

Austin Bike Sharing

Solving Austin's Biggest Problem

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Objectives & Hopeful Outcomes

Efficient
Allocation of
Bikes

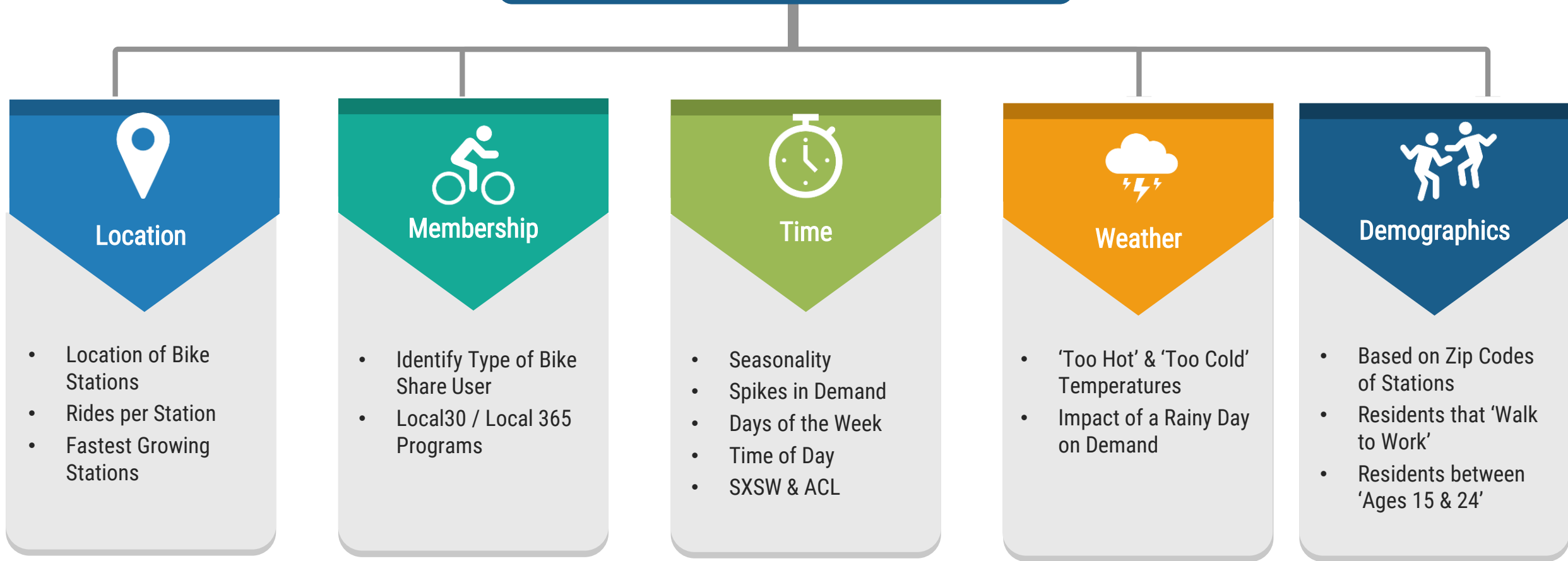
Willingness
to Try

Less Cars on
Roads

Health
Benefits



Exploratory Data Analysis



*Datasets Used: Austin Bikeshare Stations, Austin Bikeshare Trips, Austin Weather, and Austin Traffic Count



