

## Avesh Raza Nagauri

[aveshnagauri5@gmail.com](mailto:aveshnagauri5@gmail.com) (mailto:aveshnagauri5@gmail.com) 9082425683

# StatisticalRide Dynamics

```
In [2]: # Importing Libraries

import numpy as np, pandas as pd
import seaborn as sns
import matplotlib.pyplot as plt
import statsmodels.api as sm
from scipy.stats import f_oneway, ttest_ind
from statsmodels.graphics.gofplots import qqplot
from scipy.stats import shapiro
from scipy.stats import levene
from scipy.stats import kruskal
from scipy.stats import chi2_contingency
```

```
In [3]: df = pd.read_csv("bike_sharing.csv") # Importing Dataset
```

```
In [105]: df.head()
```

```
Out[105]:
```

	datetime	season	holiday	workingday	weather	temp	atemp	humidity	windspeed	cas
0	2011-01-01 00:00:00	1	0	0	1	9.84	14.395	81	0.0	
1	2011-01-01 01:00:00	1	0	0	1	9.02	13.635	80	0.0	
2	2011-01-01 02:00:00	1	0	0	1	9.02	13.635	80	0.0	
3	2011-01-01 03:00:00	1	0	0	1	9.84	14.395	75	0.0	
4	2011-01-01 04:00:00	1	0	0	1	9.84	14.395	75	0.0	

```
In [9]: df.shape
```

```
Out[9]: (10886, 12)
```

There are 10886 rows and 12 columns

```
In [7]: df.describe()
```

Out[7]:

	season	holiday	workingday	weather	temp	atemp
count	10886.000000	10886.000000	10886.000000	10886.000000	10886.000000	10886.000000
mean	2.506614	0.028569	0.680875	1.418427	20.23086	23.65508
std	1.116174	0.166599	0.466159	0.633839	7.79159	8.47460
min	1.000000	0.000000	0.000000	1.000000	0.82000	0.76000
25%	2.000000	0.000000	0.000000	1.000000	13.94000	16.66500
50%	3.000000	0.000000	1.000000	1.000000	20.50000	24.24000
75%	4.000000	0.000000	1.000000	2.000000	26.24000	31.06000
max	4.000000	1.000000	1.000000	4.000000	41.00000	45.45500

Some columns might have outliers like temp, atemp, humidity, wind speed, casual, registered and count as there is a significant difference between their mean and max value.

```
In [8]: df.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 10886 entries, 0 to 10885
Data columns (total 12 columns):
#   Column          Non-Null Count  Dtype
---  -
0   datetime        10886 non-null object
1   season          10886 non-null int64
2   holiday         10886 non-null int64
3   workingday      10886 non-null int64
4   weather         10886 non-null int64
5   temp           10886 non-null float64
6   atemp           10886 non-null float64
7   humidity        10886 non-null int64
8   windspeed       10886 non-null float64
9   casual          10886 non-null int64
10  registered      10886 non-null int64
11  count           10886 non-null int64
dtypes: float64(3), int64(8), object(1)
memory usage: 1020.7+ KB
```

```
In [16]: df.nunique() # Unique values for each columns
```

```
Out[16]: datetime      10886  
season              4  
holiday             2  
workingday          2  
weather             4  
temp               49  
atemp              60  
humidity            89  
windspeed           28  
casual             309  
registered          731  
count              822  
dtype: int64
```

```
In [5]: df.isna().sum() # Checking for null values
```

```
Out[5]: datetime      0  
season              0  
holiday             0  
workingday          0  
weather             0  
temp               0  
atemp              0  
humidity            0  
windspeed           0  
casual             0  
registered          0  
count              0  
dtype: int64
```

**There are no null values in the dataset**

```
In [3]: df['Date'] = pd.to_datetime(df['datetime']).dt.date # extrcating date fr
```

```
In [4]: df.drop('datetime',axis = 1,inplace = True) #Deleting datetime column
```

```
In [5]: df.head()
```

```
Out[5]:
```

	season	holiday	workingday	weather	temp	atemp	humidity	windspeed	casual	regist
0	1	0	0	1	9.84	14.395	81	0.0	3	
1	1	0	0	1	9.02	13.635	80	0.0	8	
2	1	0	0	1	9.02	13.635	80	0.0	5	
3	1	0	0	1	9.84	14.395	75	0.0	3	
4	1	0	0	1	9.84	14.395	75	0.0	0	



```
In [25]: df['season'].value_counts()
```

```
Out[25]: season
4      2734
2      2733
3      2733
1      2686
Name: count, dtype: int64
```

```
In [26]: df['holiday'].value_counts()
```

```
Out[26]: holiday
0      10575
1        311
Name: count, dtype: int64
```

```
In [27]: df['workingday'].value_counts()
```

```
Out[27]: workingday
1      7412
0      3474
Name: count, dtype: int64
```

```
In [28]: df['weather'].value_counts()
```

```
Out[28]: weather
1      7192
2      2834
3       859
4         1
Name: count, dtype: int64
```

```
In [29]: df['temp'].value_counts()
```

```
Out[29]: temp
14.76    467
26.24    453
28.70    427
13.94    413
18.86    406
22.14    403
25.42    403
16.40    400
22.96    395
27.06    394
24.60    390
12.30    385
21.32    362
17.22    356
13.12    356
29.52    353
10.66    332
18.04    328
20.50    327
30.34    299
9.84     294
15.58    255
9.02     248
31.16    242
8.20     229
27.88    224
23.78    203
32.80    202
11.48    181
19.68    170
6.56     146
33.62    130
5.74     107
7.38     106
31.98     98
34.44     80
35.26     76
4.92      60
36.90     46
4.10      44
37.72     34
36.08     23
3.28      11
0.82       7
38.54       7
39.36       6
2.46       5
1.64       2
41.00       1
Name: count, dtype: int64
```

```
In [30]: df['atemp'].value_counts()
```

```
Out[30]: atemp
31.060    671
25.760    423
22.725    406
20.455    400
26.515    395
16.665    381
25.000    365
33.335    364
21.210    356
30.305    350
15.150    338
21.970    328
24.240    327
17.425    314
31.820    299
34.850    283
27.275    282
32.575    272
11.365    271
14.395    269
29.545    257
19.695    255
15.910    254
12.880    247
13.635    237
34.090    224
12.120    195
28.790    175
23.485    170
10.605    166
35.605    159
9.850     127
18.180    123
36.365    123
37.120    118
9.090     107
37.880     97
28.030     80
7.575      75
38.635     74
6.060      73
39.395     67
6.820      63
8.335      63
18.940     45
40.150     45
40.910     39
5.305      25
42.425     24
41.665     23
3.790      16
4.545      11
3.030       7
43.940      7
2.275       7
43.180      7
44.695      3
0.760       2
1.515       1
```

```
45.455      1
Name: count, dtype: int64
```

```
In [4]: df['humidity'].value_counts()
```

```
Out[4]: humidity
88      368
94      324
83      316
87      289
70      259
...
8         1
10        1
97        1
96        1
91        1
Name: count, Length: 89, dtype: int64
```

```
In [5]: df['windspeed'].value_counts()
```

```
Out[5]: windspeed
0.0000      1313
8.9981      1120
11.0014      1057
12.9980      1042
7.0015       1034
15.0013       961
6.0032       872
16.9979       824
19.0012       676
19.9995       492
22.0028       372
23.9994       274
26.0027       235
27.9993       187
30.0026       111
31.0009        89
32.9975        80
35.0008        58
39.0007        27
36.9974        22
43.0006        12
40.9973        11
43.9989         8
46.0022         3
56.9969         2
47.9988         2
51.9987         1
50.0021         1
Name: count, dtype: int64
```



```
In [6]: df['casual'].value_counts()
```

```
Out[6]: casual
0      986
1      667
2      487
3      438
4      354
...
332     1
361     1
356     1
331     1
304     1
Name: count, Length: 309, dtype: int64
```

```
In [7]: df['registered'].value_counts()
```

```
Out[7]: registered
3      195
4      190
5      177
6      155
2      150
...
570     1
422     1
678     1
565     1
636     1
Name: count, Length: 731, dtype: int64
```

```
In [8]: df['count'].value_counts()
```

```
Out[8]: count
5      169
4      149
3      144
6      135
2      132
...
801     1
629     1
825     1
589     1
636     1
Name: count, Length: 822, dtype: int64
```

```
In [6]: arr = df.copy() # making a copy of data
```

