

Final Project

Topic: Bike sharing in Washington D.C.

Problem Statement:

Forecasting the demands has been crucial to many businesses. With accurate forecasts the cost can be kept down by optimizing the business operation. The uncertainty is reduced and helps us to anticipate the change in the market. Moreover, a promising forecast is compelling to investors who might be interested in putting money into a business. Hence for a business to operate efficiently, it needs some idea of what the future will look like. A forecast provides us insights which works as a foundation upon which to plan. Bike sharing systems are a new generation of traditional bike rentals where the whole process from membership, rental and return back has become automatic. This dataset given contains the hourly and daily count of rental bikes between years 2011 and 2012 in Capital bikeshare system in Washington, DC with the corresponding weather and seasonal information. With the help of the given information, it will help us to analyze and track demand of bike sharing and the results will help us to optimize the business strategies.

Dataset link: <https://www.kaggle.com/marklvl/bike-sharing-dataset>