



ZEN CITY PROJECT



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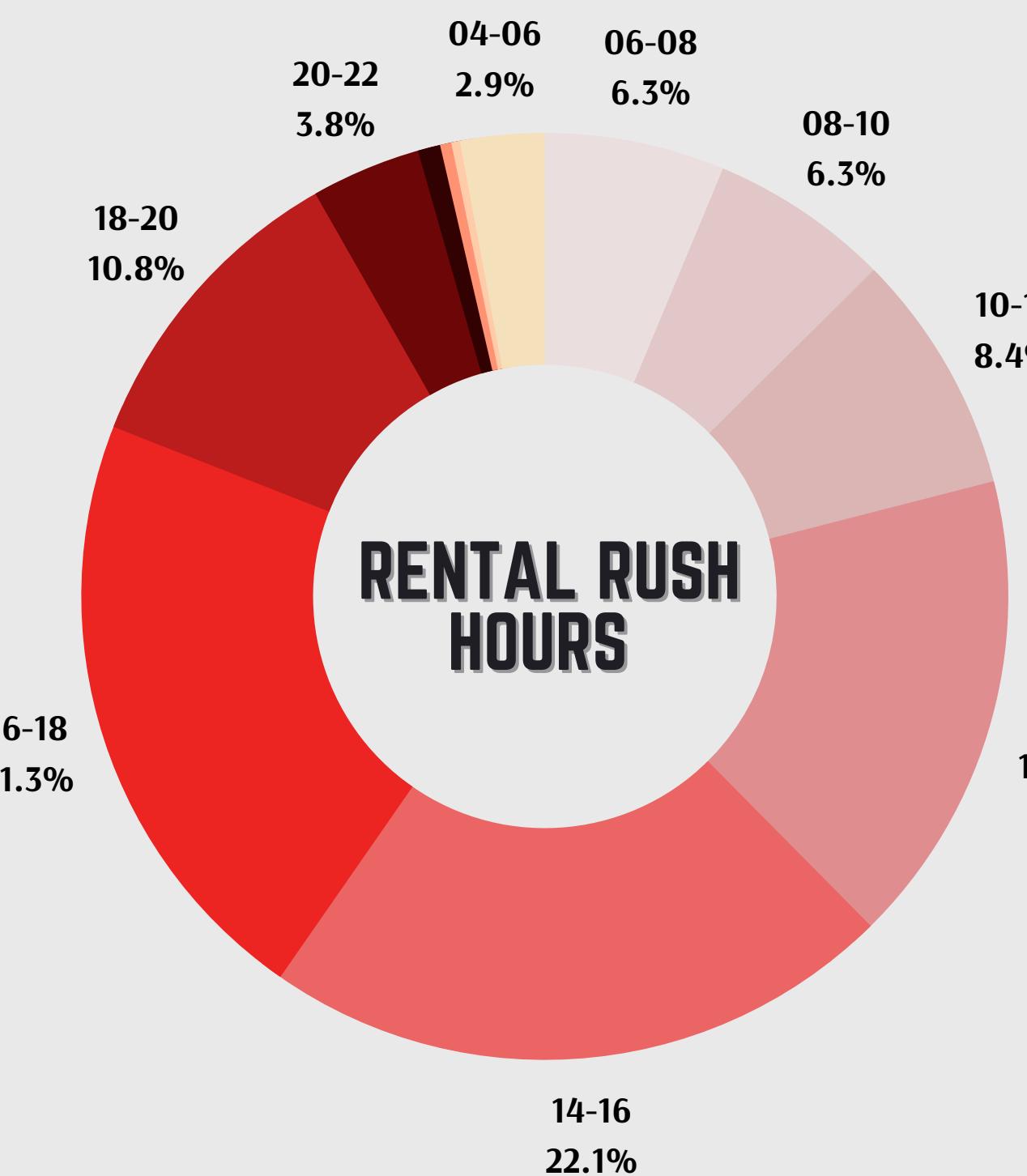
OBJECTIVE:

Review the data of Q1 and identify how we can use what it tells us to increase the number of rentals at Q2.