In [7]: `arr.head()`

Out[7]:

	season	holiday	workingday	weather	temp	atemp	humidity	windspeed	casual	regist
0	1	0	0	1	9.84	14.395	81	0.0	3	
1	1	0	0	1	9.02	13.635	80	0.0	8	
2	1	0	0	1	9.02	13.635	80	0.0	5	
3	1	0	0	1	9.84	14.395	75	0.0	3	
4	1	0	0	1	9.84	14.395	75	0.0	0	

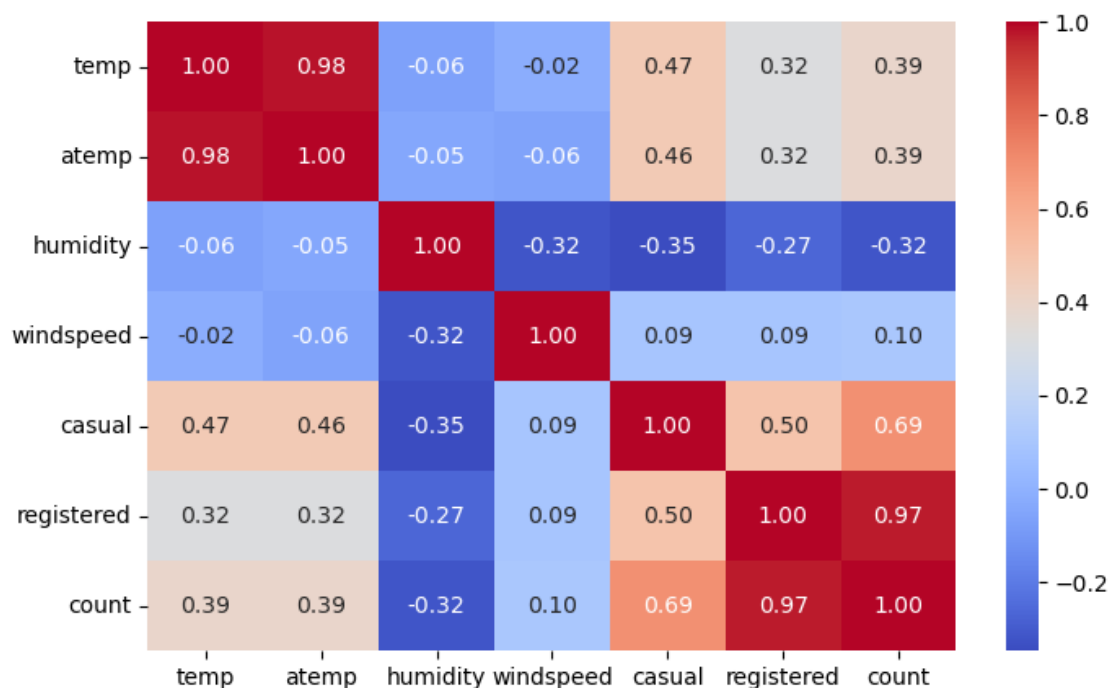
In [8]:

```
arr.drop(columns = ['Date', 'season', 'holiday', 'weather', 'workingday'], inplace=True)
arr[['temp', 'atemp', 'windspeed']] = arr[['temp', 'atemp', 'windspeed']]
```

```
In [10]: # Heatmap for co relation
correlation_matrix = arr.corr()

plt.figure(figsize=(8,5))
sns.heatmap(correlation_matrix, annot=True, cmap='coolwarm', fmt=".2f")

plt.show()
```



## Noteworthy points

1. Temperature ('temp') and apparent temperature ('atemp') show an extremely positive correlation, as expected. Humidity and weather also exhibit a positive relation.
2. Casual, registered, and overall user count have a positive relation with temperature ('temp') and apparent temperature ('atemp'), suggesting an influence of temperature on bike usage.
3. Casual, registered, and overall user count have an extremely positive relationship with each other, indicating a strong correlation among these user-related metrics.
4. Windspeed demonstrates a positive correlation with casual, registered, and overall user count, suggesting potential impacts on bike usage.
5. Humidity displays a negative correlation with every other column, indicating lower bike usage during higher humidity levels.

```
In [11]: df['humidity'].value_counts()
```

```
Out[11]: humidity
88      368
94      324
83      316
87      289
70      259
...
8         1
10        1
97         1
96         1
91         1
Name: count, Length: 89, dtype: int64
```

