

A NEW HINT TO TRANSPORTATION - ANALYSIS OF NYC BIKE SHARE SYSTEM

PROJECT REPORT

Submitted by

ASHWIN S (19F105)

KISHORE M (19F127)

LOKESH M (19F130)

VISHNU P (19F155)

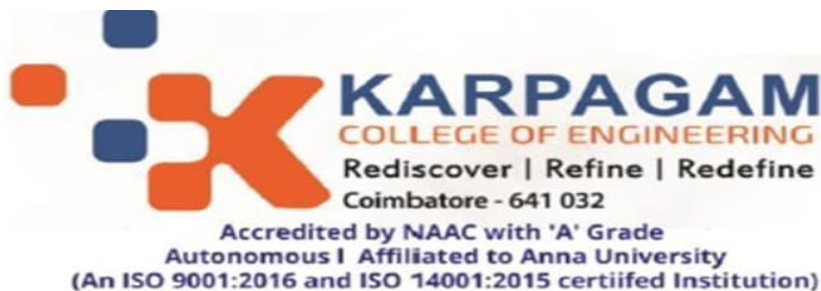
in partial fulfillment for the award of the degree

of

BACHELOR OF TECHNOLOGY

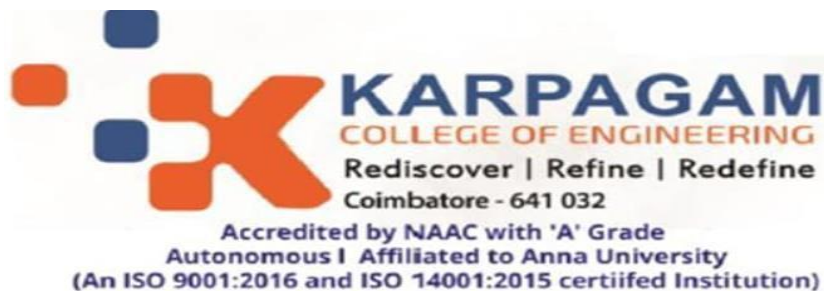
IN

INFORMATION TECHNOLOGY



ANNA UNIVERSITY : CHENNAI 600 025

NOVEMBER 2022



BONAFIDE CERTIFICATE

Certified that this project report “**A NEW HINT TO TRANSPORTATION - ANALYSIS OF NYC BIKE SHARE SYSTEM**” is the bonafide work of “**ASHWIN S (19F105), KISHORE M (19F127), LOKESH M(19F130), VISHNU P(19F155)**” who carried out the project work under my supervision. Certified further that to the best of my knowledge the work reported here does not form part of any other dissertation on the basis of which degree or award was conferred on an earlier occasion this or any other candidate.

SIGNATURE

Dr.P.MURUGESWARI, M.Tech., Ph.D.

HEAD OF THE DEPARTMENT

SIGNATURE

Mr.S.CASTRO, M.Tech., (Ph.D.)

SUPERVISOR

Certified that the candidate was examined in the viva-voce examination held
on _____

.....
(Internal Examiner)

ACKNOWLEDGEMENT

We express our sincere thanks to Karpagam Educational and charitable trust for providing necessary facilities to bring out the project successfully. We felt great to record our thanks to the chairman **Dr.R.VASANTHAKUMAR, B.E.,(Hons),D.Sc.** for all his support and ray of strengthening hope extended.

It is the moment of immense pride for us to reveal our profound thanks to our respected principal, **Dr.P.VIJAYAKUMAR, M.E., Ph.D.** who happens to be a striving force in all our endeavors.

We express our sincere thanks to our **Dr.P.MURUGESWARI, M.Tech., Ph.D.** Head of the Department of Information Technology for providing an opportunity to work on this project. His valuable suggestions helped us a lot to do this project.

A word of thanks would not be sufficient for the work of our project guide **Mr.S.CASTRO, M.Tech., (Ph.D)**, Department of Information Technology whose efforts and inspiration lead us through every trying circumstance.

We would also like to recollect the courage and enthusiasm that was inculcated in us by our project coordinators **Dr.S.SARAVANAN, M.E, Ph.D., & Ms.A.SUGANYA, M.E., (Ph.D).**, Department of Information Technology for valuable guidance and support through the tenure of our project.

We deeply express our gratitude to all the faculty members of the Department of Information Technology for the encouragement, which we received throughout the semester.

Team ID	PNT2022TMID13004
Project Name	A new hint to transportation - Analysis of the NYC bike share system
Team Members	Ashwin S Kishore M Lokesh M Vishnu P

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
1	INTRODUCTION	1
	1.1 PROJECT OVERVIEW	1
	1.2 PURPOSE	1
2	LITERATURE REVIEW	3
	2.1 EXISTING SOLUTIONS	2
	2.2 REFERENCES	3
	2.3 PROBLEM STATEMENT DEFINITION	3
3	IDEATION AND PROPOSED SOLUTION	5
	3.1 EMPATHY MAP CANVAS	4
	3.2 IDEATION AND BRAINSTORMING	5
	3.3 PROPOSED SOLUTION	6
	3.4 PROBLEM SOLUTION FIT	8
4	REQUIREMENT ANALYSIS	8
	4.1 FUNCTIONAL REQUIREMENT	8
	4.2 NON-FUNCTIONAL REQUIREMENT	9
5	PROJECT DESIGN	10
	5.1 DATA FLOW DIAGRAMS	11
	5.2 SOLUTION AND TECHNICAL ARCHITECTURE	11
	5.3 USER STORIES	12
6	PROJECT PLANNING AND SCHEDULING	12
	6.1 SPRINT PLANNING AND ESTIMATION	12
7	WORKING WITH THE DATA AND VISUALIZATION	13
	7.1 UNDERSTANDING THE DATASET	13
	7.2 LOADING THE DATASET	15
	7.3 VISUALIZATION CHART	18
8	CREATING THE DASHBOARD	22
9	ADVANTAGES AND DISADVANTAGES	22
10	CONCLUSION	22
11	FUTURE SCOPE	24
12	GITHUB LINK	24

1. INTRODUCTION

1.1 Project Overview

Bike share programs have risen in popularity in recent years and have been promoted as a lower carbon alternative to other forms of transit. Interest in bicycle sharing has been growing exponentially over the past decade, resulting in a proliferation of bike share systems in 712 cities across the world, encompassing 806,000 bicycles and 37,500 stations. This can be largely attributed to the successful incorporation of information technology in docking stations and mobile devices as well as improved logistics such as bicycle rebalancing to ensure responsive supply management. Cities often hope bike sharing will bring many benefits such as extending the reach of transit, substituting motorized trips, and encouraging noncyclists to try cycling.

The premise of bicycle sharing is that it is a short-term bike rental system, based on varying timed memberships. Members of the bike share network have access to stations, consisting of a pay-station and multiple bike docks, across the system where bikes can be checked out from one station and returned to another nearest to their destination. The appeal of membership is 24/7 access to an automated bike rental network and utility of bikes in completing “last-kilometer connections” without the worry of storage or maintenance. The price system is set to encourage shorter trips (less than 30 minutes in time), with additional fees for any time used over that maximum. There is evidence that bike share users switch to bike share from motorized transport, such as bus and auto, creating the potential for significant reductions in transportation related greenhouse gas or CO₂e emissions. However, there is significant heterogeneity between different cities, showing that there is not a guaranteed CO₂e reduction benefit from instituting bike share, especially if the trips would not have been made otherwise or are substituting walking and private bicycle trips.