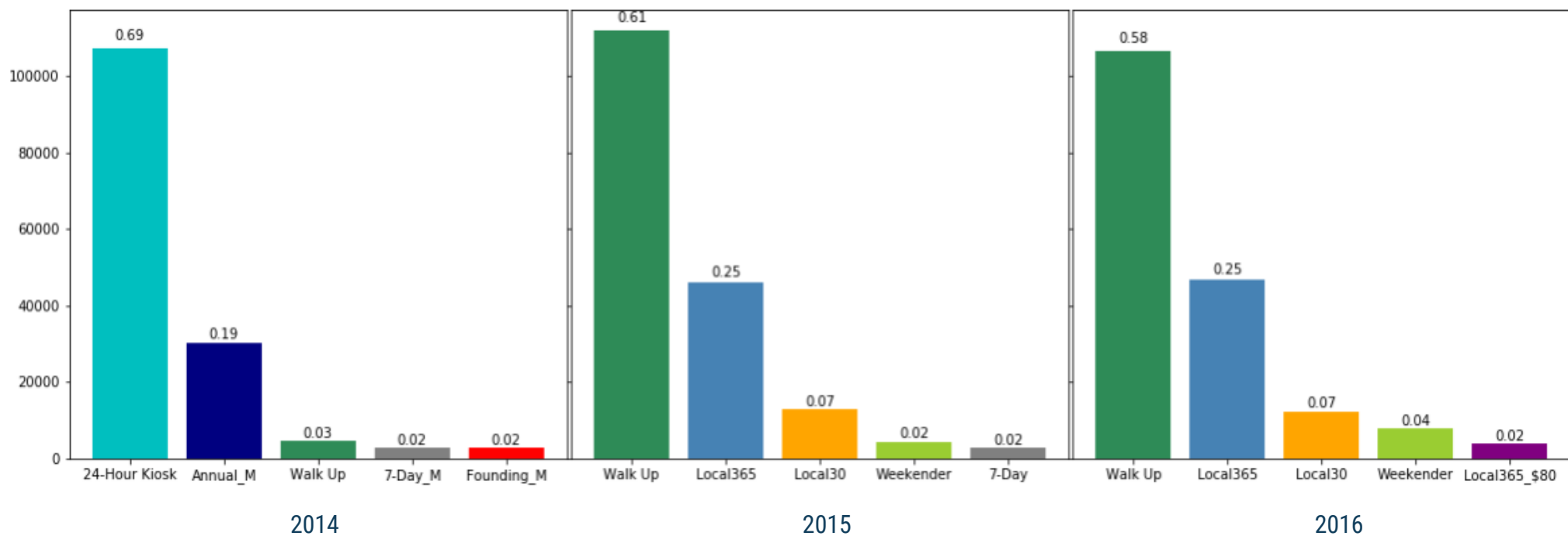
Most Popular Stations

Station Name	Number of Rides	Annual Growth
Riverside @ S. Lamar	8906	23%
Rainey St @ Cummings	7684	12%
City Hall / Lavaca & 2nd	7277	-6%
2nd & Congress	7265	-12%
5th & Bowie	6780	-15%
Davis at Rainey Street	6679	46%
Zilker Park	6315	-16%
4th & Congress	6261	4%
Convention Center / 4th St. @ MetroRail	6260	4%
Pfluger Bridge @ W 2nd Street	6131	23%