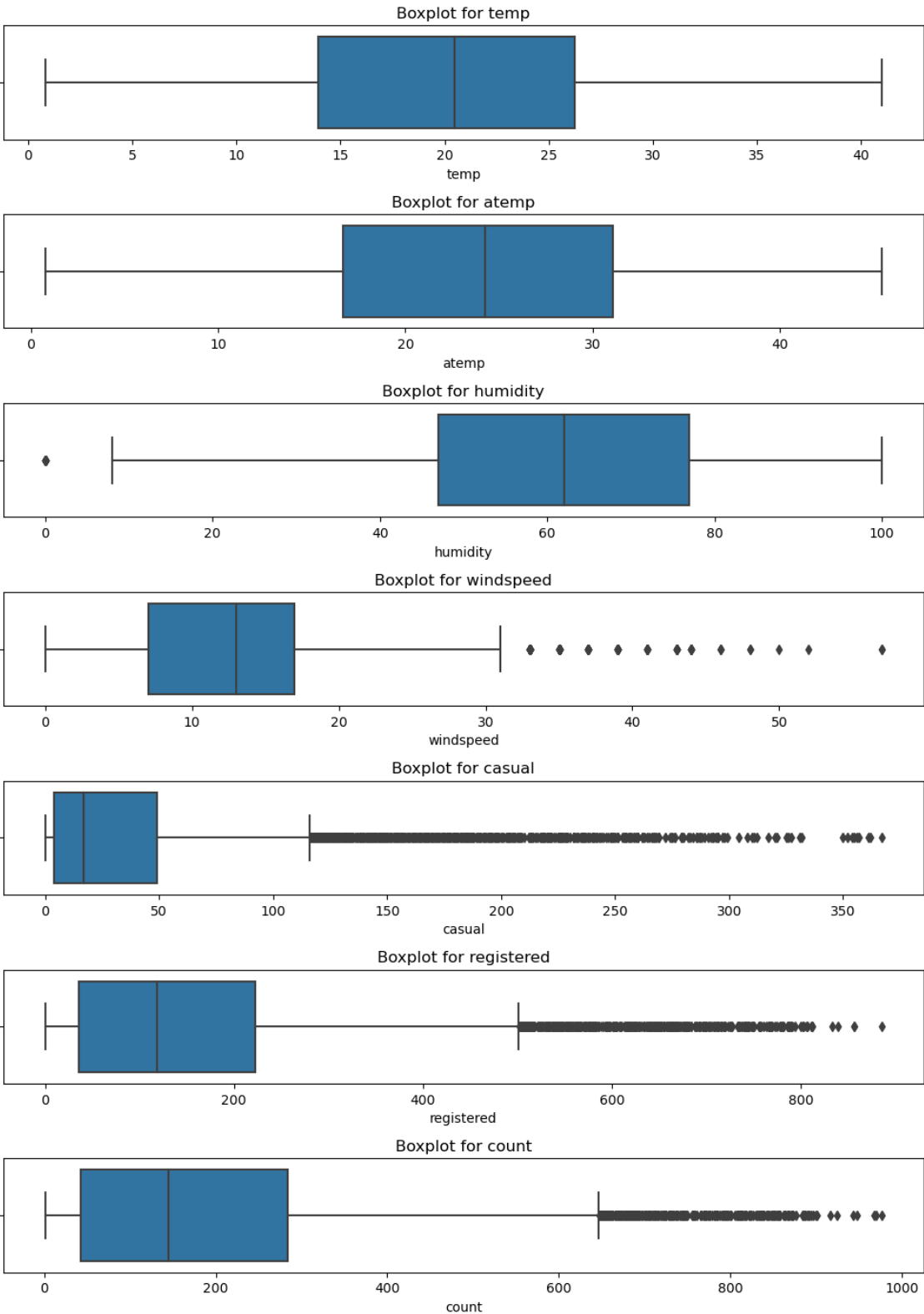
```
In [11]: # Boxplot for continous columns

columns = ['temp', 'atemp', 'humidity', 'windspeed', 'casual', 'registered']

# Create subplots
fig, axes = plt.subplots(nrows=len(columns), figsize=(10, 2 * len(columns)))

# Plot boxplots for each numeric column
for i, column in enumerate(columns):
    sns.boxplot(x=df[column], ax=axes[i])
    axes[i].set_title(f'Boxplot for {column}')

plt.tight_layout()
plt.show()
```



**Outliers are evident in the dataset, with humidity showing one outlier, windspeed exhibiting 12 outliers, and a notable presence of outliers in the casual, count, and registered variables.**

```
In [17]: # Plot distribution for each column

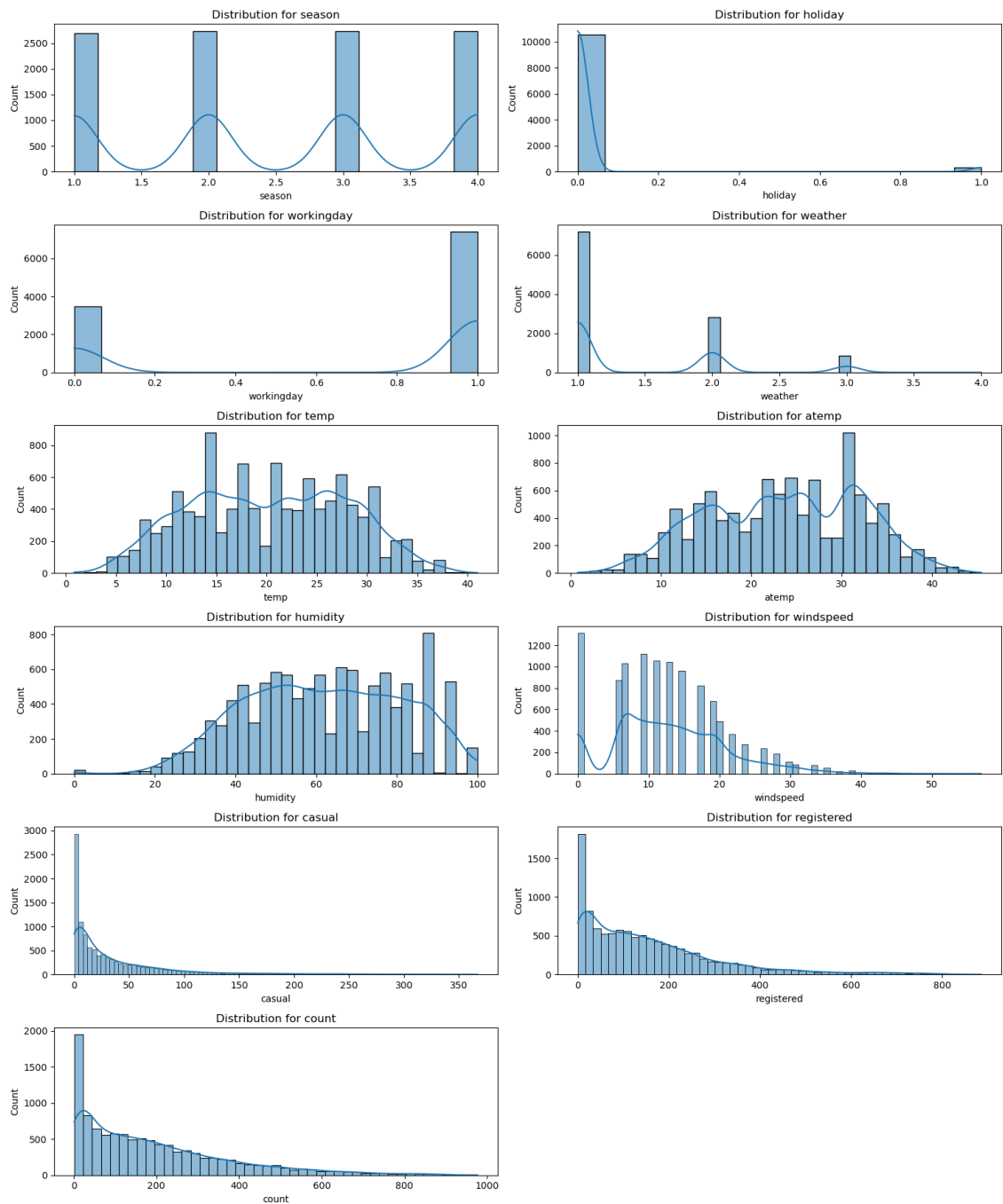
columns = ['season', 'holiday', 'workingday', 'weather', 'temp', 'atemp']

num_rows = len(columns) // 2 + len(columns) % 2
fig, axes = plt.subplots(num_rows, 2, figsize=(15, 3 * num_rows))
axes = axes.flatten()

for i, column in enumerate(columns):
    sns.histplot(df[column], kde=True, ax=axes[i])
    axes[i].set_title(f'Distribution for {column}')

for j in range(len(columns), len(axes)):
    fig.delaxes(axes[j])

plt.tight_layout()
plt.show()
```



### Insight:

The distributions depicted in the above plot indicate right-skewness for the 'atemp', 'casual', 'registered', and 'count' columns. None of the columns exhibit a normal distribution.



