

Data Phenomena/Patterns Within the 2018 CitiBike Usage Data

*It is noteworthy that the most utilized stations for both start and dropoff for the bikes are primarily concentrated in Midtown Manhattan.

*Usage levels overall for the bikes within Manhattan drop precipitously above Central Park South, approximately at and above 60th Street, i.e. ***the bulk of usage occurs in Manhattan below 60th Street, East and West.***

****The primary volume of usage is derived from 'Subscribers', rather than 'Customers'.***
Since Subscribers are predominantly local inhabitants, it can be inferred that tourists/visitors fall almost exclusively into the 'Customer' segment of the rider data.

****Subscribers overall represent the majority of users of the CitiBike vehicles*** relative to Customers, but conversely Subscribers log significantly lower mileage rates relative to the Customer segment.

****The lower mileage seen amongst Subscribers would suggest that this type of customer uses the vehicle for commuting within a predetermined activity path which looks to minimize time and mileage*** in order to experience the most efficient commute possible. Customers who are looking to visit the city's highlights seek to maximize their ability to cover as much ground as possible and obtain the most for their money, during their stay in New York City.

*The association of the Customer group with tourists is also borne out by the data showing that ***in the coldest Winter months of January and February, bike utilisation by Customers drops to a trickle***, especially when compared to Spring and Summer.

*Usage is highest all year amongst riders who are between the ages of 20 and 40 years of age; therefore this age range is clearly our target demographic.

****Additionally, male Subscribers are the single largest consumer of bike trips, year-round, within the top volume demographic of ages 20 to 40!***