<u>Subjective Questions</u>

<u>Assignment-based Subjective Questions</u>

<u>Q1.</u> From your analysis of the categorical variables from the dataset, what could you infer about their effect on the dependent variable?

<u>Answer1.</u>

<u>Categorial Variables we have are:</u> Year, Month, Day, Season

I inferred in 2019 Demand of Bike sharing was more as compared to 2018

1. As per Season analysis, I inferred usually there is high Demand in "Fall" season, so we should be prepared ourselves with Bikes availability.
   To maintain or increase current demand
2. We should provide attractive offers in other seasons
   This will increase revenue and size of our Target Audience:

Suggestions For Offers:

1. Goodies (Bags, T-shirts with Boom Bikes printed)
   : This will attract Teenagers and kids and help us in promotion of Boom Bikes
2. Vouchers: OTT coupon codes, shopping vouchers will attract Females and youngsters
3. Boom Bikes- Membership : Helps to establish Boom Bikes as a brand in market