## Univariate Analysis

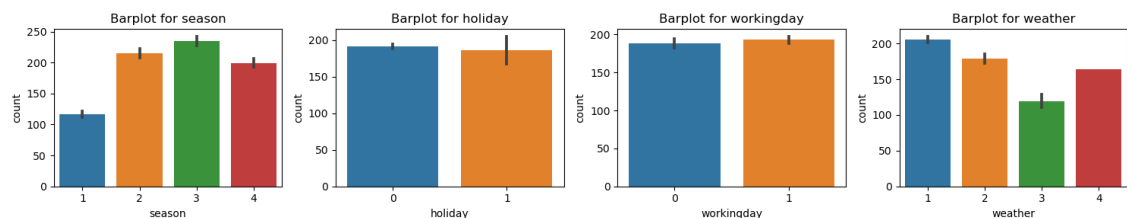
```
In [46]: # Bar plots for each categorical column

columns = ['season', 'holiday', 'workingday', 'weather']

fig, axes = plt.subplots(1, len(columns), figsize=(15, 3))

for i, num in enumerate(columns):
    sns.barplot(x=num, y = 'count', data=df, ax=axes[i])
    axes[i].set_title(f'Barplot for {num}')

plt.tight_layout()
plt.show()
```



### Insight:

1.Seasons 3, 2, and 4 exhibit nearly equal traffic distribution with slight variations, but Season 1 experiences a noticeable dip.

2&3.The usage of bikes is comparable between working days and weekends, indicating a similar level of user engagement on both types of days.

4.Seasons 1, 2, and 3 show minor differences in distribution, but Season 3 is adversely affected, possibly due to the occurrence of storms or other impactful events during this season.

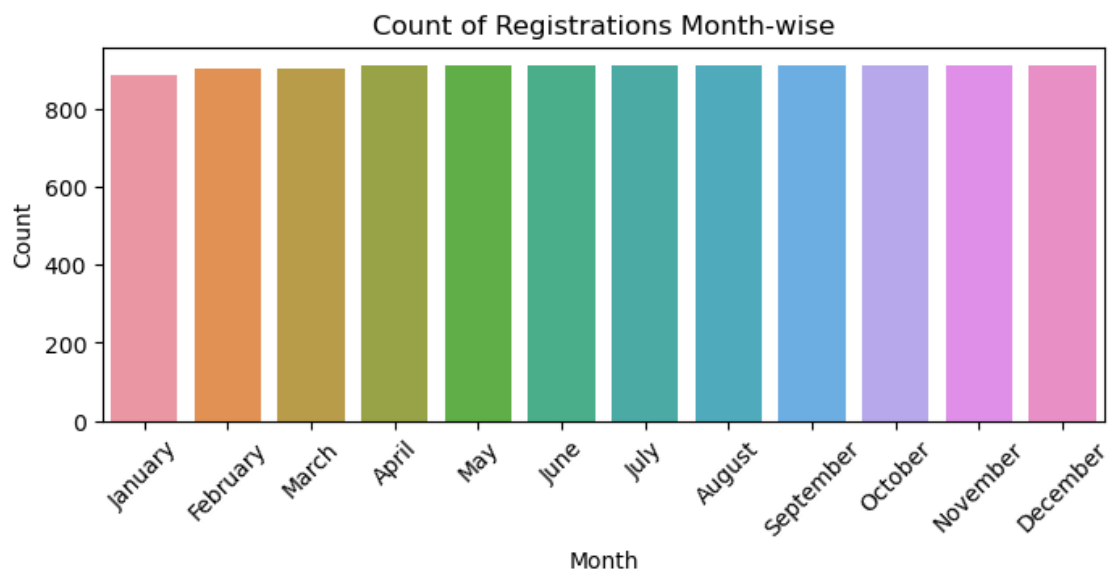
```
In [44]: # Barplot for Count of Registrations Month-wise

df['Date'] = pd.to_datetime(df['Date']) # Converting 'Date' to datetime
df['Month'] = df['Date'].dt.month_name()

# Group by Month
filter = df.groupby('Month')['count'].size().reset_index(name='count_per_month')

plt.figure(figsize=(8, 3))
sns.barplot(x='Month', y='count_per_month', data=filter, order=['January', 'February', 'March', 'April', 'May', 'June', 'July', 'August', 'September', 'October', 'November', 'December'])
plt.xticks(rotation=45)

plt.title('Count of Registrations Month-wise')
plt.xlabel('Month')
plt.ylabel('Count')
plt.show()
```



### Insight:

There is similar distribution of bikes rented among all the months.

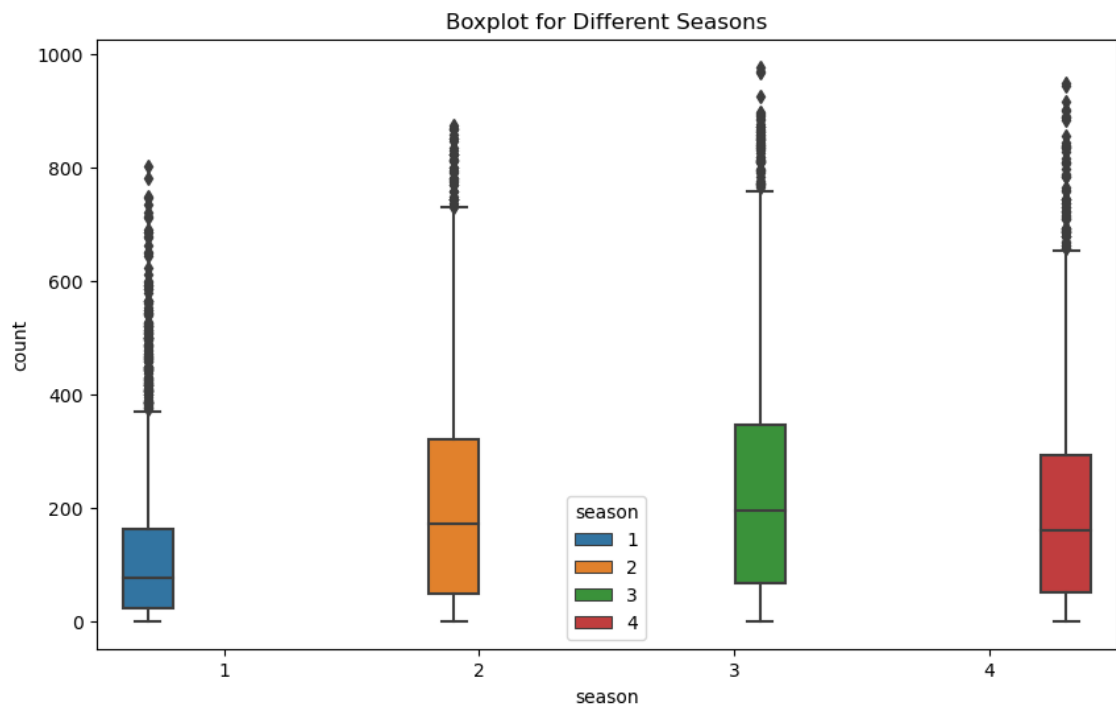
## Bivariate Analysis

```
In [113]: # Boxplot for Different Seasons

plt.figure(figsize = (10,6))

sns.boxplot(x = 'season', y = 'count', data = df, hue = 'season')

plt.title('Boxplot for Different Seasons')
plt.show()
```



