IDEATION - Ideas discussed

1. Coordinates, where any given bike is parked the longest in between the start and end hub - these coordinates, could be those of a potential new hub.
2. The conversion rate of customers (who could be non-tourists) to subscribers
3. The conversion rate of subscribers to customers (non-tourists)
4. Maintaining a constant check on the number of bikes placed based on the category of people (senior citizens, school-going children) accessing certain areas which are of increased population. - the count can be increased or decreased as per the demand of that area with respect to time.
5. Finding the top bikes used with respect to gender - can help the designers of the cycle understand who is most comfortable with which design.
6. Bike least used with respect to trip duration - these can be replaced with top used bikes
7. Data cleaning - trying to predict the gender of customers who sign up at a kiosk and therefore whose gender details are unavailable. This can be done based on the historic data available
8. Analyzing age groups with respect to gender to understand which gender predominantly uses bikes in a particular age group.
9. Sending the final resultant statistics as an email to a specific set of people who might benefit greatly from it - they can store it for future use.
10. Using different chart types such as Graphs, Pie charts to depict the already given problem statements so that they combine to form a dashboard can be done to make it not only visually appealing but more clearly insightful.
11. Making the more dashboard interactive - the users can give a particular start and end date and see all stats relevant only during that time period.
12. Creating a chart that depicts the areas that serve as popular starting points and destinations - and mapping these locations with the age group of people could give an insight as to which people start and stop at different locations.