

Project Design Phase-I
Proposed Solution Template

| | |
|---------------|--|
| Date | 19 September 2022 |
| Team ID | PNT2022TMID27940 |
| Project Name | Project - A new hint to transportation - Analysis of the NYC bike share system |
| Maximum Marks | 2 Marks |

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

| S.No. | Parameter | Description |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | A New Hint to Transportation - An Analysis of the NYC bike share system. This analysis aims to create an operating report of Citi Bike for the year 2018 and create various data visualizations for given problem queries. |
| 2. | Idea / Solution description | It is difficult to process millions of data with normal databases. Therefore, To effectively process and visualize data, we use IBM Cognos, a web-based integrated business intelligence suite by IBM. Using IBM Cognos, we aim to create an operating report, provide useful insights and present them in the form of a dashboard. |
| 3. | Novelty / Uniqueness | <ul style="list-style-type: none"> • Faster results • Easy maintenance • Low-cost • User-friendly • Improved decision making by using data |
| 4. | Social Impact / Customer Satisfaction | <ul style="list-style-type: none"> • Health benefits • Reduces pollution • Less carbon emission • Eco-friendly |
| 5. | Business Model (Revenue Model) | <ul style="list-style-type: none"> • Inexpensive • Less investment compared to other public transport • Membership facility • Fitness companies can run campaigns to target the right customers |

| | | |
|----|-----------------------------|---|
| 6. | Scalability of the Solution | <ul style="list-style-type: none"> • Quick transport facility for urban citizens • With analysis of data, better understanding of usage of these bikes in emergency situation. • High accuracy |
|----|-----------------------------|---|