### Insight:

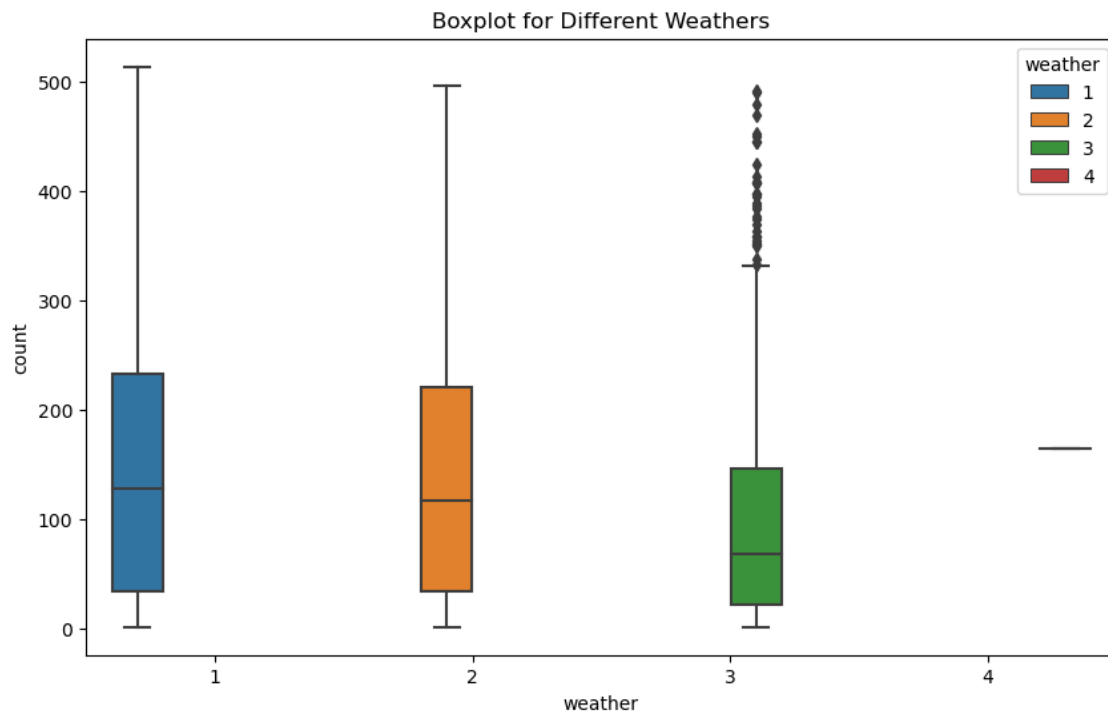
Bike rentals exhibit higher demand during the summer and fall compared to the winter and spring seasons.

```
In [100]: # Boxplot for Different Weathers

plt.figure(figsize = (10,6))

sns.boxplot(x = 'weather', y = 'count', data = df, hue = 'weather')

plt.title('Boxplot for Different Weathers')
plt.show()
```



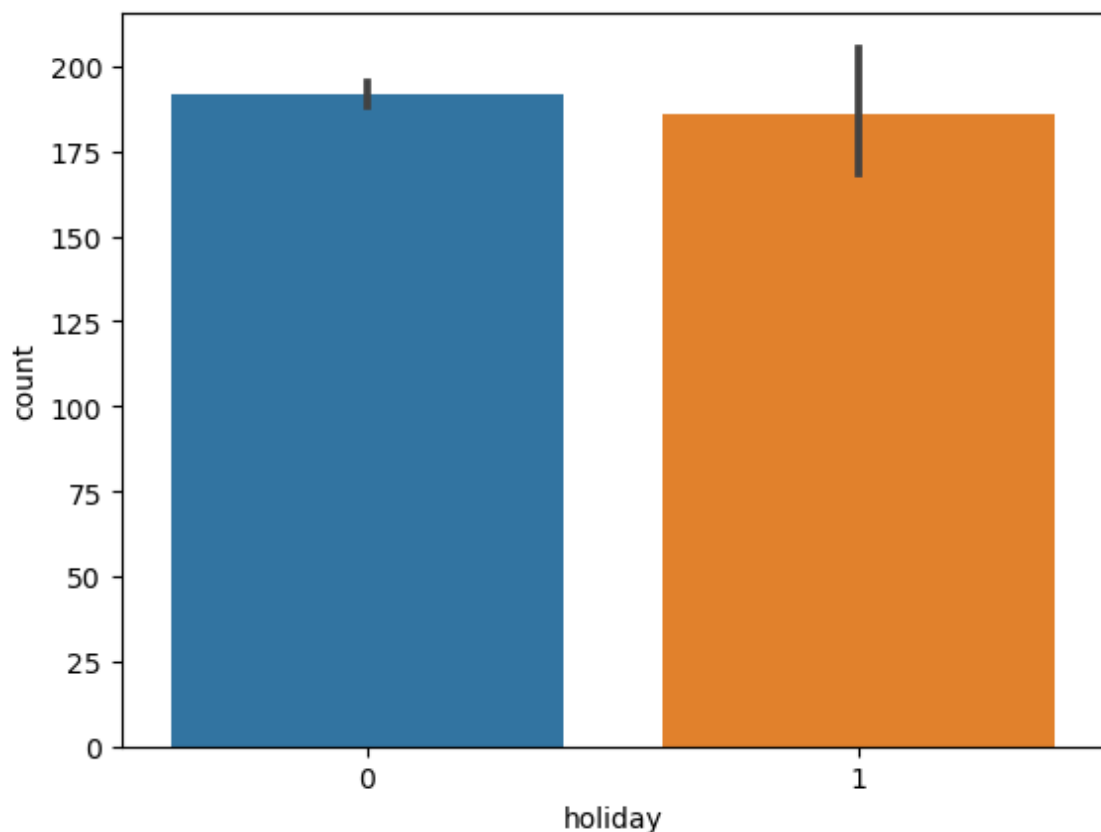
### Insight:

1: The preference for bike rentals is evident in favorable weather conditions such as Clear, Few clouds, partly cloudy, Mist + Cloudy, Mist + Broken clouds, and Mist + Few clouds. The data reflects the region's inclination towards these weather types for biking activities.

