Chart

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* Insight 1
  + The large, dark blue dot for the correlation between registered and total users means that they are strongly and positively correlated, so as one increases, the other does very similarly if all else stays the same. However, the casual and total dot is smaller and lighter and thus the two are not as strongly correlated.
    - This suggests that more users register in advance than just casually rent the bike, all other things equal.
* Insight 2
  + The correlations between tempF and both casual and registered users are moderately positive, thus as the temperature increases so do the number of registered and casual users, albeit at a slower rate (given that all other variables stay constant).
    - This also tells us that registered and casual users react to the temperature in almost the same way. Both groups prefer higher temperatures when deciding whether or not to rent a bike, all other things equal.
* Insight 3
  + Year is moderately positively correlated with both total and registered users, but only slightly positively correlated to casual users.
    - This seems to tell a story of moderate growth in registered users and slow growth in casual users, when all other variables are accounted for. This could mean that users are quickly becoming registered and many casual users are converting to being registered, while new casual users are also growing, albeit at a slower pace.
    - This is good news for the company, as more total users provide more revenue, and more registered users provide more stability and predictability which can reduce costs and thus boost profits.
* Insight 4
  + The correlation between workingday01 and casual users is moderately negative, implying that casual users rent bikes less often on work days, all else being equal. (i.e., as workday01 increases from 0 to 1, or non-work day to work day, casual users decrease)
    - This makes complete sense as people who rent bikes on a workday are probably going to know of the need for a bike in advance and thus register to rent it, while casual users would use a bike for more leisurely activities. Such activities can’t take place during work/a work day, so they rent bikes less often on work days.
    - This is valuable data for the company, as they can market the bikes to consumers with leisure time on work days to make up for the reduced demand from consumers who must work on a work day.