### Business Objective

\*\*Maximize Bicycle Utilization Across New York City Bridges\*\*

The goal is to increase the daily count of bicycles crossing into and out of Manhattan, leveraging weather data to identify patterns and enhance transportation planning.

### Business Constraints

1. \*\*Minimize Operational Costs:\*\* Ensure that any strategies implemented to increase bicycle utilization do not significantly increase operational or maintenance costs for the bridges.

2. \*\*Consider Environmental Impact:\*\* Strategies should align with sustainability goals, minimizing negative impacts on the environment.

3. \*\*Maximize Public Safety:\*\* Ensure that any initiatives or changes do not compromise the safety of cyclists or pedestrians.

### Success Criteria

1. \*\*Business Success Criteria:\*\* Achieve a minimum 20% increase in the average daily number of bicycles crossing the bridges over the next year.

2. \*\*Data Analysis Success Criteria:\*\* Develop a predictive model with at least 90% accuracy in forecasting daily bicycle counts based on weather conditions and historical data.

3. \*\*Economic Success Criteria:\*\* Enhance local business revenue by promoting increased bicycle usage, with the goal of a 10% rise in sales for businesses located near the bridges as a result of higher foot and bicycle traffic.