The analysis of Bluebikes’ rides data for 2017 formed a solid basis for a first evaluation of a bike sharing / bike rental service in Boston. The business has a steady revenue stream due to the subscribers. However, during the time from April to October the share of revenues from customers is much higher compared to the time between November and March. It has to be noted that 2018 was the first year with a year-round service offering. Before that, including 2017, there was a season specified. In 2017, in particular, the ‘off-season’ was from the 1th January until the 27th of February. This has to be considered on top of the colder temperatures due to the winter season when analyzing the data. Nevertheless, it could be advantageous for Bluebikes to look into possible measures to increase the number of single trips and share of customers from November to March. Protection against the worsen weather conditions could be one (e.g., rain covers, bigger tires during the winter season). As another pricing model to add, there is the idea of offering fixed prices for pre-defined popular, frequented or cinematic routes through and around the city to attract single users, such as visitors, tourists, occasional users etc., even more. A deeper look into the usage durations could support more sophisticated pricing models which include e.g., an adjustment of the additional time slots of 30 minutes users pay for an extra fee if needed. Furthermore, Bluebikes could seek for a cooperation with the city administration to provide benefits to people using the bike sharing service and by that contributing to a ‘greener’ (less carbon dioxide) and ‘healthier’ (people keep fit) city which, in turn, leads to decreased costs for the municipality and improves living quality. Also allowing the people using Bluebikes’ service could be invoked to help designing or re-shaping parts of the city / city part they live in. As Bluebikes is owned by several cities of which the city of Boston is one, such a cooperation is not only likely, but probably creates a well-working symbiosis.

In general, the extension of the dataset to more than one year, especially to the following years (2018 and following), could result in a value added with regard to the analysis and data evaluation. This way a proper time series analysis can be conducted and the prediction results could be improved, cause right there lies one of the main limitations of this analysis. Using data from January to September to forecast the demand of October to December noticeably limits the relevance of the prediction results. Using two or more years to predict the demand of another year allows a much better analysis of patterns. More detailed information on the users would be beneficial as a deeper analysis of usage clusters is possible. A more advanced and detailed version of the weather data would allow differentiating between different weather conditions and their impact on the demand.