2: Weather conditions categorized as 3 (Light Snow, Light Rain + Thunderstorm + Scattered clouds, Light Rain + Scattered clouds) result in decreased bike rentals, suggesting that these weather patterns are less conducive to biking. Additionally, weather conditions classified as 4 (Heavy Rain + Ice Pellets + Thunderstorm + Mist, Snow + Fog) does not contribute in bike usage, indicating unfavorable conditions for biking activities.

```
In [17]: sns.barplot(x = 'holiday', y = 'count', data = df)
```

```
Out[17]: <Axes: xlabel='holiday', ylabel='count'>
```



## Using IQR to handle outliers

```
In [41]: # Using IQR method to deal with outliers

columns = ['windspeed', 'casual', 'registered', 'count']

for col in columns:
    Q1 = np.percentile(df[col], 25)
    Q3 = np.percentile(df[col], 75)
    IQR = Q3 - Q1
    lower_bound = Q1 - IQR * 1.5
    upper_bound = Q3 + IQR * 1.5
    outliers = (df[col] < lower_bound) | (df[col] > upper_bound)
    df = df[~outliers]
```

```
In [43]: df.shape
```

```
Out[43]: (9381, 12)
```

### Insight:

A total of over 1500 rows were removed from the dataset due to their outlier status. This decision was made to mitigate potential impacts on our statistical analysis.

## Is there effect of working day on cycles being rented?

Null Hypothesis(H0): There is no effect of working day on the number of electric cycles being rented.

Alternate Hypothesis(H1): There is a significant effect of working day on the number of electric cycles being rented.

Significance level = 0.05

**Performing 2 sample independent T-test to prove this.**

```
In [18]: working_day = df[df['workingday'] == 1]['count'].values  
non_working_day = df[df['workingday'] == 0]['count'].values
```

```
In [21]: # 2 Sample Independent T-test  
  
t_stat, p_value = stats.ttest_ind(working_day, non_working_day, alternative='two-sided')  
  
print(f'T-statistic: {t_stat}')  
print(f'P-value: {p_value}')  
  
alpha = 0.05  
if p_value < alpha:  
    print("Reject the null hypothesis: There is a significant effect of working day on the number of electric cycles rented.")  
else:  
    print("Fail to reject the null hypothesis: There is no significant effect of working day on the number of electric cycles rented.")
```

T-statistic: 1.2096277376026694

P-value: 0.11322402113180674

Fail to reject the null hypothesis: There is no significant effect of working day on the number of electric cycles rented.

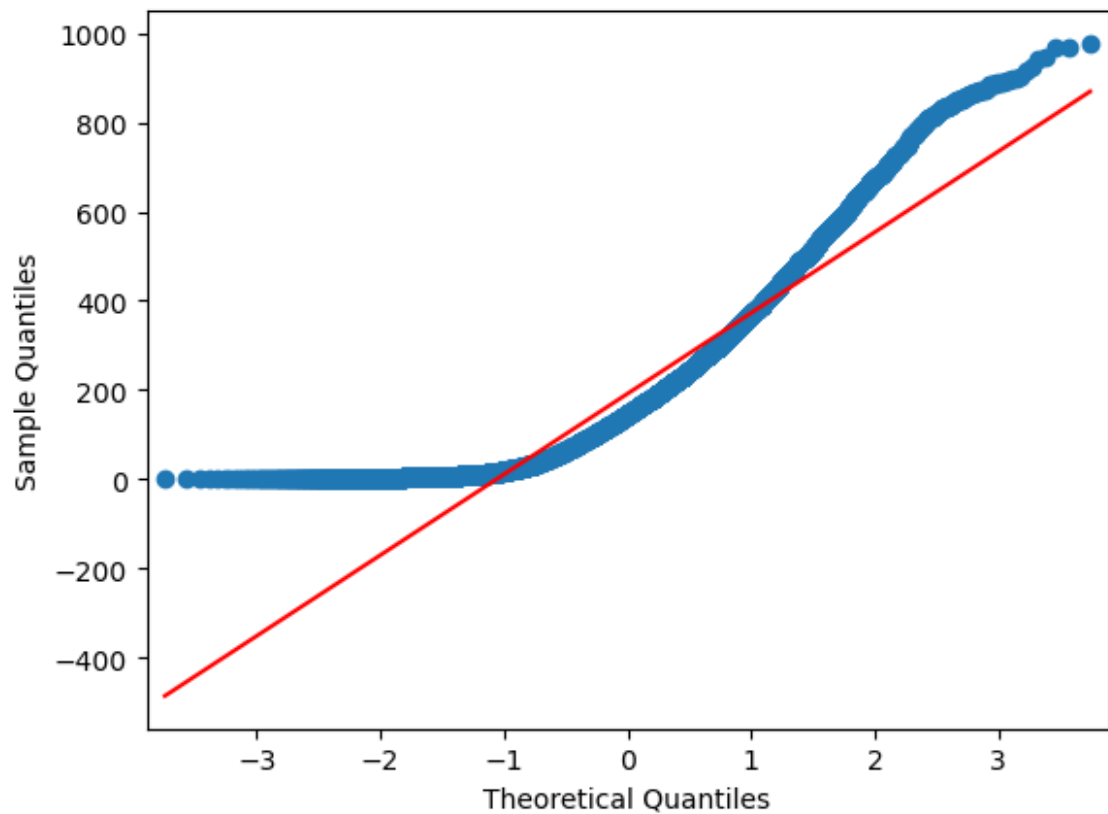
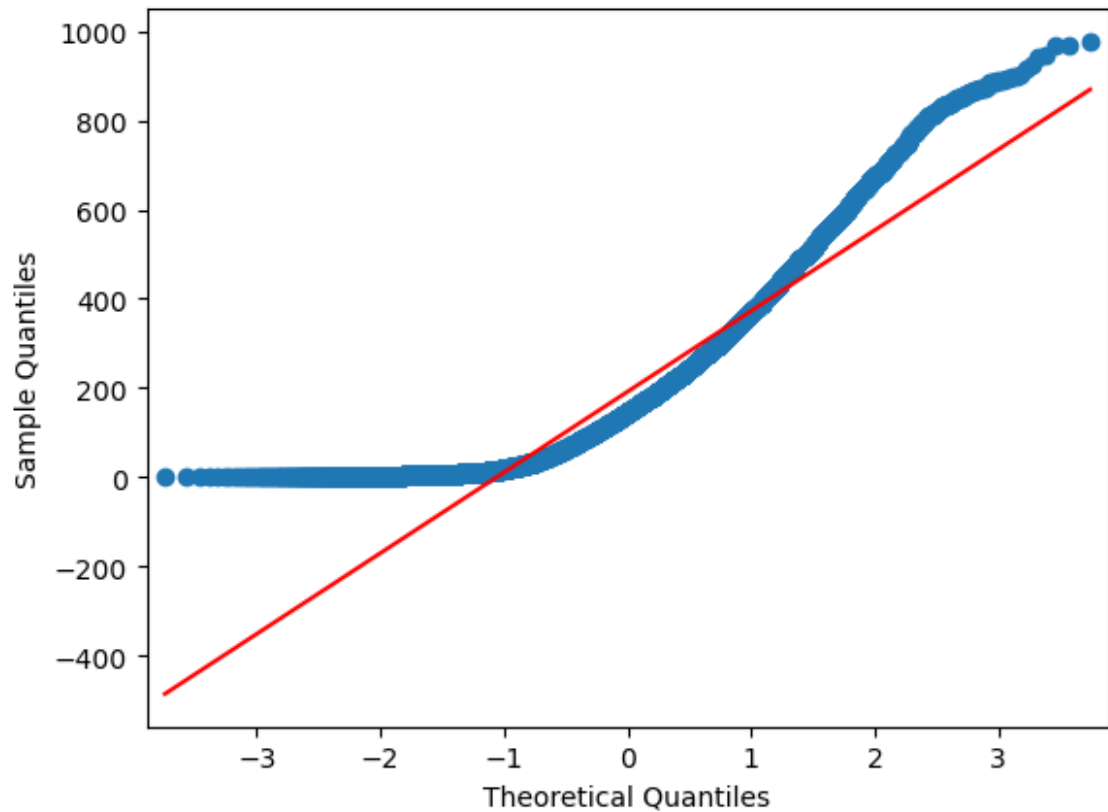
### Insight:

Our test proves that, There is no significant effect of working day on the number of electric cycles rented.