1.2 Purpose

The purpose of this analysis is to create an operating report of Citi Bike for the year 2018. From this analysis, the following data visualizations will be created.

1. Total Number of Trips
2. What is Customer and subscriber with gender
3. Find the top bike used with respect to trip duration?
4. Calculating the number of bikes used by respective age groups.
5. Top 10 Start Station Names with respect to Customer age group

2. LITERATURE SURVEY

2.1 Existing Problem

Spinlister -Spinlister is an online hub for renting bikes from individuals or bike rental shops.

Zagster - Life is better on a bike! They are bringing bike share to communities across the USA. **Motivate International** - Motivate is a global full-service bike share operator and technology innovator.

Spin - Spin is a station-less bike and electric scooter sharing service.

2.2 References

<https://craft.co/citi-bike/competitors>

Ines et al., ScienceDirect-Social and Behavioral Sciences 111 (2014) 518
– 527 “Bicycle sharing systems demand”

Elias et al., ScienceDirect Journal of Transport Geography 91 (2021)
102971”What do trip data reveal about bike-sharing system users? “

FRANCESCO et al., IEEE Access 2020 “Bike Sharing and Urban Mobility in a

Post-Pandemic” “A long-term perspective on the COVID-19: The bike sharing

system resilience under the epidemic environment” Journal of Transport & Health
,2021

Nguyen ThiHoai Thu, Chu Thi Phuong Dung, Vietnam 2017 International
Conference on Advanced Technologies for Communications - Multi-source Data
Analysis for Bike Sharing Systems

2.3 Problem statement Definition

In busy cities like New York the people are facing difficulties in analyzing the demand for bikes during peak hours.

The main objective of this project is to predict bike patterns that will be extremely helpful for people to plan their travel.

3.1 Empathy Map Canvas



3.2 Ideation and Brainstorming

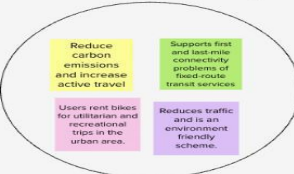
3

Group ideas

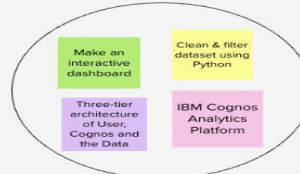
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Potential Use Cases of the Project

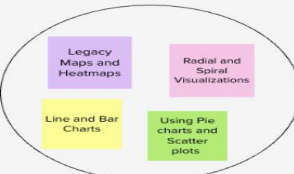


Technology-related ideas

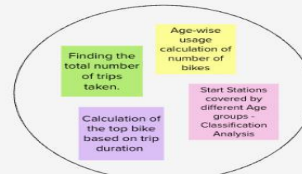


TIP
Add substantiated links to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Some potential Visualization types



Some Problem Statement ideas



2

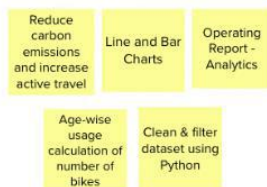
Brainstorm

Write down any ideas that come to mind that address your problem statement.

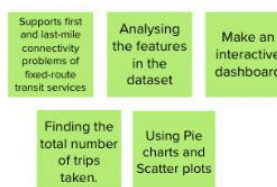
🕒 10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

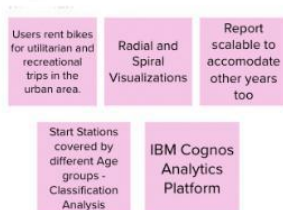
Vishnu P



Kishore M



Ashwin S



Lokesh M



3.3 Proposed Solution

S.NO	Parameter Description
1	<p>Problem Statement (Problem to be solved)</p> <ol style="list-style-type: none">1. Bike share programs have risen in popularity in recent years and have been promoted as a lower carbon alternative to other forms of transit.2. The premise of bicycle sharing is that it is a short-term bike rental system, based on varying timed memberships3. The trips would not have been made otherwise or are substituting walking and private bicycle trips
2	<p>Idea / Solution description</p> <ol style="list-style-type: none">1. The planning process for the Citi Bike program established an open door policy, encouraging input early and often from the citizens of New York City.2. Low-income people are less likely than middle- and upper-income people to have a credit card.3. Sites should ensure maximum visibility and access.4. Sites must not impede the use of any existing facilities, such as bus stops or fire hydrants.
3	<p>Novelty / Uniqueness</p> <ol style="list-style-type: none">1. Transport flexibility2. Reductions to vehicle emissions3. Health benefits4. Reduced congestion and fuel consumption5. Financial savings for individuals.

4	Social Impact / Customer Satisfaction <ol style="list-style-type: none"> 1. Transportation 2. Recreation of cycling 3. Enjoyable sport 4. Low cost
5	Business Model (Revenue Model) <ol style="list-style-type: none"> 1. Zero deaths since it launched. 2. Lack of public subsidies 3. Battery-powered bikes 4. The model is trained using open
6	Scalability of the Solution <ol style="list-style-type: none"> 1. Improved customer engagement 2. Reduce customer acquisition cost 3. Economical development 4. Immediate response for customer queries

3.4 Problem Solution Fit

Problem-Solution fit canvas 2.0 Purpose / Vision

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Who is your customer? Anyone who requires a cheap and efficient medium of transport for a short period of time with no need of maintenance.	6. CUSTOMER CC What constraints prevent your customers from taking action or limit their choices of solutions? (i.e. spending power, budget, no cash, network connection, available devices). A well maintained database with a clear info about the user and the bike and an availability of the steady internet connection should be ensured	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What price & costs do these solutions have? (i.e. pen and paper is an alternative to digital notetaking) Traditional way of manually documentable database could be maintained and shared. But there might be a possibility of human errors and confusion due to huge records.
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. To get a detailed information and stats about the rented bike to ascertain a proper bike sharing system.	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? (i.e. customers have to do it because of the change in regulations). Manual accounting and tracking of the rented vehicles could sometimes result in loss in track of records of the current user and the bike, which may lead to some serious consequences that should be faced by the bike sharing service provider.	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? (i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)) User help and support could be provided by including the customer care services in the interface and instruction manuals could also be provided to the each user of the rented bike to cross check and verify the working of the software, interface and the bike sharing system.
Focus on J&P, tap into BE, understand	3. TRIGGERS TR What triggers customers to act? (i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news). Common and a more advanced practices that encourages public and a shared transport medium.	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fit in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. The Solution will have an advanced tech improvements in the bike sharing system which would bring advancements in the society and will also could act as a factor that cuts CO2 emission	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Steady network and an efficient database system should be made ensured.
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? (i.e. lost, insecure > confident, in control - use it in your communication strategy & design). Customers will have a fair understanding about the bike (ex: no of kms it ran before, fuel capacity etc)		8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Ensure the proper working of bikes and the genuineness of the users.
Identify strong TR & EM			

