

Project 1: Exploratory Data Analysis (EDA)

Class: DATS 6101- Intro to Data Science

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Project Proposal

We are analyzing a shared bike dataset from a company called CoGo. The CoGo Bike Share System was launched in July 2013 and serves several areas in Ohio (Columbus, Bexley, Upper Arlington, Grandview Heights, and Easton).

a) The research topic

Providing suggestions supported by data to increase the profit margin for CoGo- a bike-sharing company

b) The SMART question(s)

How can the CoGo bike-sharing company boost their profit margins by implementing particular adjustments, such as increasing or removing specific bike kinds, growing its business in a specific location, or lowering or raising the cost of bike share?

c) The source of data set(s) and observations

The dataset is real-time data with more than 7,000 observations covering August of 2022. It contains 10+ columns such as Rider ID, Bike type, Rented bike start time, Rented bike end time, Start station name, Start station ID, End station name, End station ID, Start station latitude, Start station longitude, End station latitude, End station longitude, Member Type

Data Source: [here](#)

d) The link to the team's GitHub repository

Team GitHub Link: [here](#)