## Are no. of cycles rented similar or different in different seasons?

```
In [25]: qqplot(df["count"], line = "s")
```

Out[25]:



## Shapiro Wilk Test

Null Hypothesis(H0): Data is gaussian

Alternate Hypothesis(H1): Data is not gaussian

In [52]:

```
count = df['count']

count_subset = count.sample(4000)

t_stat, p_value = shapiro(count_subset)

print(f'T-statistic: {t_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: Data is not gaussian.")
else:
    print("Fail to reject the null hypothesis: Data is gaussian")
```

T-statistic: 0.9114214777946472

P-value: 2.2420775429197073e-43

Reject the null hypothesis: Data is not gaussian.

## LEVENE TEST

Helps us determine whether the variances within the groups are roughly the same or not.

Null Hypothesis(H0): Variances are equal

Alternate Hypothesis(Ha): Variances are not equal

In [55]:

```
season_1 = df[df['season']==1]['count']
season_2 = df[df['season']==2]['count']
season_3 = df[df['season']==3]['count']
season_4 = df[df['season']==4]['count']
```

In [61]:

```
levene_stat, p_value = levene(season_1, season_2, season_3, season_4)

print(f'Levene-value: {levene_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: Variances are not Equal.")
else:
    print("Fail to reject the null hypothesis: Variances are Equal")
```

Levene-value: 138.09834574958816

P-value: 1.479015830333895e-87

Reject the null hypothesis: Variances are not Equal.



**Since we can see that data does not follow assumptions of One Way ANOVA, we will need to perform Kruskal-Wallis test in order to make conclusions.**

Null Hypothesis (H0): No. of cycles rented across different seasons are similar.

Alternative Hypothesis (H1): At least in one of the seasons No. of cycles rented are different.

Significance level = 0.05

In [64]:

```
t_stat, p_value = kruskal(season_1, season_2, season_3, season_4)

print(f'T-statistic: {t_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: At least in one of the seasons No. of cycles rented are different.")
else:
    print("Fail to reject the null hypothesis: No. of cycles rented across different seasons are similar.")
```

T-statistic: 414.73793455525293

P-value: 1.4212554003308481e-89

Reject the null hypothesis: At least in one of the seasons No. of cycles rented are different.

**Insight:**

Our test proves that, in atleast one of the seasons No. of cycles rented are different.

**Does the No. of cycles rented similar or different in different weather?**

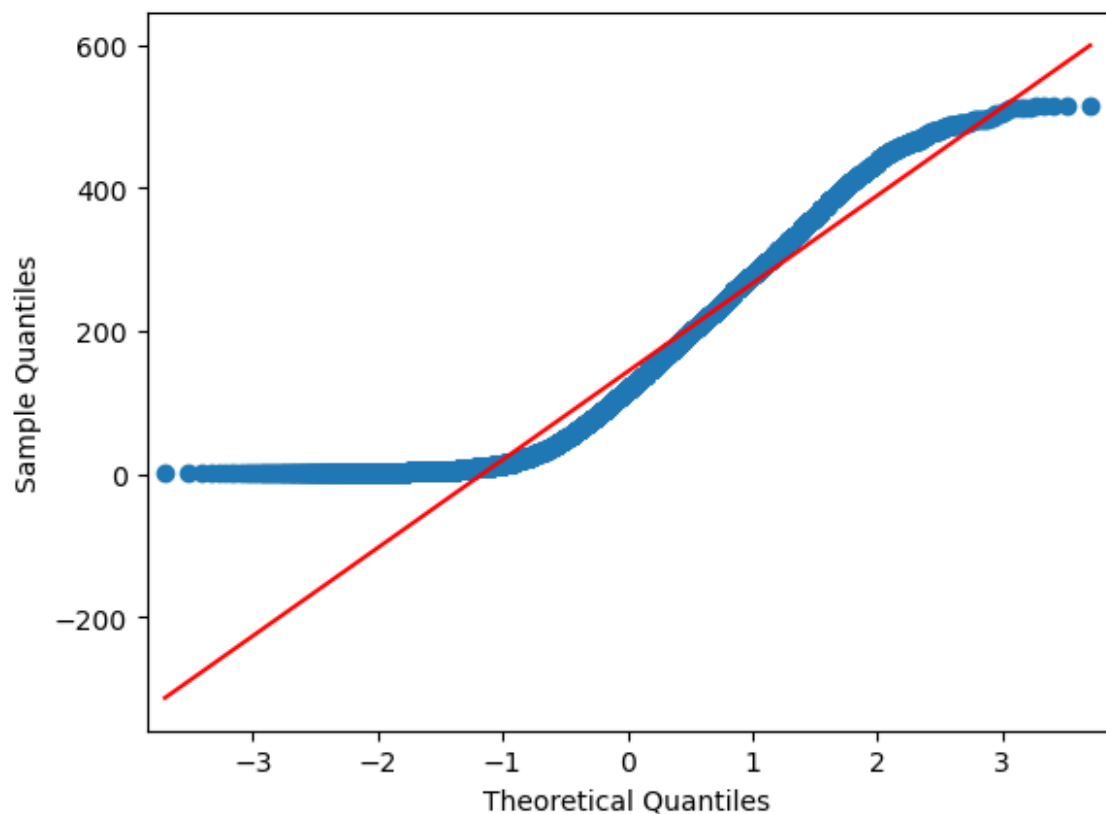
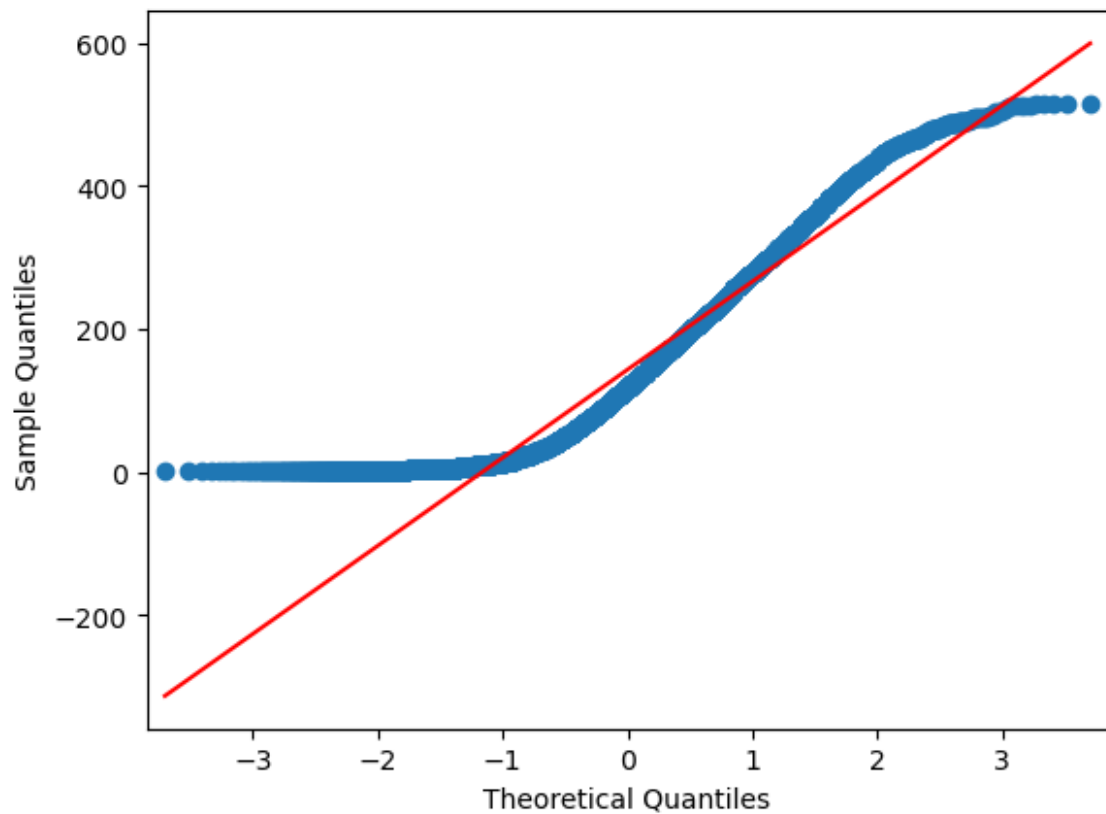
**Null Hypothesis(H0): There is no difference in no. of cycles being rented for different weather conditions.**

