To: Engineering Team Consultants
From: Morgan Corkins
Subject: Request for Data Analytics
Date: September 20, 2021

COGO BIKE SHARE

Dear Engineering Team Consultants,

CoGo Bike Share is a bicycle sharing company that operates in Columbus, OH. Our company plans to make improvements and add novel components to our system and business model based on the behavior patterns of our users. With insights from our user data, we aim to improve our enterprise. We ask for the following from your team: 1) identifying questions that can be answered given our dataset, 2) analyzing the data to reveal patterns in the usage of our bike system, and 3) presenting recommendations that would improve the user experience while benefitting our business.

CoGo Bike Share enables users, both members and casual riders, to pick up an available bicycle at a station, ride the bicycle for a time, and return the bicycle to either the original station or another station that has an open bike slot. Our website includes abundance of information about our company, how to use the bikes, how many bikes are available, how many stations exist and where they are located, etc. See https://www.cogobikeshare.com. We are one of the first and leading bike sharing companies, which are becoming increasingly popular in big cities and smaller communities alike. Our mission is to help our users save time, save money, have fun, get exercise, and help improve air quality by reducing carbon emissions.

Please ensure your analyses and reports are available to us in a sharable and transferable format using Microsoft Word and Excel. Our data are accessible in Brightspace.

Sincerely,

Morgan Corkins

Business Manager