Project: US Bikeshare

MVO:

In the Minimum Viable Product, I will represent the solution of the first question that I presented in the proposal.

Q1: For the purpose of advertisement, we need to know the average age for bike's riders and what is their gender.

Instead of dealing with the age individually, age has been classified into four main categories:

Age	Category
Young Adults	18-30
Mid age Adult	31-45
old Adult	46-70
Senior Adult	More than 71

Figure 1 shows that most of the riders are in the Mid-age adult category.

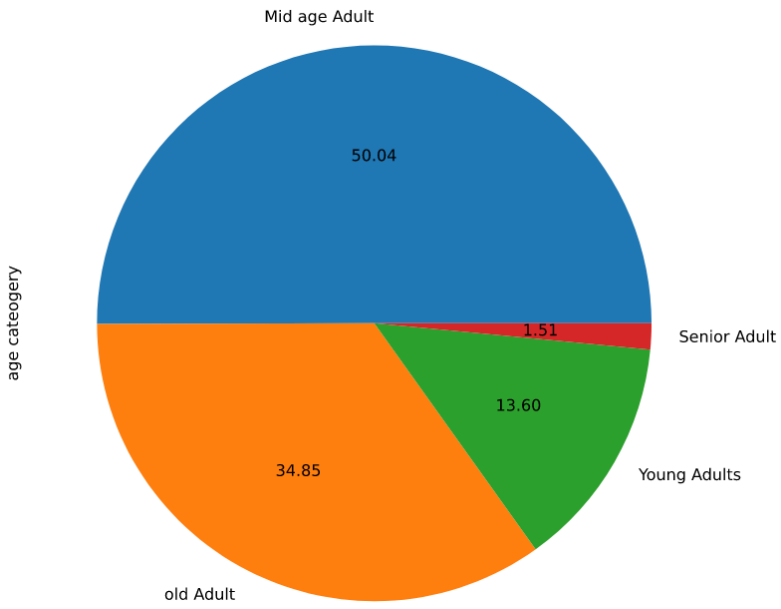

Figure 1: Age categories Percentages.

However, **Figure 1** is not enough since it does not give us an indication of which station has a greater number of specific category of riders than other categories. Hence, we need to examine each start substation to get more knowledge about its most riders. For the purpose of saving time let's take the first ten popular stations then we would have an idea about the other stations.

After going into an intensive analysis as it can be seen from **Figure 2** for the ten most popular stations, we can notice here most of the riders fall in the categories of Mid-age Adult and old Adult. Hence, the result obtained from the below figures can be applied for all stations. However, we need to know the gender for the riders to determine the type of advertisement to be used.

Examining **Figure 3** that shows the gender percentage in each station for the top ten station. We can conclude that all the top ten popular stations are most visited by male riders.

As a result of that, advertisement should be focused on the male riders falling in the categories Mid-age Adult and old Adult.