**Alternate Hypothesis(H1): There is significant difference in no. of cycles being rented for different weather conditions.**

**significance level = 0.05**

```
In [69]: qqplot(df["count"], line = "s")
```

Out[69]:



**Based on the Q-Q plot above, it is evident that the distribution of the 'count' column deviates from normality. As a preliminary step, we will assess the assumptions required for an ANOVA test to determine its feasibility.**

## Shapiro Wilk Test

Null Hypothesis(H0): Data is gaussian

Alternate Hypothesis(H1): Data is not gaussian

```
In [71]: count = df['count']

count_subset = count.sample(4000)

t_stat, p_value = shapiro(count_subset)

print(f'T-statistic: {t_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: Data is not gaussian.")
else:
    print("Fail to reject the null hypothesis: Data is gaussian")
```

T-statistic: 0.9127504229545593

P-value: 3.853570776893247e-43

Reject the null hypothesis: Data is not gaussian.

## LEVENE TEST

Helps us determine whether the variances within the groups are roughly the same or not.

Null Hypothesis(H0): Variances are equal

Alternate Hypothesis(Ha): Variances are not equal

```
In [5]: weather_1 = df[df['weather']==1]['count']
weather_2 = df[df['weather']==2]['count']
weather_3 = df[df['weather']==3]['count']
weather_4 = df[df['weather']==4]['count']
```

```
In [6]: # Levene's Test

levене_stat, p_value = levene(weather_1, weather_2, weather_3, weather_4)

print(f'Levene-value: {levене_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: Variances are not Equal.")
else:
    print("Fail to reject the null hypothesis: Variances are Equal")
```

Levene-value: 54.85106195954556

P-value: 3.504937946833238e-35

Reject the null hypothesis: Variances are not Equal.

**Since we can see that data does not follow assumptions of One Way ANOVA, we will need to perform Kruskal-Wallis test in order to make conclusions.**

```
In [ ]: Null Hypothesis (H0): No. of cycles rented across different weathers are
        Alternative Hypothesis (H1): At least in one of the weathers No. of cycles
        Significance level = 0.05
```

```
In [7]: # Kruskal Wallis Test

t_stat, p_value = kruskal(weather_1, weather_2, weather_3, weather_4)

print(f'T-statistic: {t_stat}')
print(f'P-value: {p_value}')

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: At least in one of the weathers No. of cycles
else:
    print("Fail to reject the null hypothesis: No. of cycles rented across different weathers are not significantly different.")
```

T-statistic: 205.00216514479087

P-value: 3.501611300708679e-44

Reject the null hypothesis: At least in one of the weathers No. of cycles rented are different.

### Insight

Our test proves that, in atleast one of the weathers No. of cycles rented are different.

## Are Weather conditions significantly different during different Seasons?

```
In [79]: Weather = df['weather']
        Season = df['season']
```

```
In [81]: observed = pd.crosstab(Weather, Season)
```

### Performing Chi-Square test

**Null Hypothesis(H0): Weather conditions are independent of Seasons.**

**Alternate Hypothesis(H1): Weather conditions are dependent of Seasons.**

**Significance level : 0.05**

```
In [85]: # Chi-Square test

chi2_stat, p_value, dof, expected = chi2_contingency(observed)

print(f"Chi-square Statistic: {chi2_stat}")
print(f"P-value: {p_value}")
print(f"Degrees of Freedom: {dof}")
print("Expected Frequencies:")
print(expected)

alpha = 0.05
if p_value < alpha:
    print("Reject the null hypothesis: Weather conditions are dependent")
else:
    print("Fail to reject the null hypothesis: Weather conditions are Independent")
```

```
Chi-square Statistic: 49.11735823421667
P-value: 1.5778137220034608e-07
Degrees of Freedom: 9
Expected Frequencies:
[[1.59350560e+03 1.45210457e+03 1.43919124e+03 1.57219859e+03]
 [6.66394201e+02 6.07261166e+02 6.01860889e+02 6.57483744e+02]
 [2.07837118e+02 1.89394521e+02 1.87710265e+02 2.05058096e+02]
 [2.63084959e-01 2.39739900e-01 2.37607931e-01 2.59567210e-01]]
Reject the null hypothesis: Weather conditions are dependent on Season
s .
```

### Insight:

Our test proves that, Weather conditions are dependent on Seasons.

## Recommendations based on Insights

1. Implement a dynamic bike distribution strategy that aligns with weather conditions. Increase bike availability during favorable seasons (summer and fall) when demand is high, and consider reducing fleet size in extreme weather conditions to optimize costs.
2. Prioritize bike maintenance efforts during the summer and fall seasons, ensuring that electric cycles are in top condition to meet the heightened demand. This can enhance user experience and contribute to positive word-of-mouth.
3. Optimize resource allocation by strategically managing the number of bikes in locations. During rush seasons, ensure ample availability, while considering cost-effective measures, such as reducing bike availability during less-demanding periods like winter and fall.

## Recommendations

1. Launch targeted marketing campaigns and promotions during peak demand seasons (summer and fall) to engage users and encourage increased bike usage. This can include special offers, rewards, or events to attract more riders.
2. Consider implementing dynamic pricing models that respond to weather conditions. For example, offer discounts during extreme weather conditions to encourage bike usage and adjust prices during peak demand to reflect increased operational costs.
3. Educate users about how weather conditions can affect bike availability and usage. Provide tips or notifications on the app to inform users about the impact of weather on their riding experience, managing expectations during extreme conditions.

In [ ]: