

BIKE SHARING ASSIGNMENT

Pieush Vyas (MS-UoA-Sept)

PROBLEM STATEMENT AND APPROACH

- To scale up the existing user base and optimize the internal operations of the company.
- By using the concept of SQL-Lite and Tableau I founded the solution for the expansion to grow the company business and optimize the internal operations of the company.

SOLUTION -1 (ABOUT THE COMPANY)



Total Bike Stations: 70

Total Bikes: 700

Total Trips: 669959

Location of each bike station:

- a) San Francisco
- b) Redwood City
- c) Mountain View
- d) San Jose

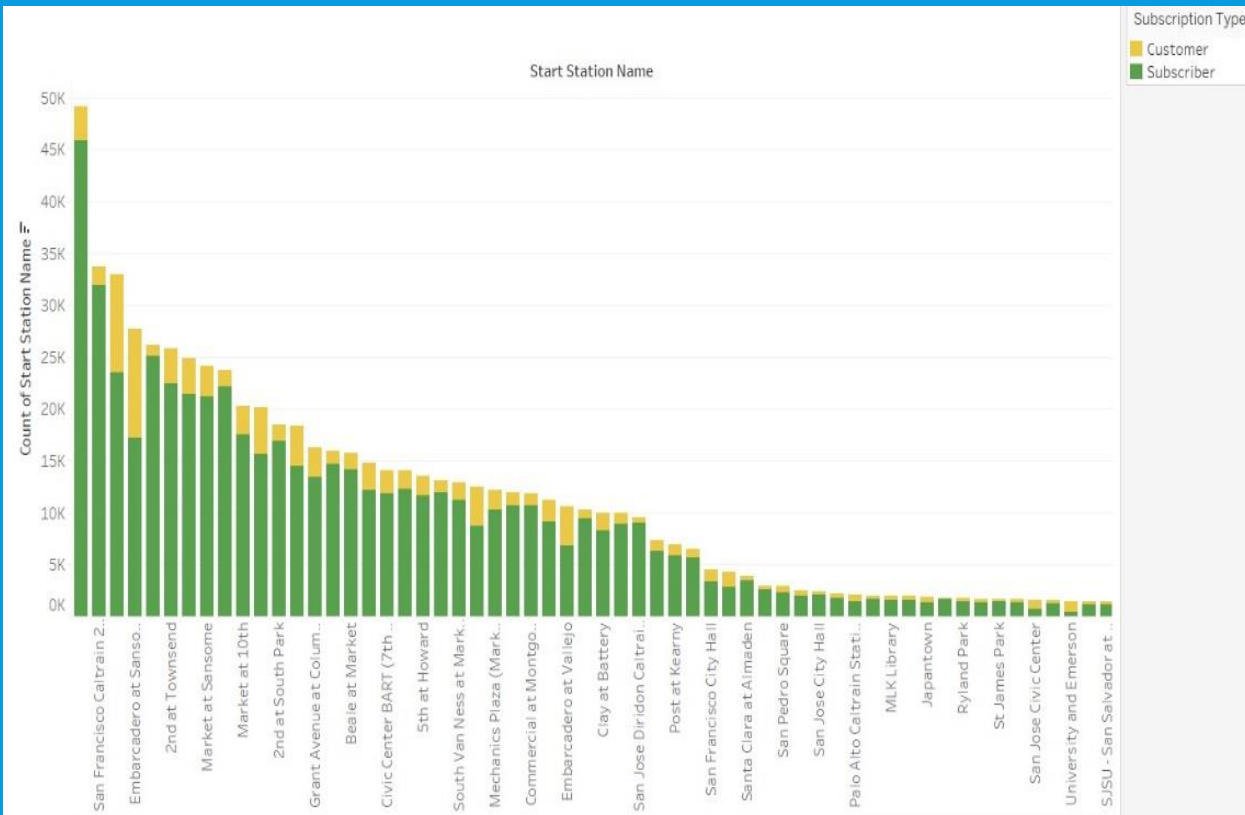
SOLUTION -2 (DEMAND PREDICTION)

- As per the prediction followings are the top 10 least popular stations.
- 1. San Jose Government Center
- 2. Broadway at Main
- 3. Redwood City Public Library
- 4. Franklin at Maple
- 5. San Mateo County Center
- 6. Redwood City Medical Center
- 7. Mezes Park
- 8. Stanford in Redwood City
- 9. Park at Olive
- 10. Santa Clara County Civic Center

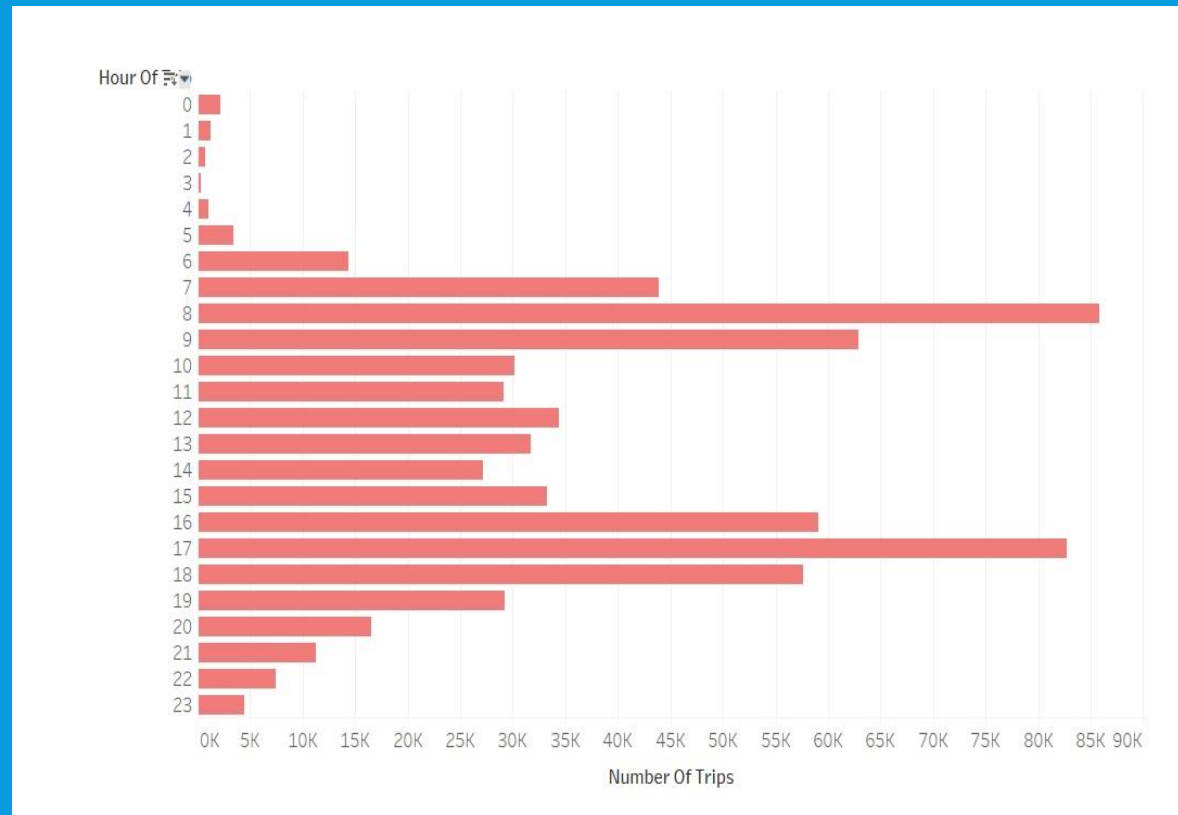
SOLUTION -3

(OPTIMIZATION OF OPERATIONS)

Popularity of each stations for subscribers and customers



No. of Trips per hour



SOLUTION -4

(COUPLE BIKES AND CONCLUSION)

- Company should start the Couple Bikes between the stations where no. of users are ending their rides at the same station from where they have started.
- Should consider the Weather conditions, where weather is good.
- Popularity of the station
- Availability of bikes and docks for a particular station
- Conclusion:
 - From overall analysis I recommend that company should shut the least popular stations where no. of trips are very less and find the new offers on various occasions to increase the sales.
 - As well as company should start Couple bikes as per the recommendations.

THANKS