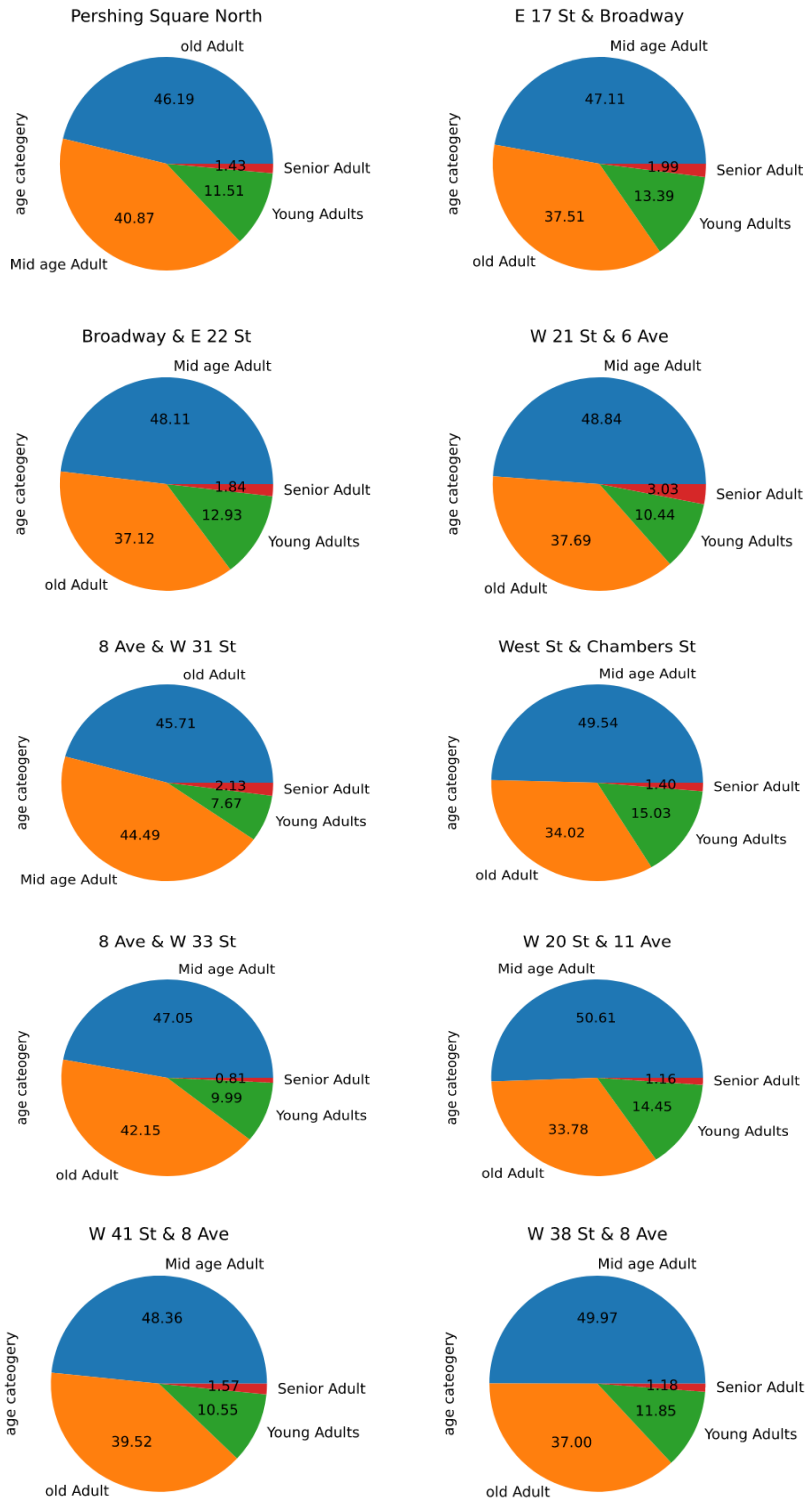

Figure 2: Age categories percentage in each station for the top ten station.

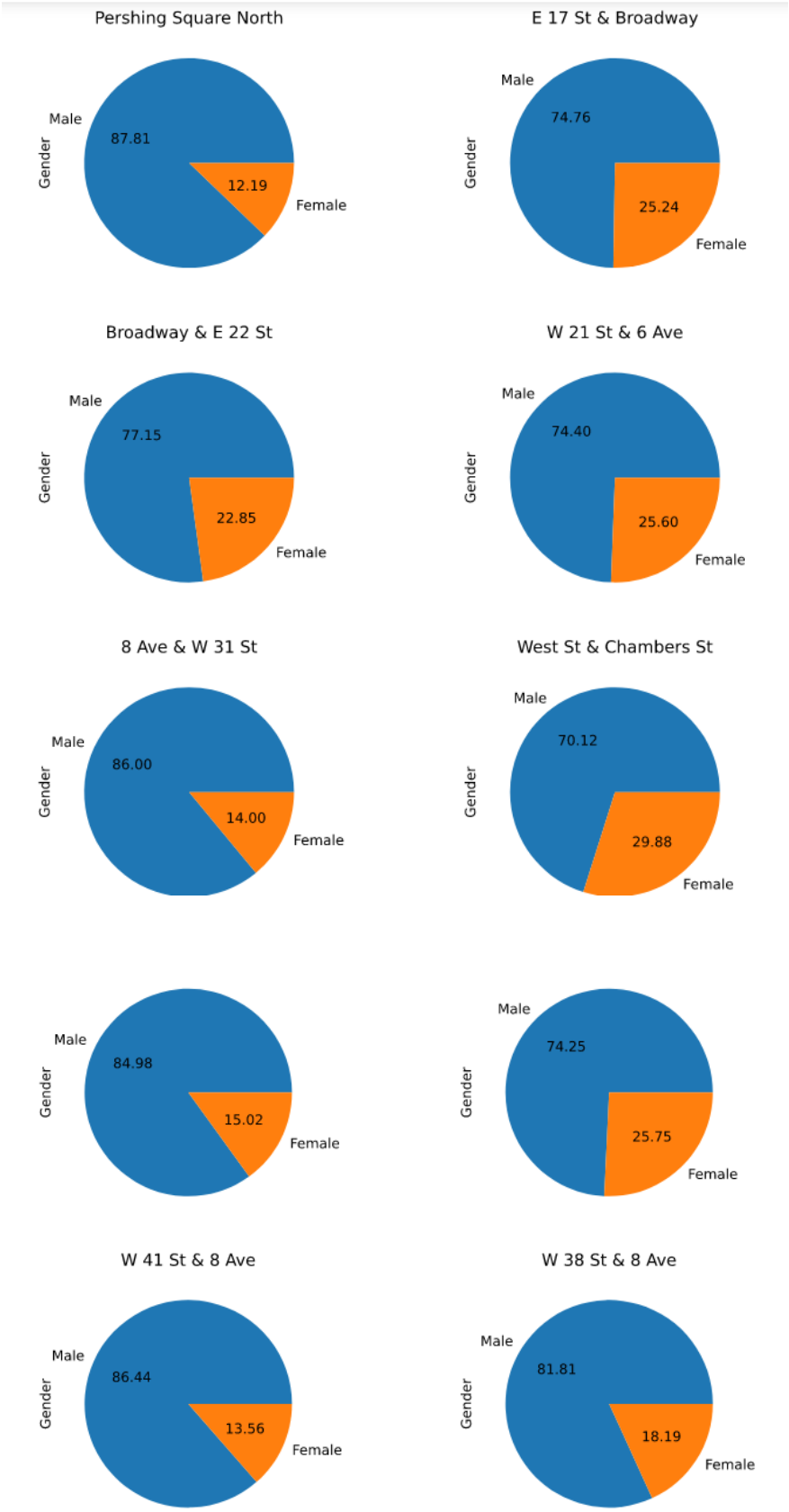

Figure 3: Age categories percentage in each station for the top ten station.