4. REQUIREMENT ANALYSIS

4.1 Functional Requirement

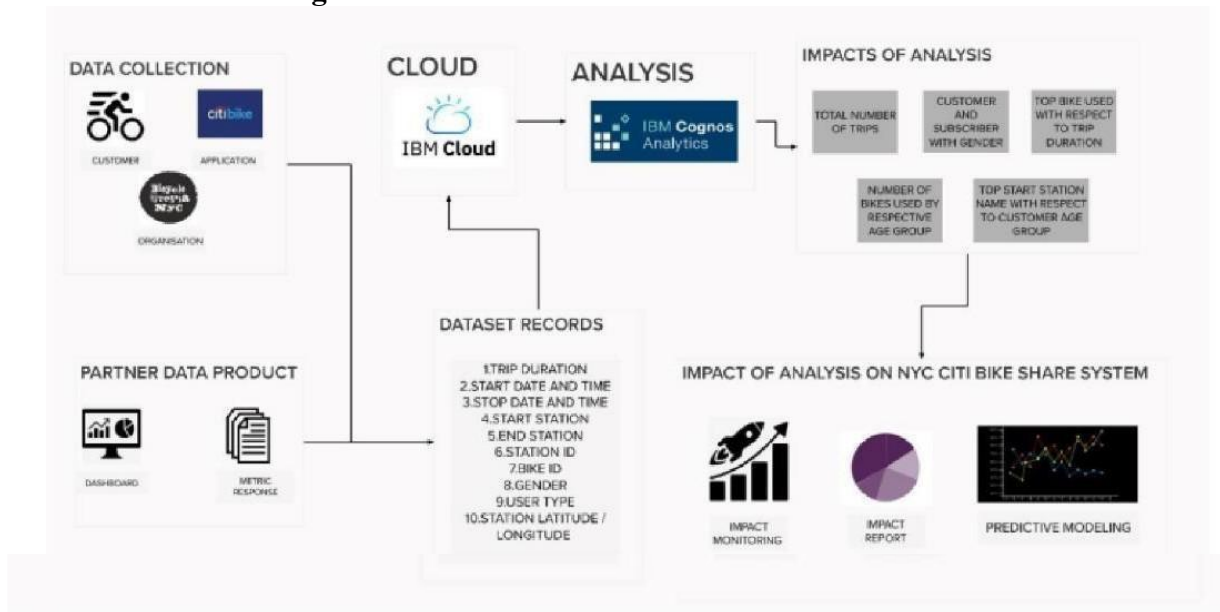
FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIn
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Collection of Data	Utilizing the NYC Citi Bike assists in gathering information on the various trips that various users of Citi Bike take. These data were then organised into datasets and made available for further study and visualisation.
FR-4	Analysis of Data	Preprocessing and filtering the provided data in accordance with the sub-requirements task's is part of the analysis process. Data analysis and visualisation are both aided by the use of machine learning algorithms to glean more insights from the data..
FR-5	Display (Visualization) of Data	Various visualisations are used depending on the sub-task being handled. These visualisations are then combined and shown on a dashboard, which is a tool for giving customers business information. Finding the top 10 Start stations according to customer age group and showing the most popular bikes according to trip time are a few of the various sub-tasks included in this requirement.

4.2 Non-Functional Requirement

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	The dashboard gives users access to an operational report that is simple to read and useful for understanding market trends and company insights. Data can be examined from various angles and in more depth by using an interactive dashboard to drill down and filter operating information.
NFR-2	Security	Based on the Citi Bike utilisation data and its analysis, several important business decisions will be made, which will be appropriately secured. Data and visualisation reports are only available to a certain group of clients/users.
NFR-3	Reliability	This research offers a trustworthy and effective way to understand how well this bike-sharing programme performed in 2018. Utilizing the IBM Cognos Platform ensures operational report production, upkeep, and accessibility with industry-standard reliability (dashboard).
NFR-4	Performance	The effectiveness of a bike-sharing system in terms of both its spatial and operational efficiency. In order to increase the operational effectiveness of the bike-sharing system, it is critical to assess the state of bike lanes from the viewpoint of public bike riders. The characteristics of bike stations and the distance between bike stations and other amenities are examined by the bike-sharing system dashboard. The evaluation findings can be used to enhance the public bike-sharing service.
NFR-5	Availability	The bicycle-sharing programme is a form of shared transportation in which people can rent bicycles at a reasonable cost for a limited amount of time. CitiBike offers two different kinds of docking systems: docking systems, which allow customers to borrow a bike from one dock and return it to another port within the system; and dockless systems, which are node-free and depend on smart technology. Both forms can use smartphone online mapping to find close-by ports and bikes that are available.
NFR-6	Scalability	Urban inhabitants can immediately get access to bike-sharing programmes, which may make the transportation system more dependable. The programme can be expanded to include locations that are now unreachable by this type of transportation, as well as cities other than New York City, if the necessary data is available and obtained. This research will eventually be able to give a more in-depth picture of how bike-sharing functions in emergency situations as additional data becomes available, particularly in other cities with comparable extensive bike-sharing systems.

5. PROJECT DESIGN

5.1 Data Flow Diagram



User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Release
-----------	-------------------------------	-------------------	-------------------	---------------------	----------	---------

Customer, Analysts, Organizations, Government	Collection of user data	USN-1	Lyft citi bike's official website provides the data to help with analysis, development, visualization etc. Data is collected from these published files.	I can access the data on Lyft citi bike's official website	High	Sprint-1
	Analysing the user data	USN-2	This data is used as input for creating various types of visualizations and analysis is done and a dashboard is created	I can view the analysis of the citi bike	High	Sprint-1
	Dashboard	USN-3	The dashboard is used to display the top bike used with respect to trip duration, top 10 Start Station Names with respect to customer age group, to find the customer and subscriber with gender, to find total number of trips & calculating the number of bikes used by respective age groups.	I can register & access the dashboard with login	High	Sprint-2

5.2 Solution & Technical Architecture

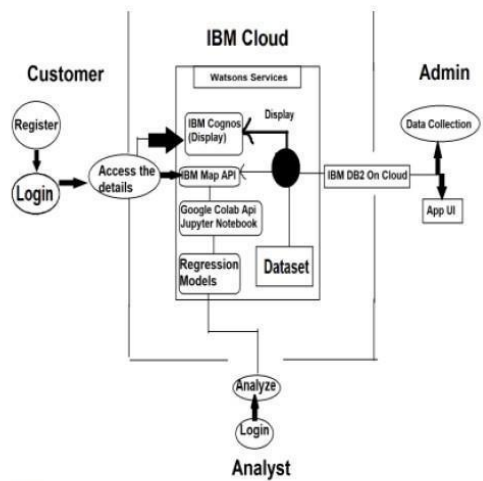
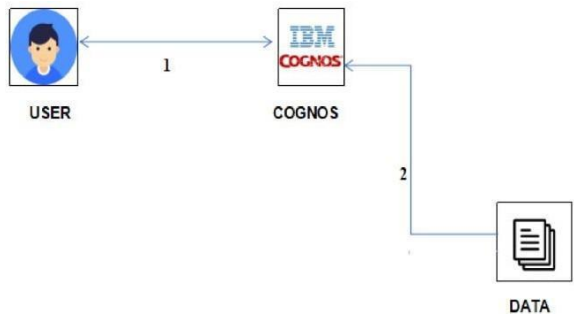


Table-1 : Components & Technologies:

S.No	Component	Description	Technology
	User Interface	1. Display the visualization of the analysed data 2. Display the inferences from the analysed data	HTML, CSS, JavaScript and IBM Cognos

	Application Logic-1	Display details	HTML
	Database	Data Type, Configurations etc.	MySQL
	Cloud Database	Database Service on Cloud	IBM DB2, IBM Cloudant etc.
	File Storage	File storage requirements	IBM Block Storage or Other Storage Service or Local Filesystem
	External API-1	To map the Citi Bike ride in NYC	IBM Map API, etc.
	External API-2	Analysis of the data	Google Colab, Jupyter Notebook
	Machine Learning Model	To plot graphs and predict values	Regression models
	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration: Local Syst Cloud Server Configuration : IBM Cloud	Local, Cloud Foundry, Kubernetes, etc.