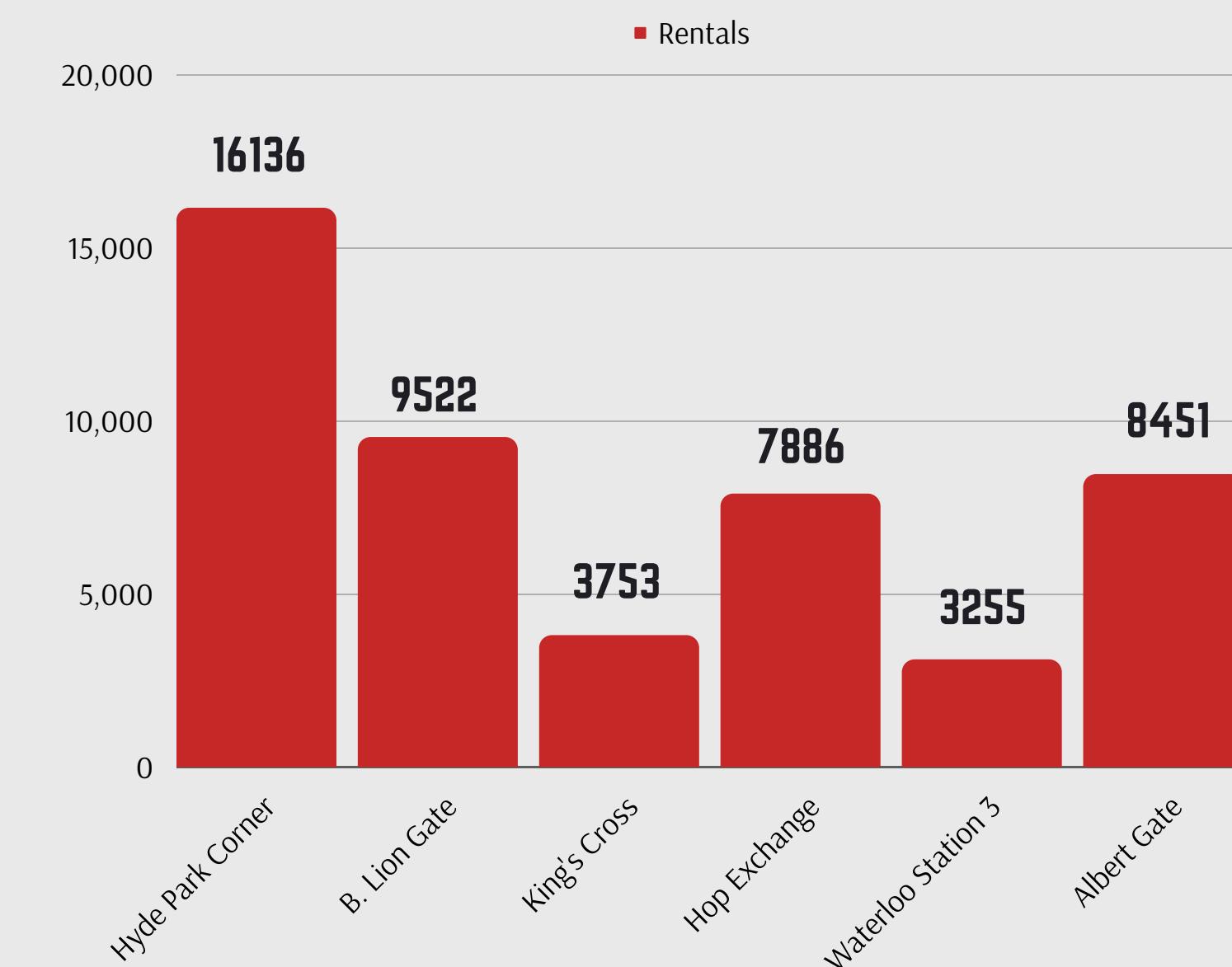


SO WHAT DID SHE TELLS?

03



THE MOST POPULAR STATIONS BY AREA:





THE HYDE PARK:

A massive park in central London, considered one of the largest parks in the city and one of the strongest tourist attractions. It has a variety of bike trails and stations that we operate, with the longest route being 4 kilometers, and it also features three of our strongest rental stations - Hyde Park Corner | B. Lion Gate | Albert Gate

Furthermore, the average rental rate there, when considering all the stations outside the park area, is the highest compared to other areas. Therefore, it can be inferred that the accessibility of bikes within the park, the pastoral and pleasant scenery, the touristic value of the place, and the enjoyment it provides, attract many riders, both regular and new.

However, we found that there are 7 stations in the park where the bike rental availability is relatively low compared to the rental demand and pickup points.

On the other hand, for the Belgrave station in the park, there is a large bike availability and relatively few rentals.





WATERLOO

On waterloo we found out the following things, It has the worst performing avarage rental duration out of all the 6 stations and also the worst rentaling numbers out of the stations as well, When looking at the location and doing some research you can try and understand why its happening, While being at one of the biggest train stations in England should be a great advantage, The lack of cycling roads and the fact that its located inside a living area really strikes the cycyling station



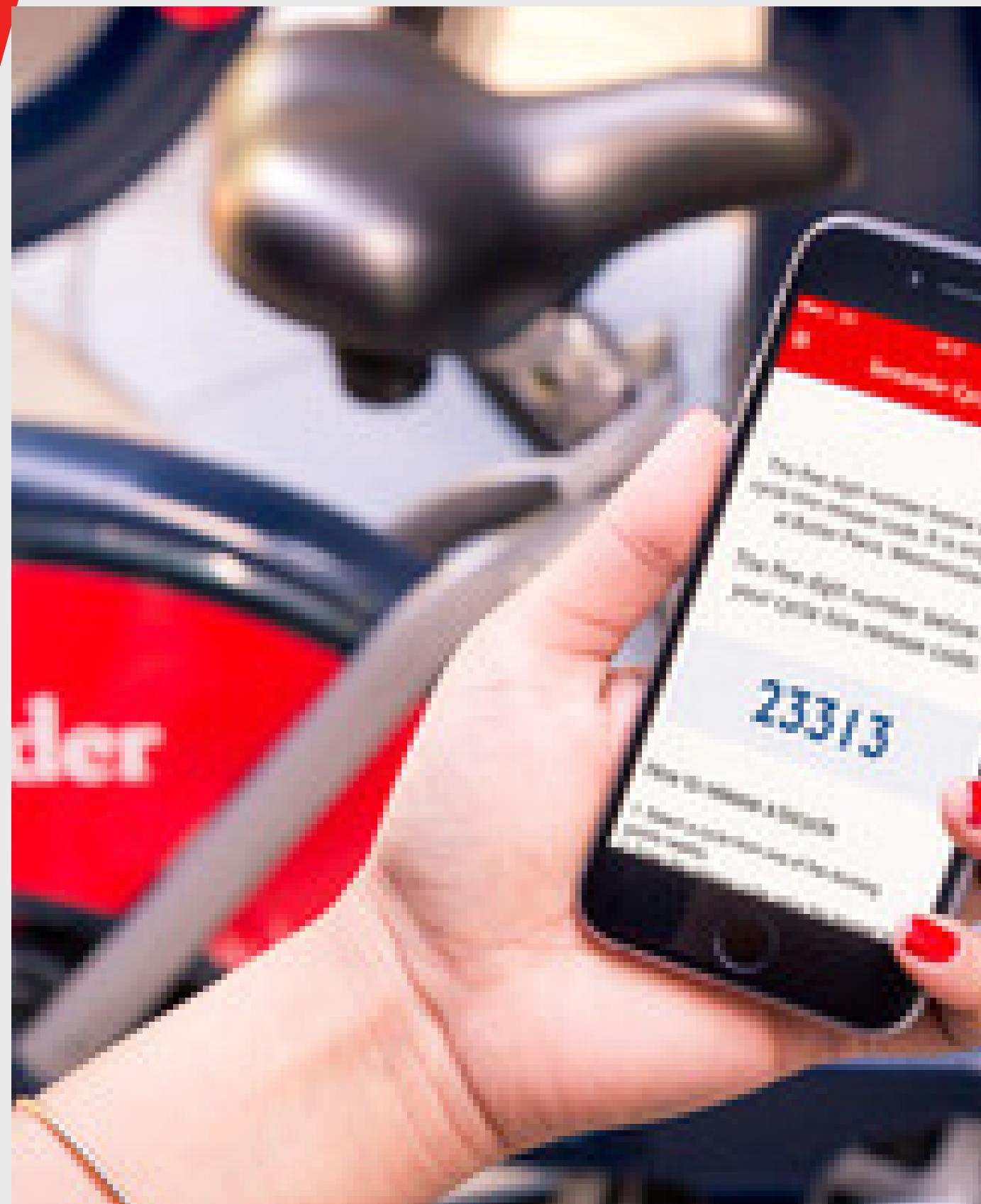
KING'S CROSS

King cross Lacks the view as well as the not so successful stations, its located near some hotels which can help with the growing numbers but after observing and seeing the number of docks you can see something is not right there, Having 45 docks (10 more then waterloo) and the second worst perfomring stats you cant argue about the fact that we need to utilize the station in a better way.



HOW & WHERE WE ROLL?

06



01 - APP FEATURES

To create new features at the app that retain new customers and generate external interest towards potential customers like a point accumulation system for rental quantities and durations on a weekly/monthly basis in collaboration with businesses around the specified stations that will provide benefits to the top performers. And to make this accessible in a way that fosters healthy and positive competition among riders.

02 - LANES ACCESSIBLE

To promote through local authorities a process of making bike lanes accessible in areas where roads are not optimal in areas like Waterloo and King's Cross, cyclists will experience a safer and more pleasant feeling when riding bicycles.

03 - REORGANIZE BIKE

Rearranging the number of bicycles at Hyde-Park stations so that stations with low bike quantities relative to rentals can increase on the other hand, at stations where rentals are not high, competition for bicycles will be generated

OUR PREDICTION:

2021 Q2:

Forecasting rentals for a station in the upcoming month requires a short-term time series approach. With only three months of data (January, February, March), we'll employ a basic prediction technique.

1. We'll analyze rentals for these three months.
2. Due to the limited data, a simple strategy involves extending the observed trend to predict April's rentals.
 - January: 10204 rentals
 - February: 15215 rentals
 - March: 23596
 - Rentals were stable from January to February, followed by a notable increase in March, likely due to warmer weather and outdoor activities. For basic trend extrapolation:
3. We'll calculate the March-to-February rental difference.
4. This difference will be added to March's count to estimate April's rentals.

Based on this approach, around 31977 rentals are predicted in April 2021.





THANK YOU
FOR YOUR TIME

