Divvy Bikes Project: Findings and conclusions

Use this template to build your story outline. Take a key question from your plan and enter it in the top box. Next, list three facts from the evidence found in your analysis that provide insight into the answer to that key question. When you are satisfied that you've answered the Key Question, convert it into a statement of fact. Finally, enter your statement of fact in the Key Supporting Statement box. Copy and paste all the boxes for each Key Question you investigate. Create as many boxes for Findings you need to substantiate each Conclusion.

Key Question (you chose from your plan)

How can Divvy ensure that balancing issue won't happen in future?

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First finding you discovered in the data during analysis:

From the divvy master data, it is seen that "Out of 754 stations only 1 station has docks available.. The Only available dock station was `The Loop` area in Chicago, station name is `Michigan Ave & Jackson Blvd`.

So, Divvy must take measurements to make sure **docks availability** in all the bike stations.

Second finding you discovered in the data during analysis:

Any given day, a **casual Divvy rider rides more than a Divvy member**. **Fridays** are the busiest followed by Wednesday and Thursday.

So, Divvy can bring in some **app modernization**, that helps bikers to advance book a dock at a particular station, notify of available docks nearby. They can also **move the bikes from less crowded/busy areas** to more crowded/busy areas on Fridays, Wednesdays and Thursdays, esp.

Third finding you discovered in the data during analysis:

Over the years, **August is the busiest** and if Divvy can surge the inventory and

docking stations during August (peak season), that would address the re-balancing issue. Also, if Divvy can bring in new incentives for the riders, both Casual and Members, there are high chances of converting Casual riders to members.

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Conclusion (restatement of the Key Question)

Divvy can resolve the re-balancing issue in future by taking charge of the above keys findings.