Note: 2016 data has been considered to identify the busiest stations

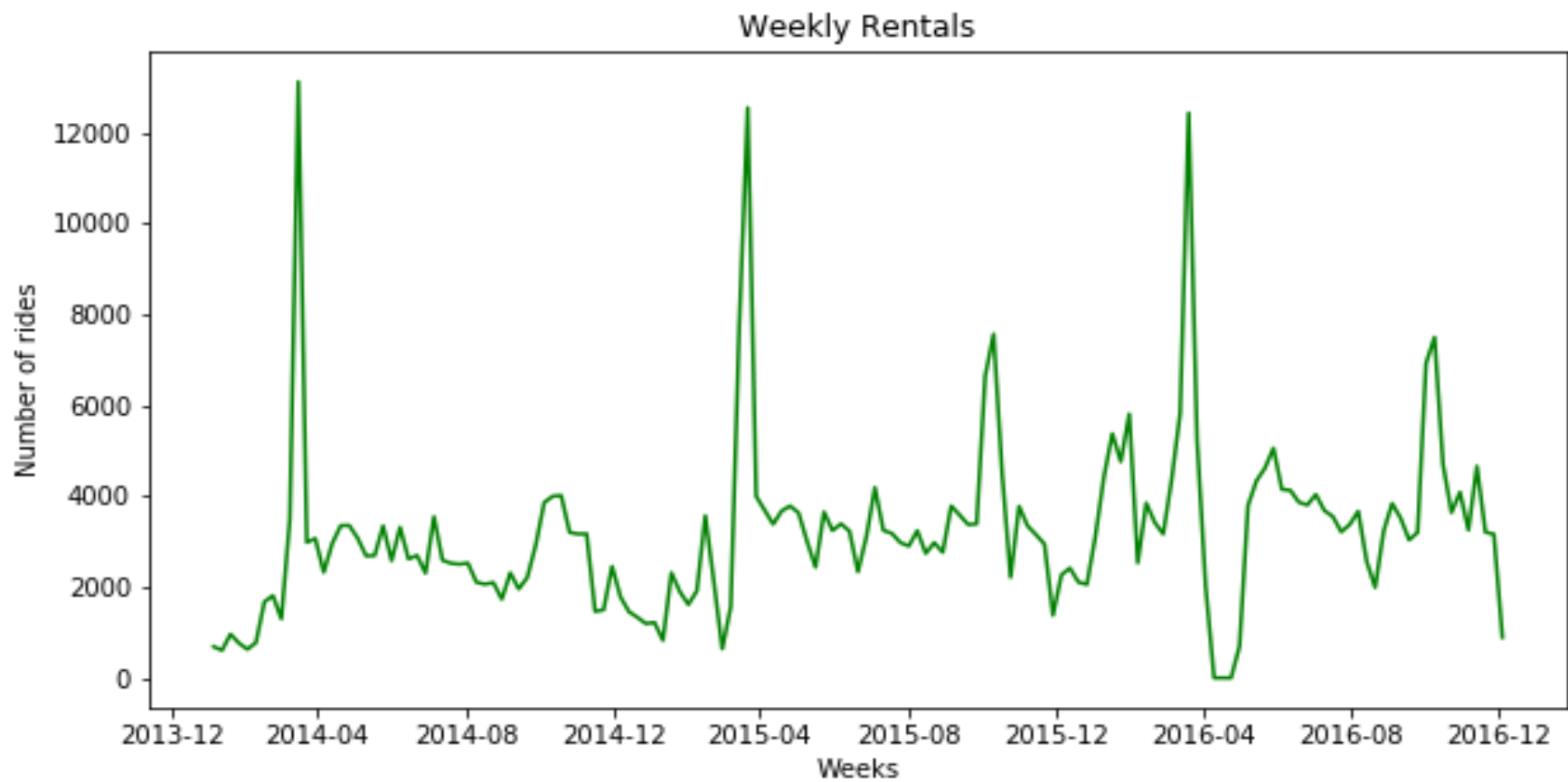
Types of Users



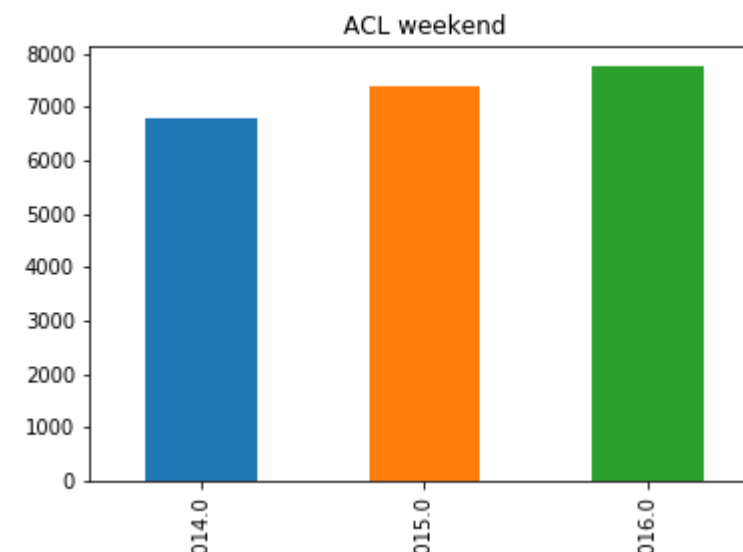
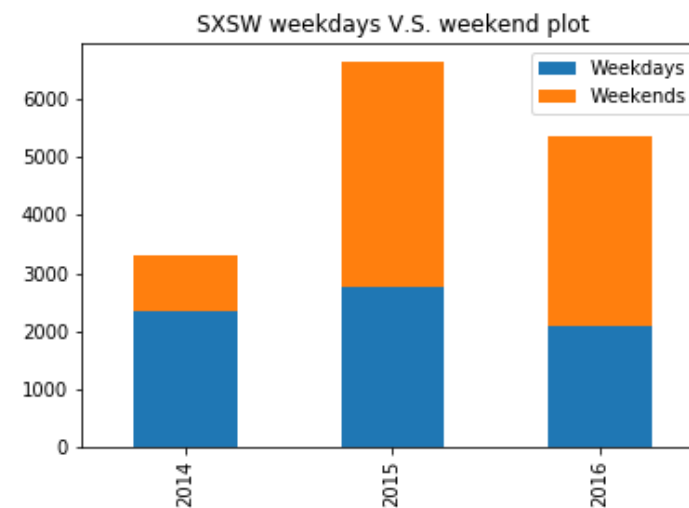
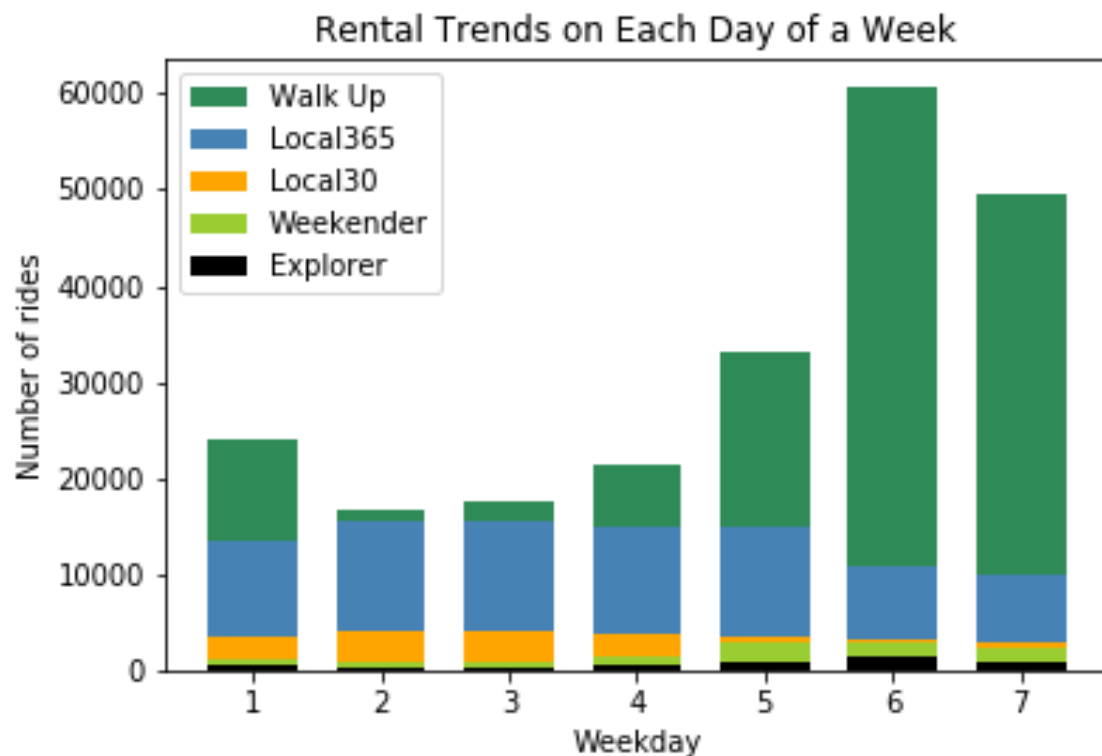
Walk Up: Ad-Hoc Users
Local365: Annual Membership
Local30: Monthly Membership
Weekender: 3-Day Access Pass

