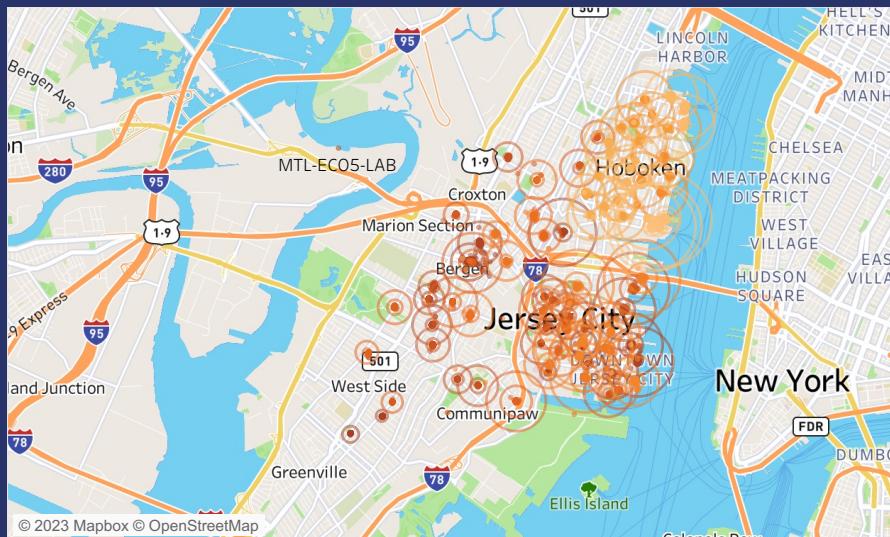


# 2021 Feb to 2023 Feb Citibike New Jersey Analysis

[Citibike Home Page](#)
[Season Citibike Business](#)
[Membership and Casual Business Gro..](#)
[Member and Casual Famous Station](#)
[Top 10 Citibike Stations](#)
[Analysis for Citibike](#)

## New Jersey City All Station Location



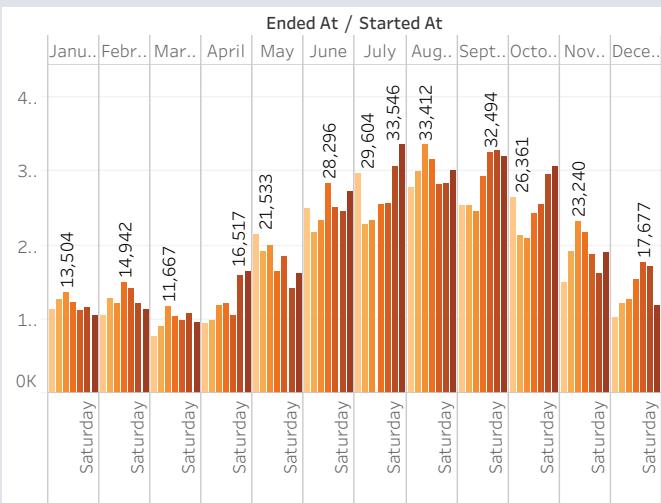
## Overall Start to End Station User Count

| 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            |

# 2021 Feb to 2023 Feb Citibike New Jersey Analysis

[Citibike Home Page](#)
[Season Citibike Business](#)
[Membership and Casual Business Gro..](#)
[Member and Casual Famous Station](#)
[Top 10 Citibike Stations](#)
[Analysis for Citibike](#)

## Peak Season Month and Weekday



## Month of Ended At

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

## Weekday of Started At

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

## 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

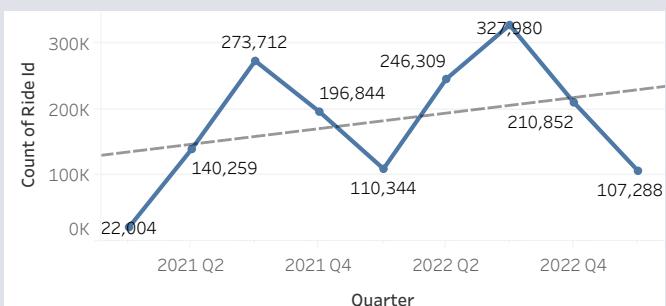
## Count of Member Casual

287 27,347

# 2021 Feb to 2023 Feb Citibike New Jersey Analysis

[Citibike Home Page](#)
[Season Citibike Business](#)
[Membership and Casual Business Gro..](#)
[Member and Casual Famous Station](#)
[Top 10 Citibike Stations](#)
[Analysis for Citibike](#)

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

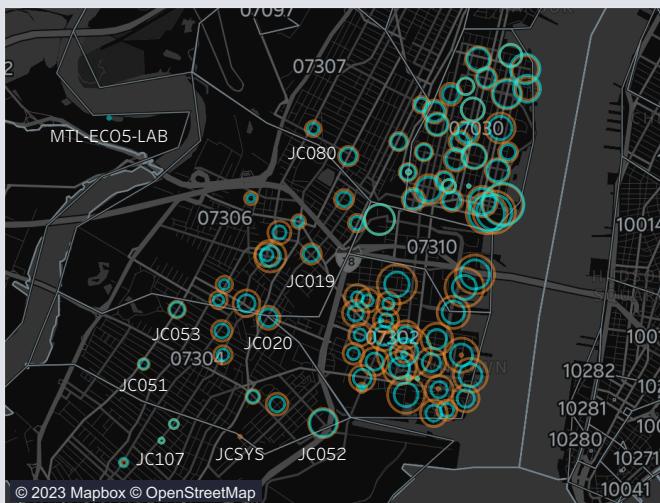
Member and Casual Total Count 2021 Feb to 2023 Feb

|               |        | 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

[Citibike Home Page](#)[Season Citibike Business](#)[Membership and Casual Business Gro..](#)[Member and Casual Famous Station](#)[Top 10 Citibike Stations](#)[Analysis for Citibike](#)

Member And Casual Most Starting Area



Member Casual

- casual
- member

Year of Started At

- 2021
- 2022
- 2023

Month of Started At

- January
- February
- March
- April
- May
- June

Count of Member Casual

1 to 56,414

Member And Casual Most Finished Area



Member Casual

- casual
- member

Count of Member Casual

1 to 56,414

Year of Ended At

- 2021
- 2022
- 2023

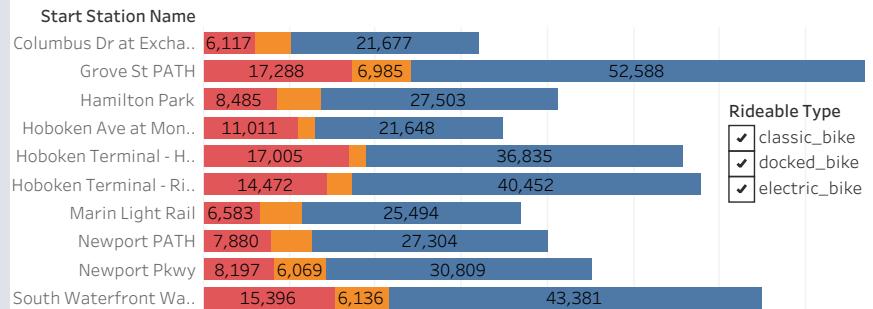
Month of Ended At

- January
- February
- March
- April
- May
- June

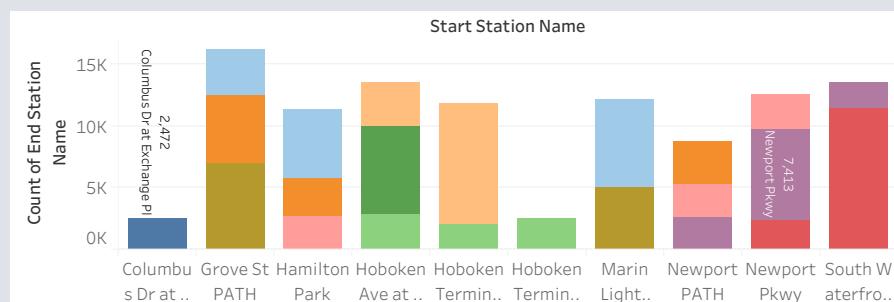
# 2021 Feb to 2023 Feb Citibike New Jersey Analysis

[Citibike Home Page](#)
[Season Citibike Business](#)
[Membership and Casual Business Gro..](#)
[Member and Casual Famous Station](#)
[Top 10 Citibike Stations](#)
[Analysis for Citibike](#)

## 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    |

# 2021 Feb to 2023 Feb Citibike New Jersey Analysis

|                    |                          |                                      |                                  |                          |                       |
|--------------------|--------------------------|--------------------------------------|----------------------------------|--------------------------|-----------------------|
| Citibike Home Page | Season Citibike Business | Membership and Casual Business Gro.. | Member and Casual Famous Station | Top 10 Citibike Stations | Analysis for Citibike |
|--------------------|--------------------------|--------------------------------------|----------------------------------|--------------------------|-----------------------|

## Welcome to the New Jersey Citibike analysis from February 2021 to February 2023.

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

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

Thank you for considering our analysis, and we look forward to working with Citibike 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 York citizens, tourists, and other users prefer using the Citibike 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 Citibike service.

The line graph illustrates that Citibike's 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 Citibike 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 Citibike 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 Citibike service. On the other hand, casual users, represented by cyan circles, prefer stations in the 07030 zip code area. This data can help Citibike 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 Citibike stations in the New Jersey area. By understanding which stations are the most popular, Citibike can develop strategies to improve the bike rental volume and customer experience.

Analyzing the top 10 start station usage numbers, Citibike 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, Citibike can further enhance its service offerings and improve the customer experience.

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