Citi Bike Analytics

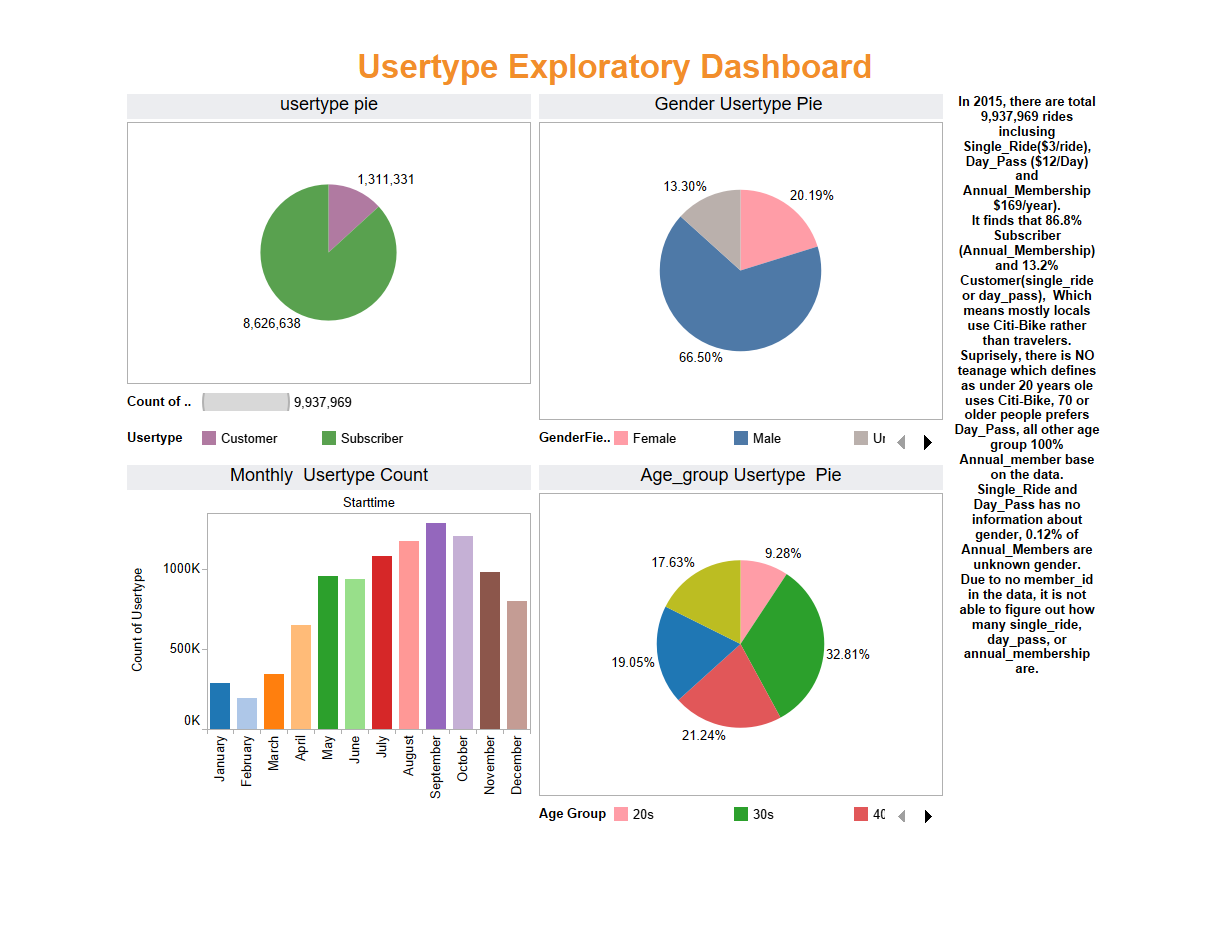
-Citi Bike 2015

Since 2013, the Citi Bike Program has implemented a robust infrastructure for collecting data on the program's utilization. Through the team's efforts, each month bike data is collected, organized, and made public on the Citi Bike Data webpage：<https://www.citibikenyc.com/system-data> 。

Ideally, I wished use all data and compare the data in different years. However, It takes too much to load the data and it is imposible to update to the web with such large dataset. I decided to use only one year data. Finally, I chose 2015 due to the 2015 data. Please use the following link to download the data. of course, the data is too big and it is not able to upload to github. Please use the follow link to download data. <https://s3.amazonaws.com/tripdata/index.html>

After download the data, I checked and made sure all columns name are same at differet months data files. Via, Tableau, all files union together to have the full data set.

Dashboard 1 to discover the information of usertype vs age group/monthly/gender at the first dashboard, the interaction is set with hover. When hover on the female, all female relative data will show according. From this dashboard, it shows that in 2015, there are total 9,937,969 rides inclusing Single\_Ride($3/ride), Day\_Pass ($12/Day) and Annual\_Membership $169/year). It finds that 86.8% Subscriber (Annual\_Membership) and 13.2% Customer(single\_ride or day\_pass), Which means mostly locals use Citi-Bike rather than travelers. Unexpectedly, there is NO teanage which defines as under 20 years ole uses Citi-Bike, 70 or older people prefers Day\_Pass, all other age group 100% Annual\_member base on the data. Single\_Ride and Day\_Pass has no information about gender, 0.12% of Annual\_Members are unknown gender.  
Due to no member\_id in the data, it is not able to figure out how many single\_ride, day\_pass, or annual\_membership are.

[](https://github.com/whysoq520/Tableau/blob/master/image/Usertype%20Exploratory%20Dashbaord.png)