Note: 24-hour Kiosk category has been dissolved since 2015

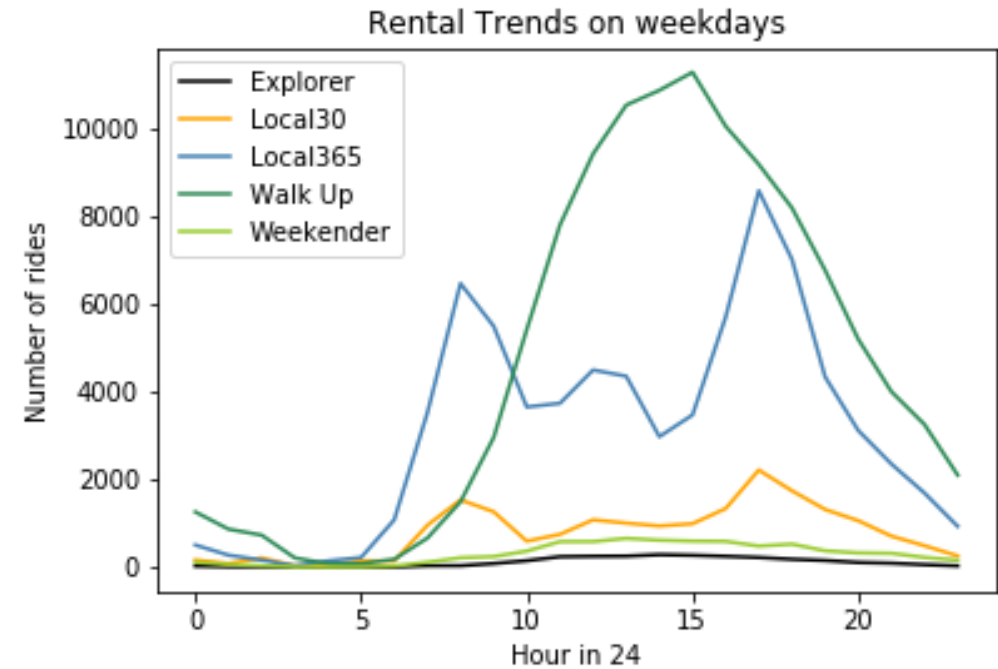
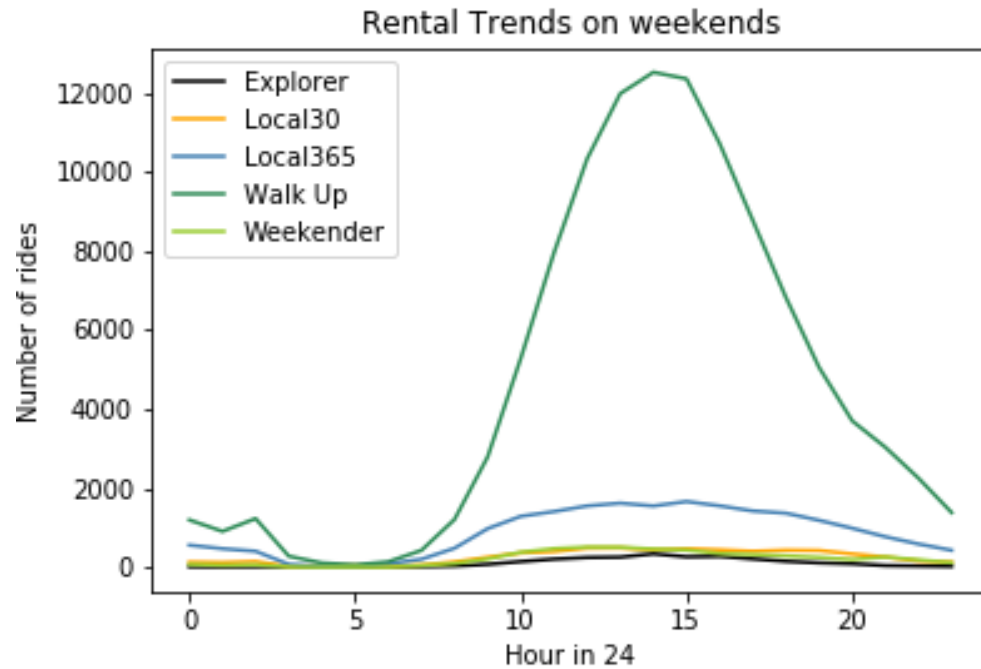
Spikes in Rides during March & October



