

Data Visualization Project 1. Planning a Data Story

In this presentation, I would like to propose a plan to address **Divvy's bike rebalancing challenge**. My plan includes the following elements.

Situation: Divvy has a trustworthy ridership as members and casual riders.

Complication: Divvy's future demands a more strategic focus on rebalancing bikes at different locations.

(Implied Question): What strategy will ensure balancing of bikes in all the Divvy locations?

Key Questions:

1. **What** factors needs to be accounted to estimate the demand at any bike station/area?
2. **Why** did rebalancing issues happen?
3. **How** can Divvy ensure that balancing issue won't happen in future?

Data: Chicago Taxi Trips, Ridership - Bus Routes Daily To, Ridership - CTA L Station Daily, CTA Bus + Rail Daily Totals, Public Health Sponsored Events, Chicago Sporting Events, Chicago Population Counts - Com, Chicago Commuter Survey. We also need additional data as mentioned in the data/source section in the pyramid.

Source: divvy_part_two_phase_two_datasets

S: Divvy has a trustworthy ridership as members and casual riders

C: Divvy's future demands a more strategic focus on rebalancing bikes at different locations

(Q): What strategy will ensure balancing of bikes in all the Divvy locations?

Divvy can evaluate the traffic, population, customer survey & events across Chicago and expand their inventory management, if needed, to understand the demand of bikes at each of the bike stations, and add new bike stations in popular demand areas.

What factors needs to be accounted to estimate the demand at any bike station/area?

Chicago Taxi Trips, Ridership - Bus Routes Daily To, Ridership - CTA L Station Daily, CTA Bus + Rail Daily Totals from divvy_part_two_phase_two_datasets

Public Health Sponsored Events, Chicago Sporting Events from divvy_part_two_phase_two_datasets

Chicago Population Counts - Com, Chicago Commuter Survey from divvy_part_two_phase_two_datasets

Why did rebalancing issues happen?

Customer Survey(reach faster, Divvy station near home or work, Likability, Save on transportation, Exercise / fitness)

Availability of docks

Events & traffic at the location

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

Availability of docks

Divvy app modernization(Book a bike, incentives etc)

Regular Customer Survey, Bike parking awareness & enforcement on the stands