

Bike-Sharing Project

Flow of Mini Presentation#1

(as discussed in our video conference, 3.12.17)

1. Data preview

- a. Sentence about BAY AREA BIKE SHARE PROGRAM
- b. Summary command (in R)
- c. Present types of users if bike share (customer/subscriber)

2. Business question & relevance

- a. How can we increase usage of bike sharing in San-Francisco
- b. Present sheet 1 - show relevance of the question

3. Data Analysis

- a. Stage 1
 - i. Observing the rental activity and usage by day/hour of subscriber and customer
 1. Show graph suscriberVScustomer (in graphsTablaue)
 2. Show graph UsageByHour (in graphsTablaue)
- b. Stage 2
 - i. Geographic analysis and deployment of stations
 1. Present stations of interest
 - a. Show map by weekday analysis – map1_weekday
 - b. Show map by weekend analysis – map1_weekend
 - c. Show barplot (!!!) of end stations – histOfEndStat, (this example highlights our problem in the data)
 2. Present interesting routes
 - a. Show interesting routes by weekday analysis – cyclingRoutes_weekday
 - b. Show interesting routes by weekend analysis – cyclingRoutes_weekend
- c. Stage 3
 - i. unbalanced stations – Show Case
 1. show sheet 3

4. Back to business

- a. Present the challenge again (as showed in sheet 1)
- b. Present future actions in order to increase usage
 - i. Search for broader database or complimentary data
 - ii. Analyse interesting stations and their availability of bikes
 - iii. Present difference in usage by seasons
 - iv. Marketing ideas

5. There is much more to do, it's only the beginning 😊