Day of the Week (Including SXSW & ACL)

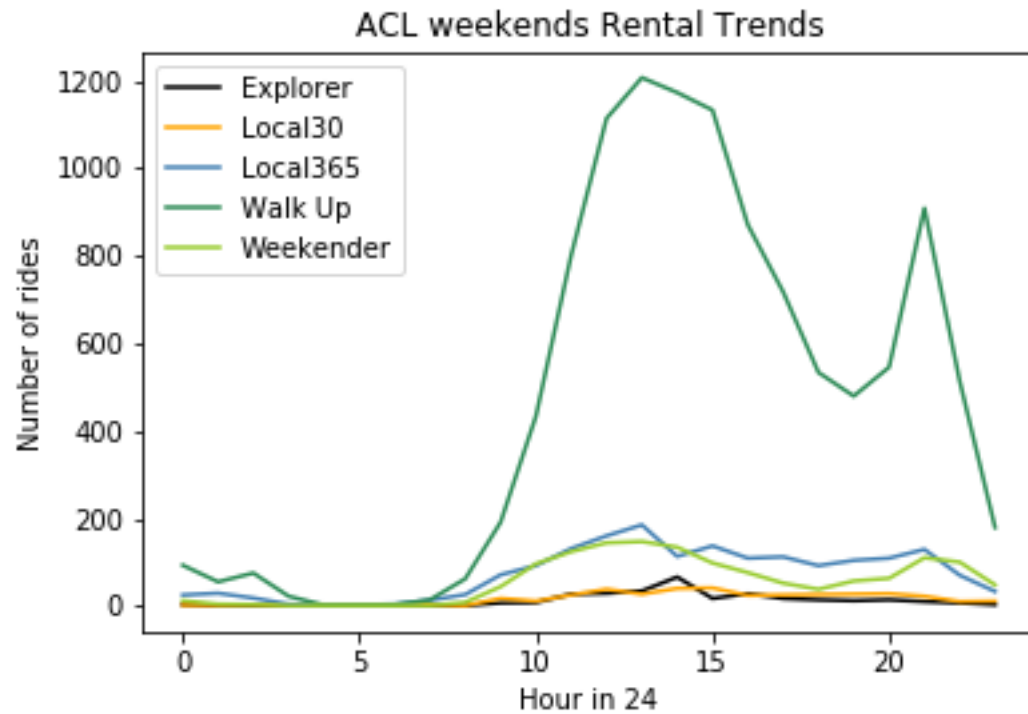


Hour of the Day



Note: Data from 2015 and 2016 is considered for analyzing the hourly trends

Hourly Trends During ACL



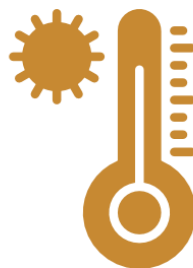
Note: Data from 2015 and 2016 is considered for analyzing the hourly trends

Impact of Weather on Bike Sharing

Rainy Days



Hot Days



Cold Days



% Drop in
Rides

67%

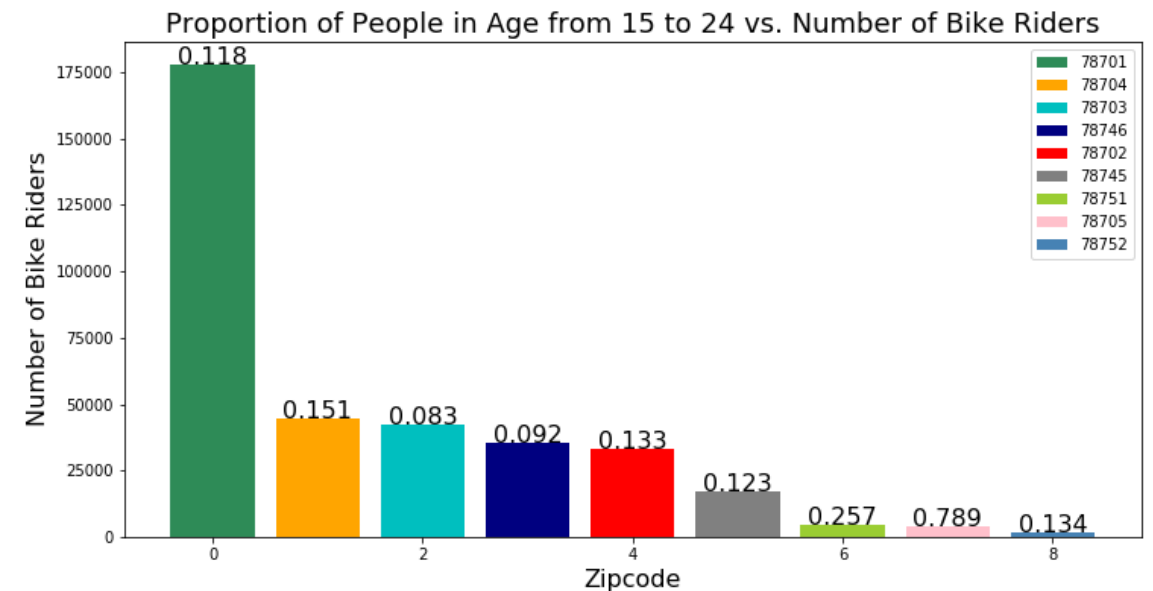
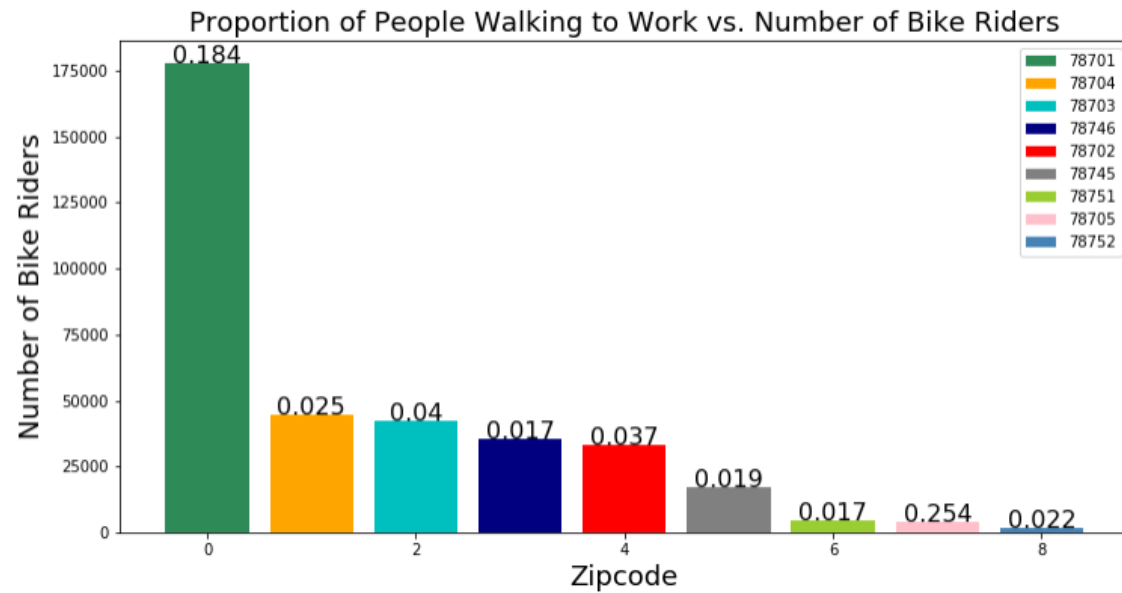
36%

72%

Note: Cold days : <60F, Hot days: >80F

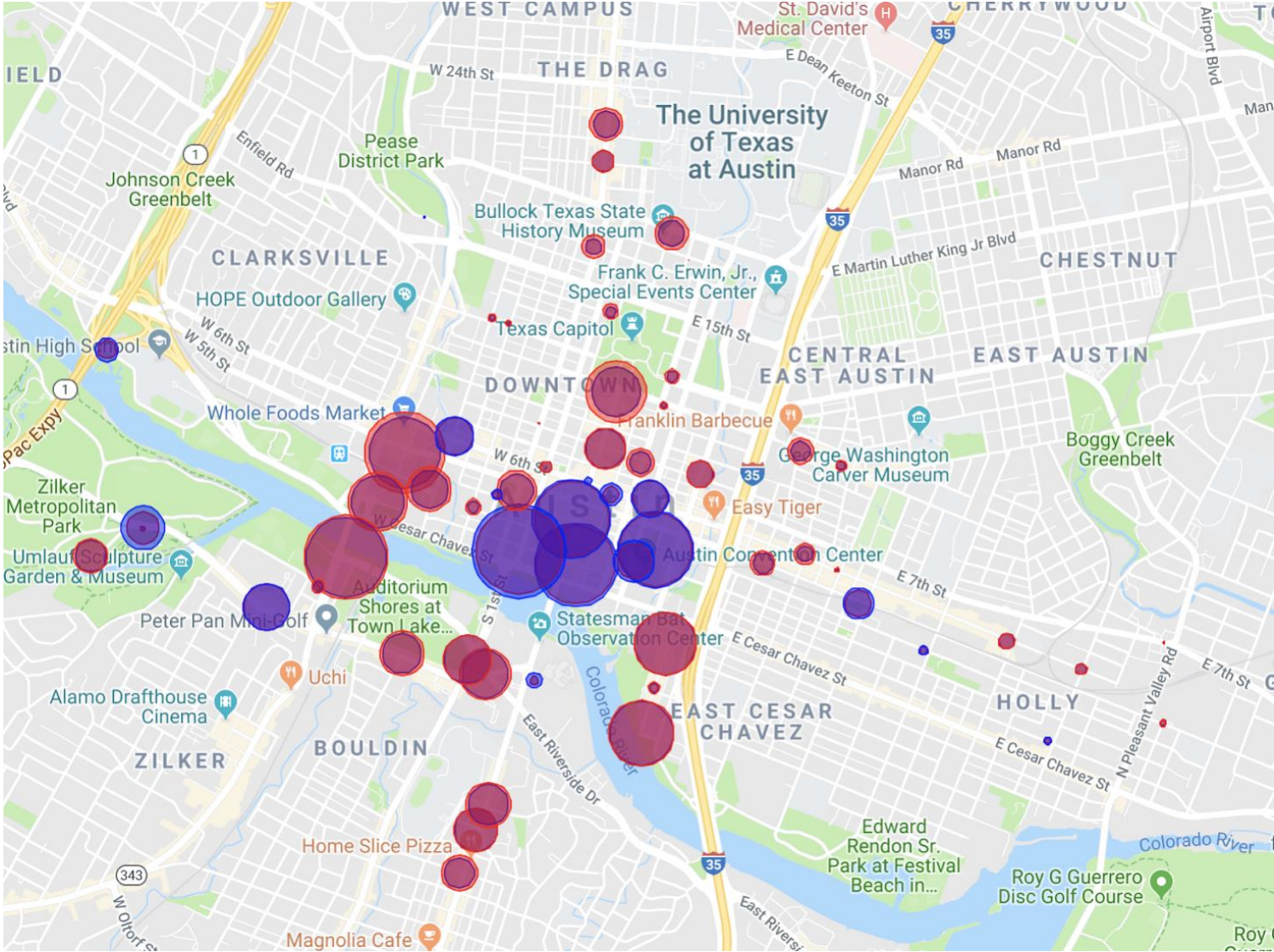




Demographic Factor



Insights - Trend in General

Bike Borrow and Return on Google Maps

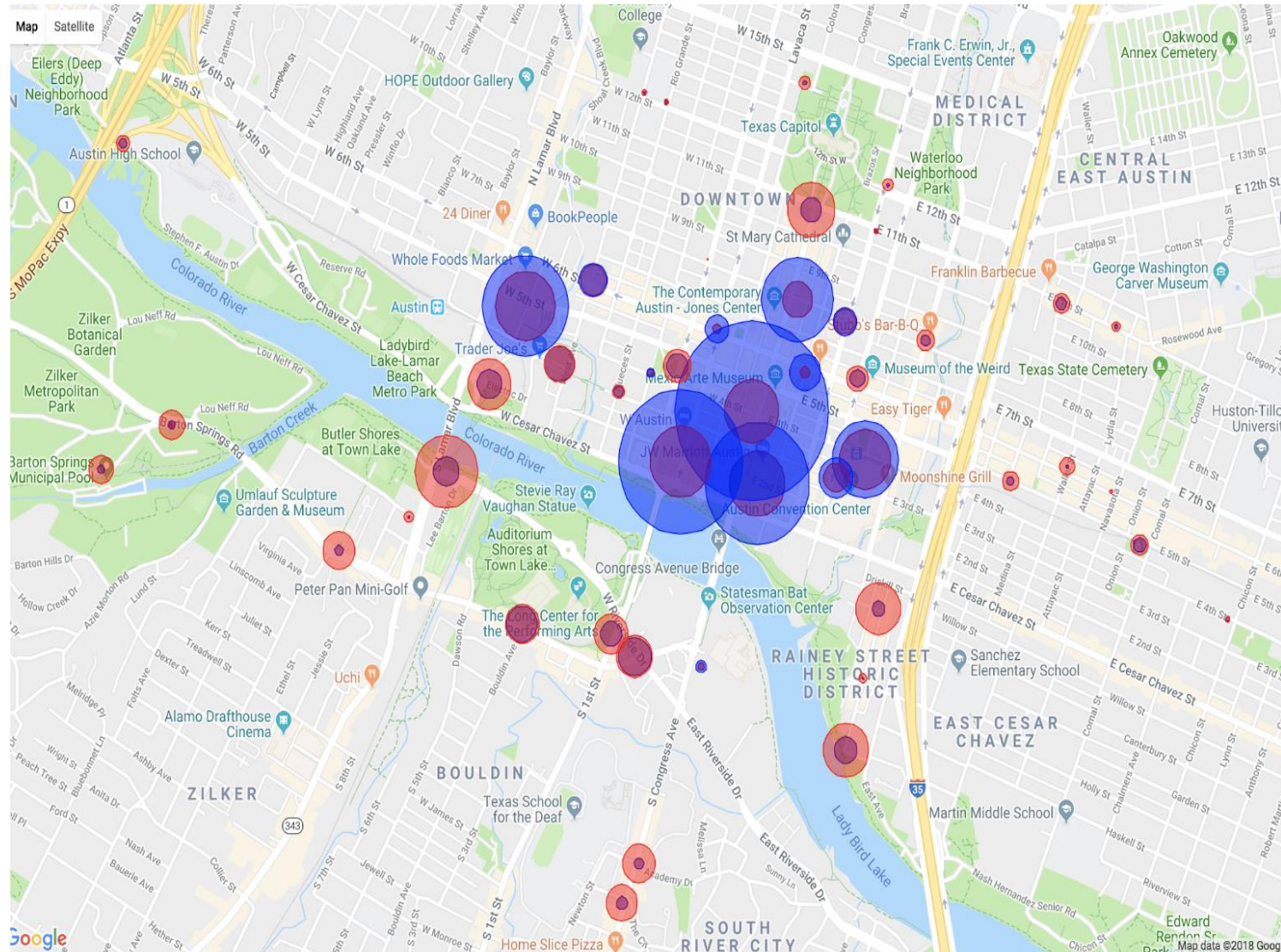


-  More Borrow