5.3 User Stories

User journey

by Ashwin Kumar, 2020-05-20

People: 2-5 | Time: 30 min | Difficulty: Beginner

Creating a user journey is a quick way to help you and your team gain a deeper understanding of who you're designing for and the stakeholders in your project. The information you add here should be representative of the observations and research you've done about your users.

1 Phases	Awareness		Research		Discovery		Post-launch	
2 Steps	Learn more about the NYC Bike system	Find out about NYC Bike	How information about the system is shared	Collect information about the system	Find out how the system works	Learn more about the system	Share feedback about the system	Look about the system
3 Feelings	Customer thinks so much	Eagerness	Got clear idea	Happiness				
4 Pain points	What is an NYC Bike?	Whether it is really safe?	Very little information about it so, why they might be suitable for me?	Due to too much of information, the system look complex				
5 Solutions			Find more information to understand it	know about the customers expectations				

Share your feedback

6. PROJECT PLANNING & SCHEDULING

6.1 Sprint Planning & Estimation

Product Backlog, Sprint Schedule, and Estimation (4 Marks)

Use the below template to create product backlog and sprint schedule

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Download Dataset	USN-1	Download data set in given link	10	Medium	Vishnu
Sprint-1	Upload Dataset	USN-2	Upload the downloaded dataset to IBM Cognos.	10	Medium	Kishore
Sprint-2	Graph Development	USN-3	Create a dashboard for Number of Trips	10	Medium	Ashwin
Sprint-2	Graph Development	USN-4	Create a dashboard for Customer and subscriber with gender	10	High	Lokesh
Sprint-3	Graph Development	USN-5	Create a dashboard for Bike Usage	10	High	Vishnu
Sprint-3	Graph Development	USN-6	Create a dashboard for Age Group differentiation by Bike	10	High	Kishore
Sprint-4	Graph Development	USN-7	Create a dashboard for Top 10 Start Station Names with respect to Customer age group	20	Medium	Ashwin

Project Tracker, Velocity & Burndown Chart: (4 Marks)

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	20	6 Days	25 Oct 2022	30 Oct 2022	10	30 Oct 2022
Sprint-2	20	6 Days	31 Oct 2022	08 Nov 2022	20	10 Nov 2022
Sprint-3	20	6 Days	07 Nov 2022	15 Nov 2022	40	18 Nov 2022
Sprint-4	20	6 Days	14 Nov 2022	19 Nov 2022	50	19 Nov 2022

7. WORKING WITH THE DATASET & DATA VISUALISATION

7.1 Understanding the dataset

File Home Insert Draw Page Layout Formulas Data Review View Developer Help															Comments		Share					
Clipboard Font Alignment Number Styles															Conditional Formatting Format as Table Cell Styles		Insert Outline Format Cells		Sort & Filter Find & Select Analyze Data		Analysis	
fx 01-06-2013 00:00:01																						
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S				
1	tripduration	starttime	stoptime	start station	start station id	start station latitude	start station longitude	end station	end station id	end station latitude	end station longitude	biketype	usertype	birth year	gender							
2	695	01-06-2013 00:00:01	01-06-2013 00:00:01	444 Broadway	40.74235	-73.9892		434 9 Ave & W	40.74317	-74.0037		19678	Subscriber	1983	1							
3	693	01-06-2013 00:00:01	01-06-2013 00:00:01	444 Broadway	40.74235	-73.9892		434 9 Ave & W	40.74317	-74.0037		16649	Subscriber	1984	1							
4	2059	01-06-2013 00:00:01	01-06-2013 00:00:01	406 Hicks St &	40.69513	-73.996		406 Hicks St &	40.69513	-73.996		19599	Customer	NULL	0							
5	123	01-06-2013 00:00:01	01-06-2013 00:00:01	475 E 15 St & I	40.73524	-73.9876		262 Washington	40.69178	-73.9737		16352	Subscriber	1960	1							
6	1521	01-06-2013 00:00:01	01-06-2013 00:00:01	2006 Little West	40.70569	-74.0168		310 State St &	40.68927	-73.9891		15567	Subscriber	1983	1							
7	2028	01-06-2013 00:00:01	01-06-2013 00:00:01	485 W 37 St &	40.75038	-73.9834		406 Hicks St &	40.69513	-73.996		18445	Customer	NULL	0							
8	2057	01-06-2013 00:00:01	01-06-2013 00:00:01	285 Broadway	40.73455	-73.9907		532 S 5 St & S	40.71045	-73.9609		15693	Subscriber	1991	1							
9	369	01-06-2013 00:00:01	01-06-2013 00:00:01	509 S Ave & W	40.7455	-74.002		521 8 Ave & W	40.75097	-73.9944		16100	Subscriber	1981	1							
10	1829	01-06-2013 00:00:01	01-06-2013 00:00:01	265 Stanton St	40.72229	-73.9915		436 Hancock S	40.68217	-73.954		15234	Subscriber	1984	1							
11	829	01-06-2013 00:00:01	01-06-2013 00:00:01	404 S Ave & W	40.74058	-74.0055		303 Mercer St	40.72363	-73.9995		16400	Subscriber	1987	1							
12	1316	01-06-2013 00:00:01	01-06-2013 00:00:01	423 W 54 St &	40.76585	-73.9869		314 Cadman P	40.69383	-73.9905		19781	Subscriber	1960	1							
13	1456	01-06-2013 00:00:01	01-06-2013 00:00:01	502 Henry St &	40.71422	-73.9813		532 S 5 St & S	40.71045	-73.9609		18886	Customer	NULL	0							
14	386	01-06-2013 00:00:01	01-06-2013 00:00:01	241 DeKalb Av	40.68981	-73.9749		365 Fulton St	40.68223	-73.9615		19039	Subscriber	1981	1							
15	924	01-06-2013 00:00:01	01-06-2013 00:00:01	486 Broadway	40.7462	-73.9886		521 8 Ave & W	40.75097	-73.9944		16608	Customer	NULL	0							
16	1233	01-06-2013 00:00:01	01-06-2013 00:00:01	527 E 33 St &	40.74402	-73.9761		296 Division St	40.71413	-73.997		14761	Subscriber	1987	1							
17	512	01-06-2013 00:00:01	01-06-2013 00:00:01	309 Murray St	40.71498	-74.013		300 Shevcheni	40.72815	-73.9902		19080	Subscriber	1979	2							
18	505	01-06-2013 00:00:01	01-06-2013 00:00:01	309 Murray St	40.71498	-74.013		347 Greenwid	40.72885	-74.0086		16798	Subscriber	1984	1							
19	833	01-06-2013 00:00:01	01-06-2013 00:00:01	503 E 20 St & F	40.73827	-73.9875		503 E 20 St & F	40.73827	-73.9875		19072	Customer	NULL	0							
20	1818	01-06-2013 00:00:01	01-06-2013 00:00:01	257 Lispenard	40.71539	-74.0025		500 Broadway	40.76229	-73.9834		20349	Customer	NULL	0							

