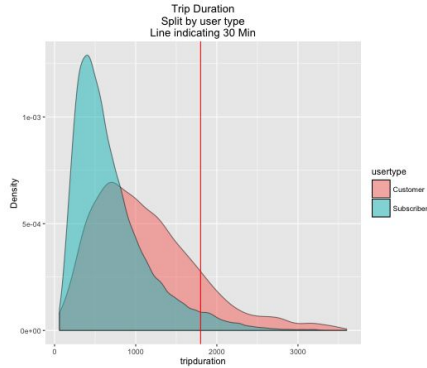


Exploratory Data Analysis

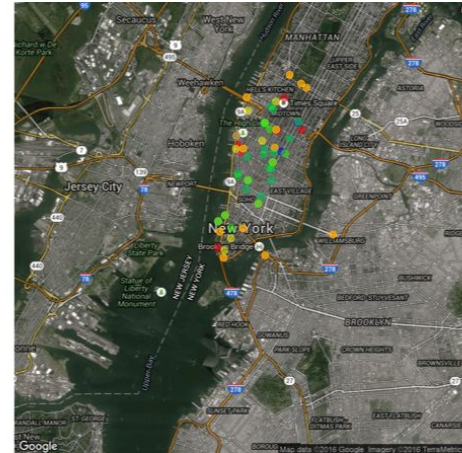
Classification Tree - Identify variables that separate women from men, customers from subscribers

Found time duration was most important

Visualized Trip Duration



Visualized High Traffic Areas During Commute Times



Model

general additive model - predicts traffic based on latitude and longitude, predictors are smoothed using smoothing splines.

Predicted on entire dataset, women and non male-subscribers.

Took latitude and longitude with greatest predicted traffic

Results

We identified two primary locations, one on 41st and Dywer, and one in central park on 67th and West Drive.

41st and Dywer location has access to CUNY and Port Authority, two locations with high population that will travel to and from our HUB locations.

67th and West Drive location in Central Park allows people to drop off their bikes in 15-30 minutes if they want to enjoy the park, keeping them in their comfort range of time.