-  More Return



Rush Hour Sunny Day

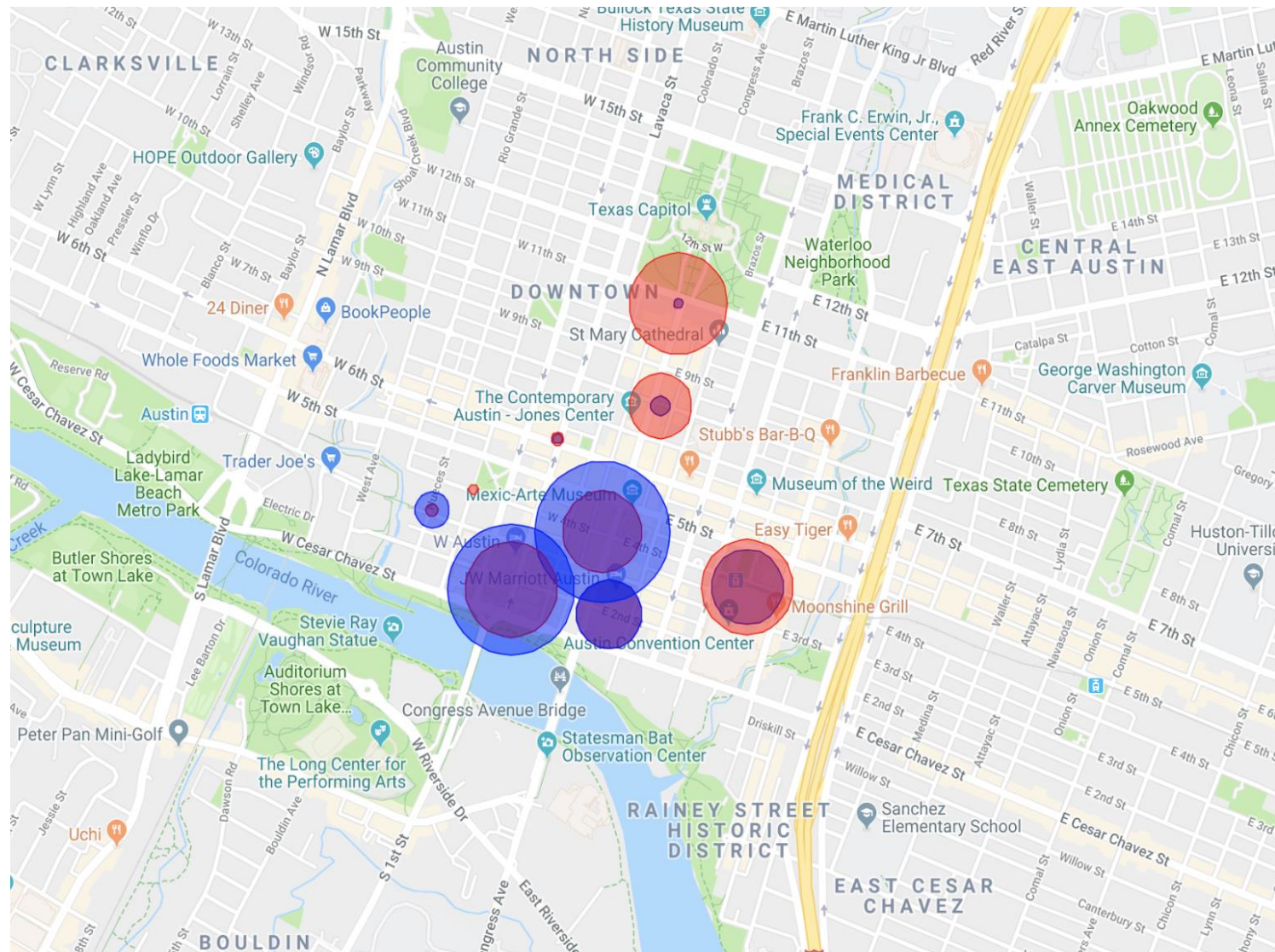
Bike Borrow and Return on Google map





- More Borrow
- More Return

Rush Hour Rainy Day

Bike Borrow and Return on Google map



-  More Borrow
-  More Return

Thank You

