,418
11	15,067	9,108	7,896	8,478	8,504	10,154	17,494
12	16,823	10,595	9,691	10,352	10,306	12,214	18,735
13	17,160	11,011	9,850	10,609	10,304	13,168	19,040
14	17,028	11,347	10,196	10,676	10,909	13,831	18,354

Weekday of Started At

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Member Casual

- casual
- member

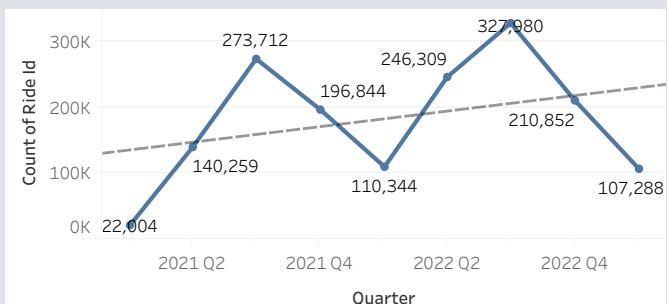
Count of Member Casual

287 27,347

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Riders Growth in 2021 Q1 to 2023 Q1



Quarter of Started At

- Q1
- Q2
- Q3
- Q4

Member Casual

- casual
- member

Membership Count in Quarter



Quarter of Started At

- Q1
- Q2
- Q3
- Q4

Member Casual

- casual
- member

Member Casual

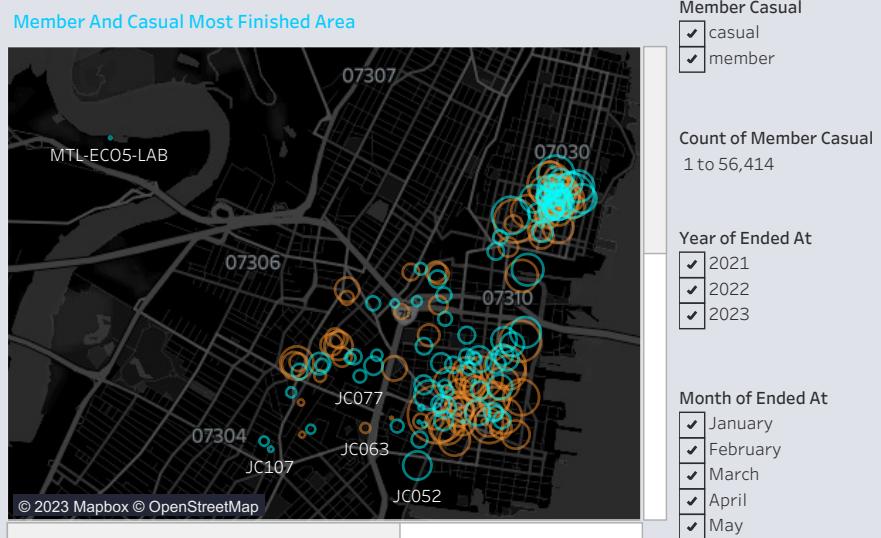
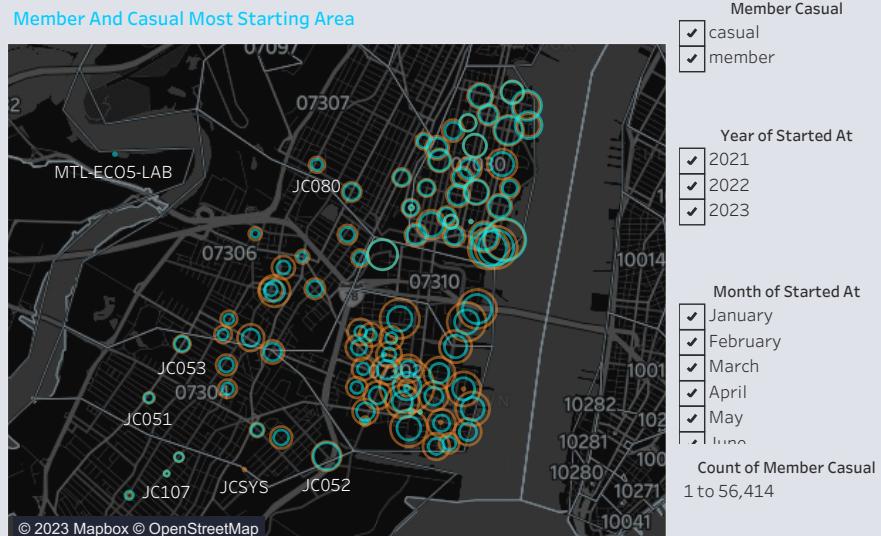
- casual
- member

Member and Casual Total Count 2021 Feb to 2023 Feb

		Started At		
		2021	2022	2023
Member Casual	Casual	258,453	565,128	587,700
	member	374,366	963,176	1,047,892

