

Project Design Phase-I

Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID19163
Project Name	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)	<p>The goal of this analysis is to create an operating report of Citi Bike for the year 2018. To create data visualizations to understand</p> <ol style="list-style-type: none"> 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.	Idea / Solution description	To effectively process and visualize data, we use IBM Cognos because there are number of data and it is difficult to process it with some conventional methods, 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	Our solution reduces maintenance due to complete report coverage, The conversion rate of customers (who could be non-tourists) to subscribers and also provides fast results.
4.	Social Impact / Customer Satisfaction	Bike share engages riders in physical activity, beneficial to health. In addition, it promotes green mobility and contributes to carbon neutrality. This analysis will help in understanding the association between bike share usage and the environment which is essential for system management and urban transportation planning.
5.	Business Model (Revenue Model)	Revenue is generated on renting the bike with the analyzed data we can alter the pricing according to the demand of the customer.
6.	Scalability of the Solution	The creation of the operating report (solution) involves an extended analysis of data presented for the year 2018. Our solution offers high scalability, as not only can it be

		extended for any number of years provided the right data is offered, but it can also be made use of by other companies as a scalable template that wants to make similar reports on different solutions they offer.
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