7. Dataset Link: [Dataset](#)

1.Trip Duration: How long a trip lasted in seconds

2.Start Date and Time: EX->01-06-2013 00:00:01

3.Stop Date and Time: EX->01-06-2013 00:11:36

4.Start Station ID: Unique identifier for each station

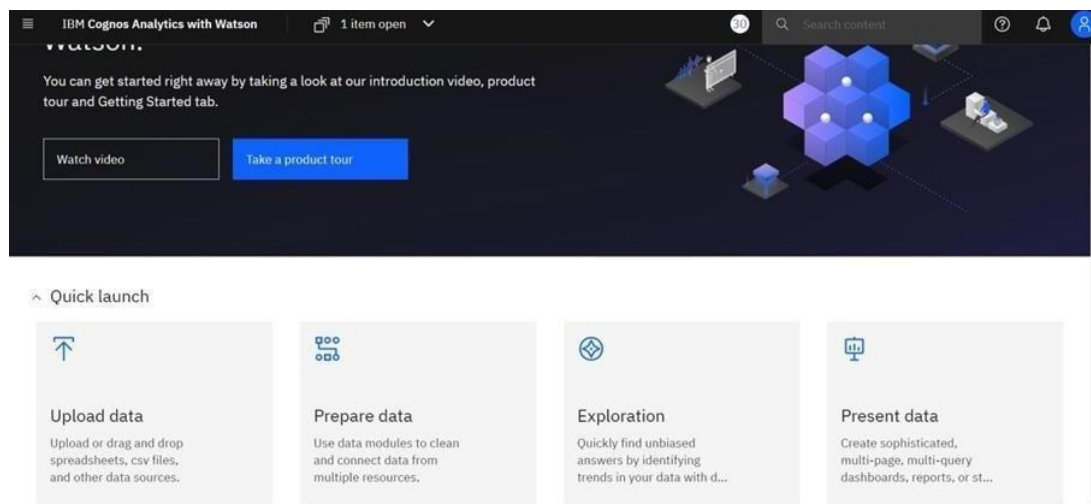
5.Start Station Name

6.Start Station Latitude: Coordinates

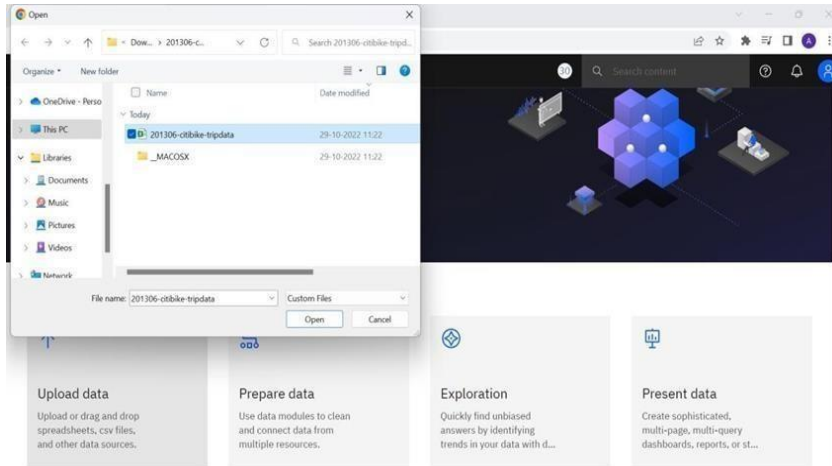
7. Start Station Longitude: Coordinates
8. End Station ID: Unique identifier for each station
9. End Station Name
10. End Station Latitude
11. End Station Longitude
12. Bike ID: Unique identifier for each bike
13. User Type (Customer = 24-hour pass or 3-day pass user; Subscriber = Annual Member): Customers are usually tourists, subscribers are usually NYC residents
14. Year of Birth: Self-entered, not validated by an ID Gender (Zero=unknown; 1=male; 2=female): Usually unknown for customers since they often sign up at a kiosk

7.2 Loading the dataset

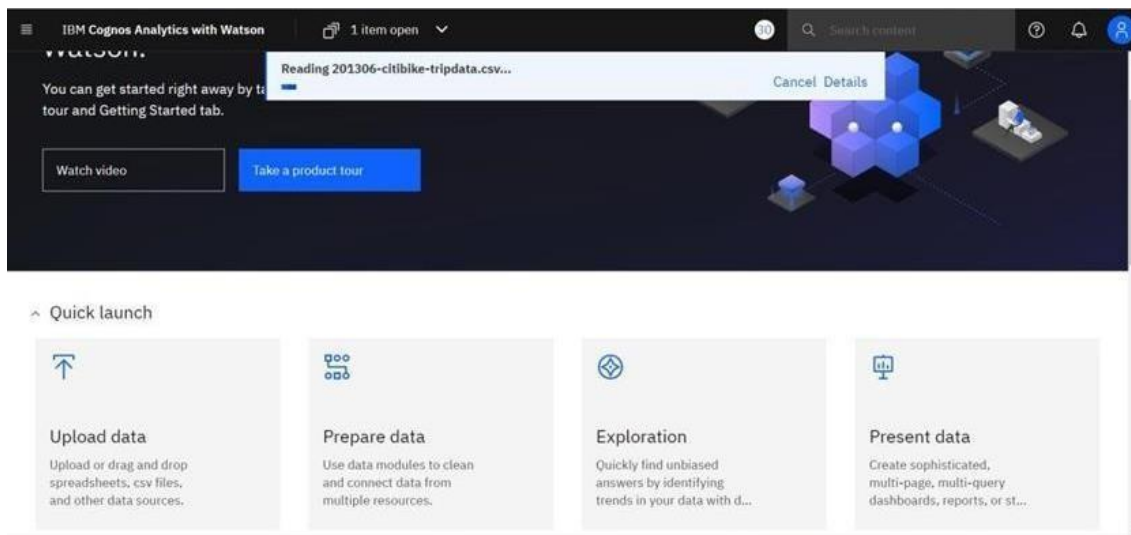
Open Cognos Analytics and click upload data



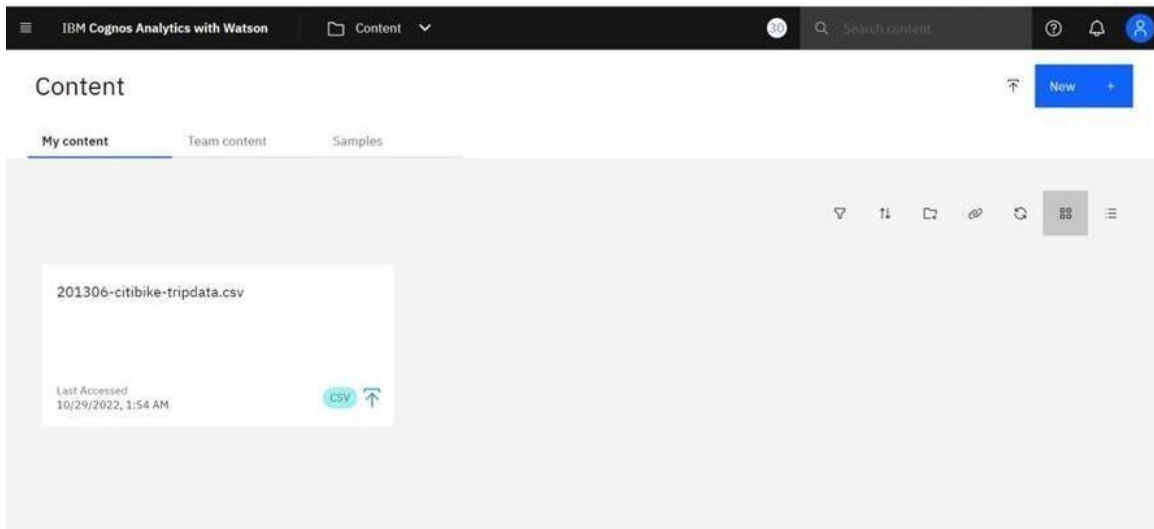
Select the dataset to be uploaded



The excel file is getting uploaded in Cognos Analytics

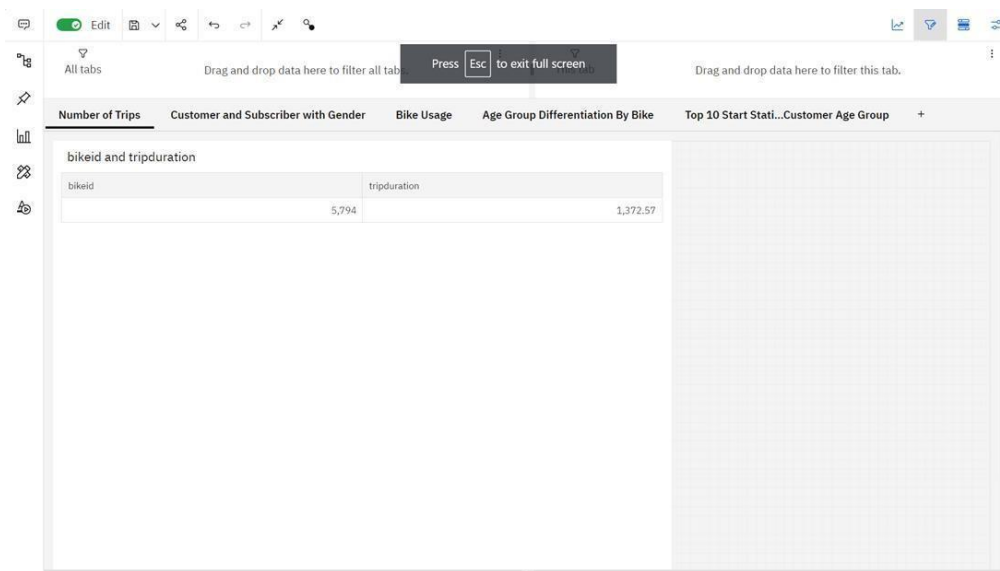


The dataset can be accessed in My Content in Cognos Analytics

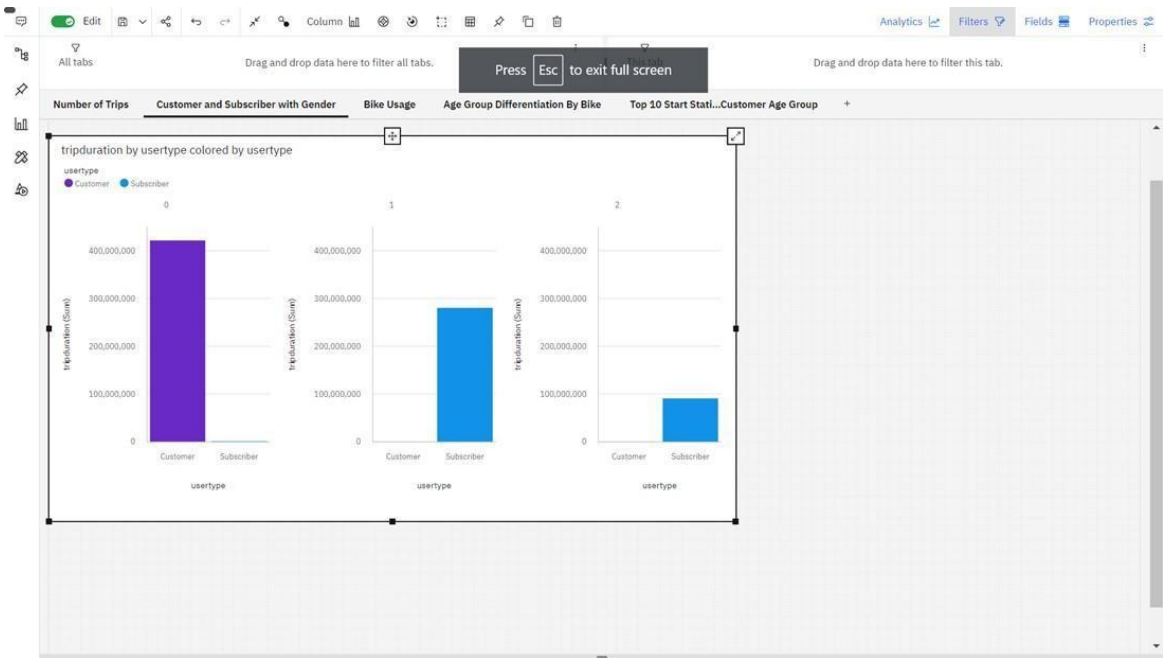


7.3 Visualization charts

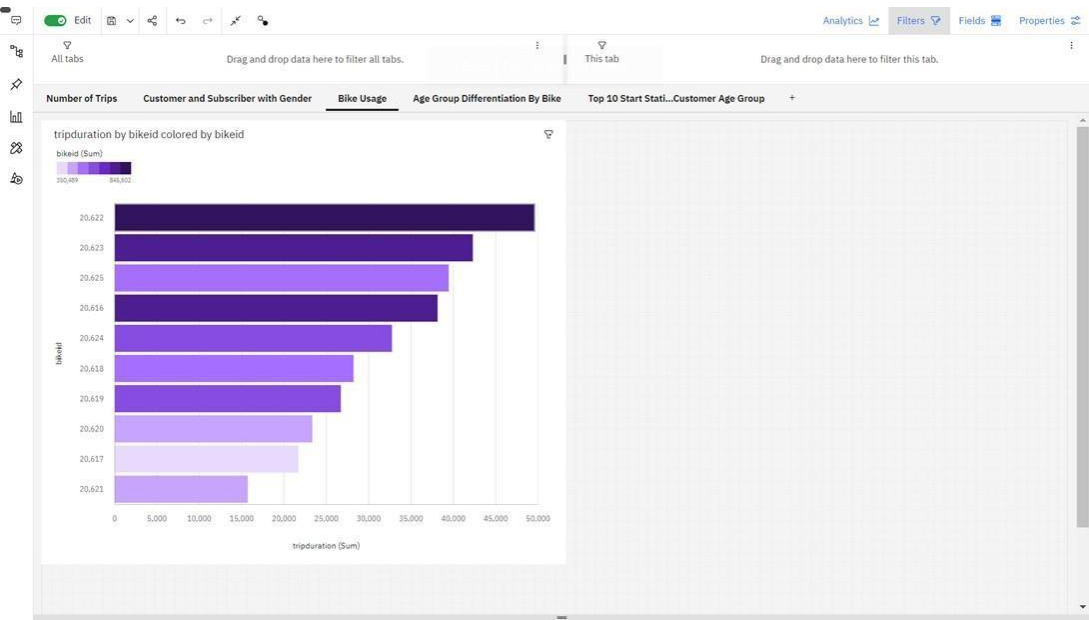
Number of Trips:



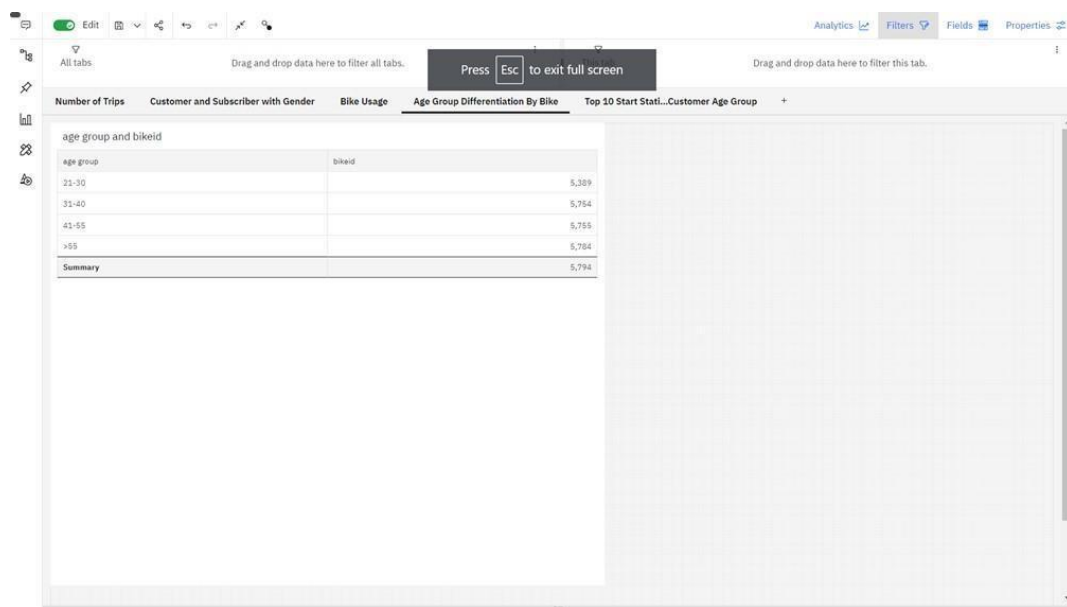
Customer and Subscriber with Gender:



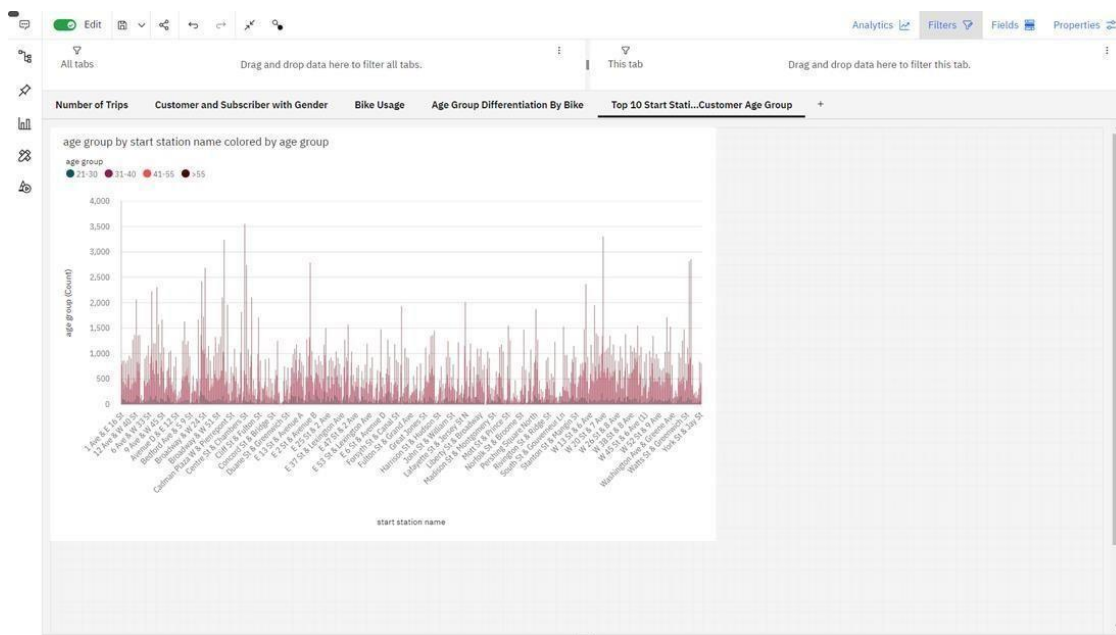
Bike Usage:



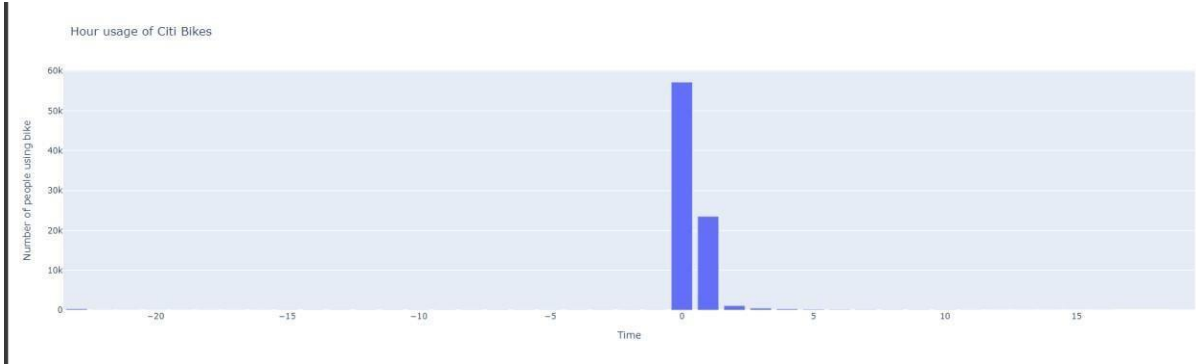
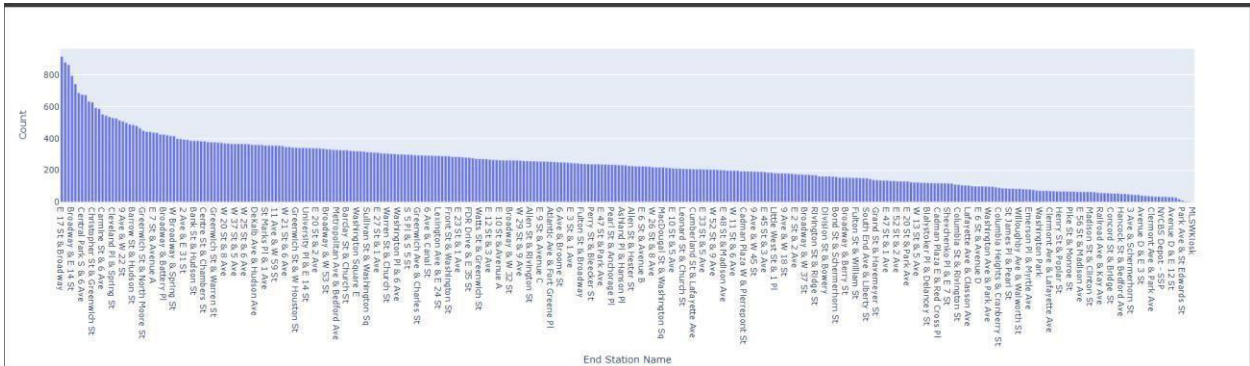
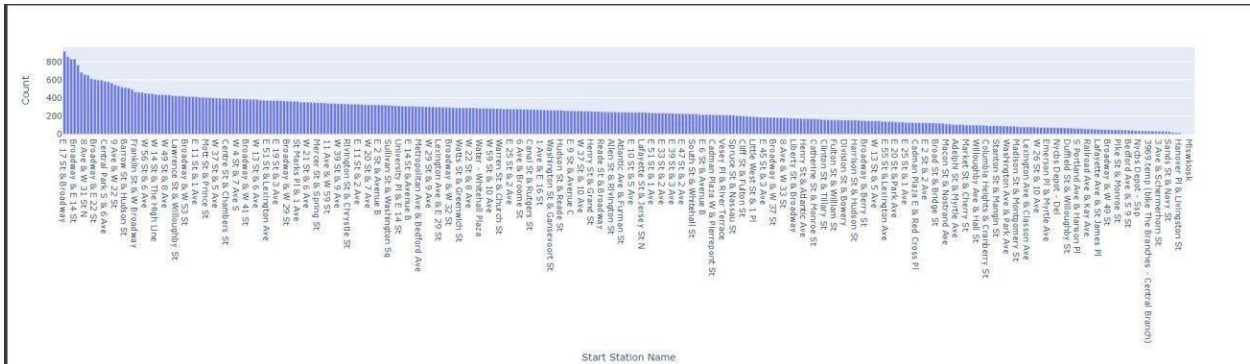
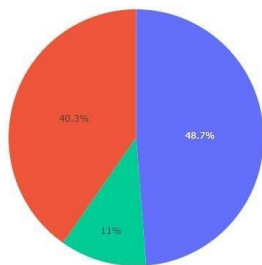
Age group differentiation by bike:



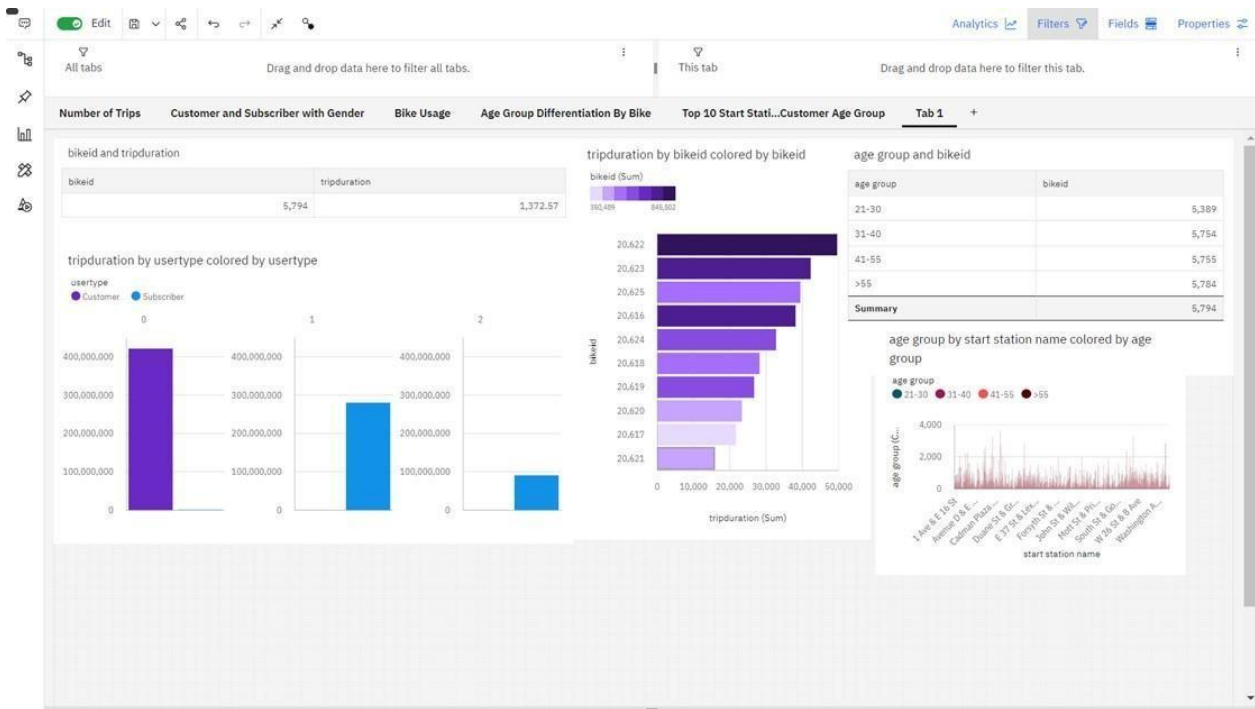
Top 10 Start Station Names with Respect to Customer Age Group:



Gender Variation



8. CREATING THE DASHBOARD



9. ADVANTAGES AND DISADVANTAGES

The benefits of bike sharing schemes include transport flexibility, reductions to vehicle emissions, health benefits, reduced congestion and fuel consumption, and financial savings for individuals.

One can easily analyze and understand trends in bike sharing patterns with the created dashboard. With no prior skills and knowledge about the tools that we use for analysis, anyone (literate or illiterate) can easily infer the knowledge that we represent in various charts or graphs or maps. So that it would be helpful to users and companies to make appropriate decisions in the future.

10. CONCLUSION

Based on the quantitative as well as visual analysis of the New York bike share system, a number of interesting insights were gained.

One obvious conclusion was that there is a strong seasonal variation in the system usage with maximum usage in summer and minimum usage in winter. This was initially hypothesized because of the harshness of New York's harsh winters and the treacherous riding conditions that exist during that time. However, despite the adverse weather conditions, there is a strong core demographic that consistently uses the system. This conclusion is based on that fact that even during the months of January and February which are the peak winter months, there are more than two hundred thousand trips in the system.

New York has a strong public transit system, and the bike share system seems to complement it quite well with a majority of the highest used stations located either close to subway lines or the commuter rail stations in the city.

Based on the locations of the stations and the duration of trips, it can be hypothesized that bike shares are replacing last mile trips that would otherwise be done either on foot or on public transit. This is particularly true in case of New York where a combination of dense public transit network, the road congestion during peak hours and the average trip distance as calculated create a situation where the only potential trips that the bike share system is replacing currently are those that would otherwise have been undertaken either on foot or on public bus.

11. FUTURE SCOPE

NYC is a very crowded and happening place which leads to lots of pollution. And in this busy world people are always worried about transportation. This bike sharing system reduces that stress. With the increase in population pollution also increases. So it is in our hands to reduce pollution and to make a better future for our younger generations. We can analyze which station needs more bikes and any area needs a new station to be installed. The survey outcomes indicate the needs for improved techniques in bike sharing analytics. There exists a lot of scope in this research area.

12. GITHUB LINK

<https://github.com/IBM-EPBL/IBM-Project-10212-1659113622>