2021 Feb to 2023 Feb Citibike New Jersey Analysis

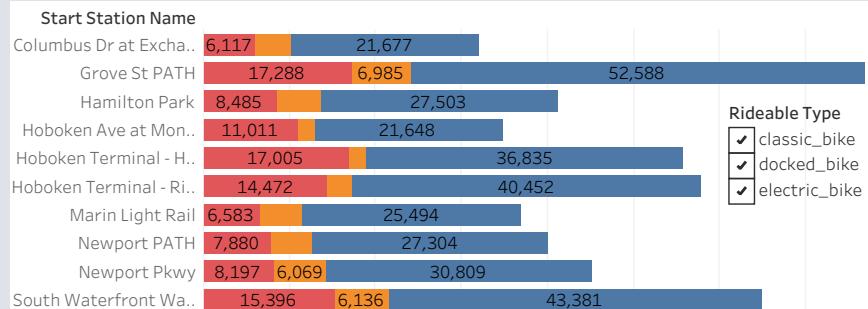
Member and Casual Famous Station



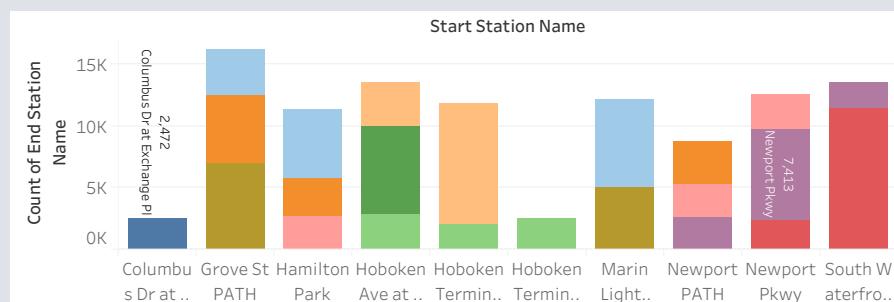
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Top 10 Start Station



Top 10 Start to End Station



Top 10 Start to End Station User Count

Start Station Name

End Station Name	Colum..	Grove ..	Hamilt..	Hobok..	Hobok..	Hobok..	Marin ..	Newp..	Newp..	South ..
Columbus Dr at Ex..	2,472	743	908	202	133	158	1,942	1,137	1,353	389
Grove St PATH	1,002	3,687	5,519	751	183	253	7,158	1,136	1,446	260
Hamilton Park	758	5,533	3,211	885	586	404	817	3,437	1,189	497
Hoboken Ave at M..	253	893	680	3,520	9,750	1,735	117	1,788	1,395	1,029
Hoboken Terminal..	253	116	419	7,197	1,985	420	142	353	694	459
Hoboken Terminal..	236	196	414	2,855	2,063	2,563	191	512	1,296	1,424
Marin Light Rail	1,811	6,980	817	165	172	196	5,081	1,130	899	390
Newport PATH	1,360	1,094	2,703	1,193	349	360	1,354	2,604	2,740	668
Newport Pkwy	1,890	1,177	1,058	1,325	777	1,013	894	2,678	7,413	2,045

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Top 10 Citibike Stations

Analysis for Citi Bike

Welcome to the New Jersey Citi Bike analysis from February 2021 to February 2023.

In the following pages, we have provided various data analyses that Citi Bike can use to support its business and Key Performance Indicator (KPI) reports. Our goal is to provide you with insights into the performance of Citi Bike in the New Jersey area, including popular stations, usage patterns, and seasonal trends.

Our team has analyzed the data to help Citi Bike understand customer preferences and behavior, as well as areas for improvement and growth opportunities. We hope that this analysis will help Citi Bike make informed decisions and achieve its business goals.

Thank you for considering our analysis, and we look forward to working with Citi Bike to support its continued success.

Page 2 - Customer Traffic Analysis

Charts 1 and 2 demonstrate that from May to November, both Saturday and Sunday are peak business days. The short-term casual and long-term member categories have the same seasonal trend of increasing during spring and summer and decreasing during autumn and winter.

In Chart 2, we observe that members tend to use the service on Monday to Friday at 6am to 8am and 4pm to 7pm.

Furthermore, by selecting the classic_bike and electric_bike options in Chart 2, it can be seen that classic_bike rentals are more popular than electric_bike rentals. However, the difference in the number of rentals between classic_bike and electric_bike for "casual" users is not significant.

Page 3 - Seasonal Membership and Popularity Analysis

Based on the charts provided, it can be seen that New Jersey citizens, tourists, and other users prefer using the Citi Bike service to get to their destinations, particularly through bike riding. The number of both members and casual users tends to increase in Quarter 2, with Quarter 3 being the most favored season for customer usage of the Citi Bike service.

The line graph illustrates that Citi Bike business percentage and numbers have been growing every year. Moreover, the "Riders Growth" model for 2021 Q1 to 2023 Q1 indicates a P-Value of 0.0526527. This value suggests that customers enjoy using bike riding as a means of transportation.

To improve member outreach efforts, we have added a data layer showing separate orange and cyan colors. This analysis can be examined in detail to adjust campaign strategies and Key Performance Indicator (KPI) reports if necessary.

Page 4 - Member and Casual Station Usage Analysis

The dataset provides insights into the most popular Citi Bike stations in the New Jersey area, specifically in zip codes 07302, 07310, 07030, and 07306. The map utilizes small and large circles to analyze the popularity of Citi Bike stations among both members and casual users, with the data showing a large number of 56,414 instances of station usage.

The map analysis reveals that members, denoted by orange circles, tend to use stations in the 07302 zip code area most frequently for Citi Bike service. On the other hand, casual users, represented by cyan circles, prefer stations in the 07030 zip code area. This data can help Citi Bike understand the differing usage habits between members and casual users and pinpoint where additional support services may be required in these areas.

Page 5 - Business Development and Service Maintenance Ideas

Based on our analysis, we have identified the top 10 most frequently used Citi Bike stations in the New Jersey area. By understanding which stations are the most popular, Citi Bike can develop strategies to improve the bike rental volume and customer experience.

Analyzing the top 10 start station usage numbers, Citi Bike can identify which types of bikes are preferred by users and which parts need to be prioritized for maintenance. This analysis can also help the company to focus its resources on specific locations that require more support.

In particular, the South Waterfront Walkway - Sinatra Dr & 1 St station is the most popular start and return station among users. By focusing on this station, Citi Bike can further enhance its service offerings and improve the customer experience.

We believe that these insights can help Citi Bike make informed decisions about its business development and service maintenance strategies, and we look forward to supporting the company in achieving its goals.