Introduction

The Battle of Neighborhoods: An E-Scooter business.

City of Calgary in Canada recently announced that E-Scooters will be back in the city this summer 2021, and it will be operated by two companies Bird Canada and Neuron, both companies will provide and maintain 1500 E-Scooters altogether. This project aims at analysing Calgary traffic data (Pedestrian and Bike) and using FourSquare's API to determine the best locations to place these 1500 E-Scooters to maximize the company's customer satisfaction and profit.

Background

Micro-mobility transportation services are recently becoming a popular trend in Canada. One of the top cities in Canada, Calgary, is among the cities to adopt this shared micro-mobility services (e-Bike and e-Scooter). Benefits of electric scooter includes: Ease of use, Green House Gases (GHG) savings, it encourages people to walk and take public transport, thus improving physical health and it also saves time on short trips.

Business Problem

Almost every business is started with an intention to make profit. The capital to start and manage this E-Scooter business is huge and if the company is to generate profit, it must grow its customers/subscriber's base.

Also, since micro-mobility services is a fairly new program, it has faced several restrictions or regulations from the government, some of them include: no riding scooter on busy sidewalks or busy roads.

The business problem could be defined as:

1. How do we serve lots of customers and increase customer satisfaction by providing our scooters at the right location or hotspots?
2. What are the hotspots for E-Scooters that comply to governments regulations?

Thus, this project will utilize Calgary's traffic data to explore the busy roads and places with high pedestrian traffic, so scooters won't be placed in such places. FourSquare API will be used to determine hotspots for the scooters.

Target Audience

The target audience are mainly entrepreneurs or investors interested in shared micro-mobility services. This project will be of particular interest to Bird Canada and Neuron as they are about to launch in few weeks.