**Bike-Sharing Project**

**Flow of Mini Presentation#1**   
(as discussed in our video conference, 3.12.17)

1. **Data preview**
   1. Sentence about BAY AREA BIKE SHARE PROGRAM
   2. Summary command (in R)
   3. Present types of users if bike share (customer/subscriber)
2. **Business question & relevance**
   1. How can we increase usage of bike sharing in San-Francisco
   2. Present sheet 1 - show relevance of the question
3. **Data Analysis** 
   1. Stage 1
      1. Observing the rental activity and usage by day/hour of subscriber and customer
         1. Show graph suscriberVScustomer (in graphsTablaue)
         2. Show graph UsageByHour (in graphsTablaue)
   2. Stage 2
      1. Geographic analysis and deployment of stations
         1. Present stations of interest
            1. Show map by weekday analysis – map1\_weekday
            2. Show map by weekend analysis – map1\_weekend
            3. Show barplot (!!!) of end stations – histOfEndStat,  
               (this example highlights our problem in the data)
         2. Present interesting routes
            1. Show interesting routes by weekday analysis – cyclingRoutes\_weekday
            2. Show interesting routes by weekend analysis – cyclingRoutes\_weekend
   3. Stage 3
      1. unbalanced stations – Show Case
         1. show sheet 3
4. **Back to business**
   1. Present the challenge again (as showed in sheet 1)
   2. Present future actions in order to increase usage
      1. Search for broader database or complimentary data
      2. Analyse interesting stations and their availability of bikes
      3. Present difference in usage by seasons
      4. Marketing ideas
5. **There is much more to do, it’s only the beginning ☺**