



Bike Sharing Analysis Framework

December 2022

Agenda



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Introduction

Business Requirements

02

Data Analysis 1

Category

03

Data Analysis 2

Numeric

04

Data Analysis 3

Time Based

05

Recommendations

You can describe the
topic of the section here

06

Closing

You can describe the
topic of the section here



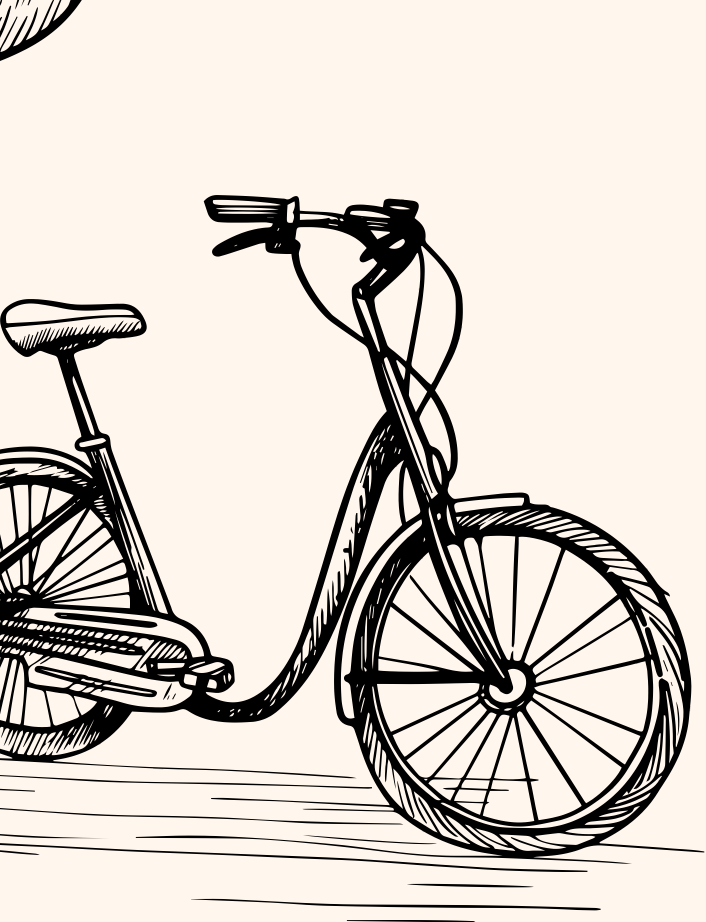
01

Introduction

Vision of the issue

Explore new business
opportunities
for bike sharing





Data universes

Transportation

Environment

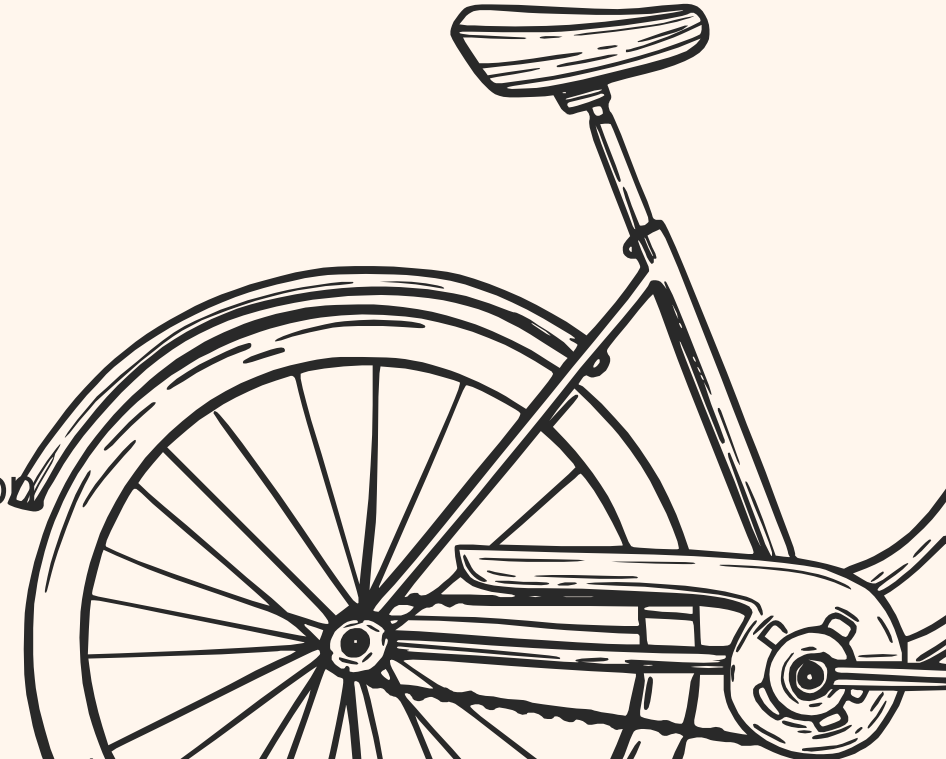
Health



Value expected to generate

- Increased rentals

Increased customer satisfaction





Data sets

Bike Sharing Dataset sourced from
Laboratory of Artificial Intelligence
and Decision Support (LIAAD),
University of Porto

Indicators/ aggregates

- Seasonal
- Work Days
- Weather Conditions
- Rental Bikes Counts



Interpretations

- Relationships examined
- Correlations
- External factors considered
- Additional information



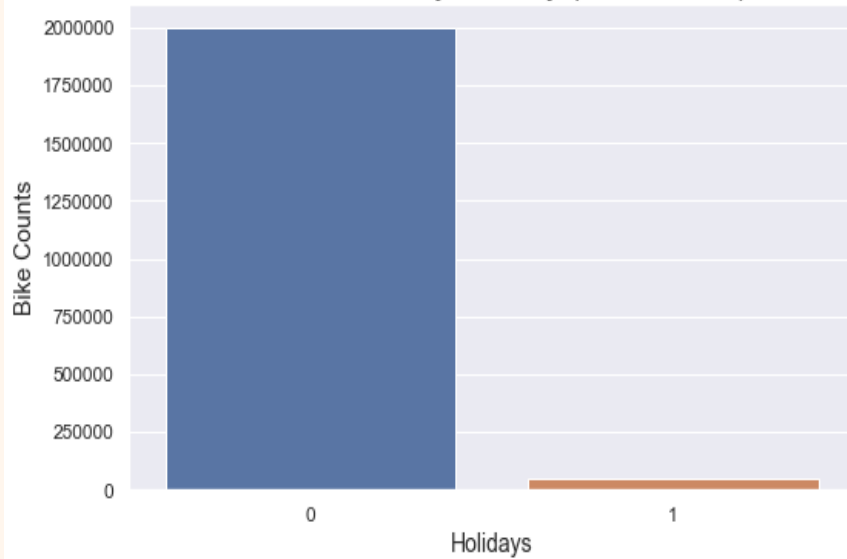
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Data Analysis 1

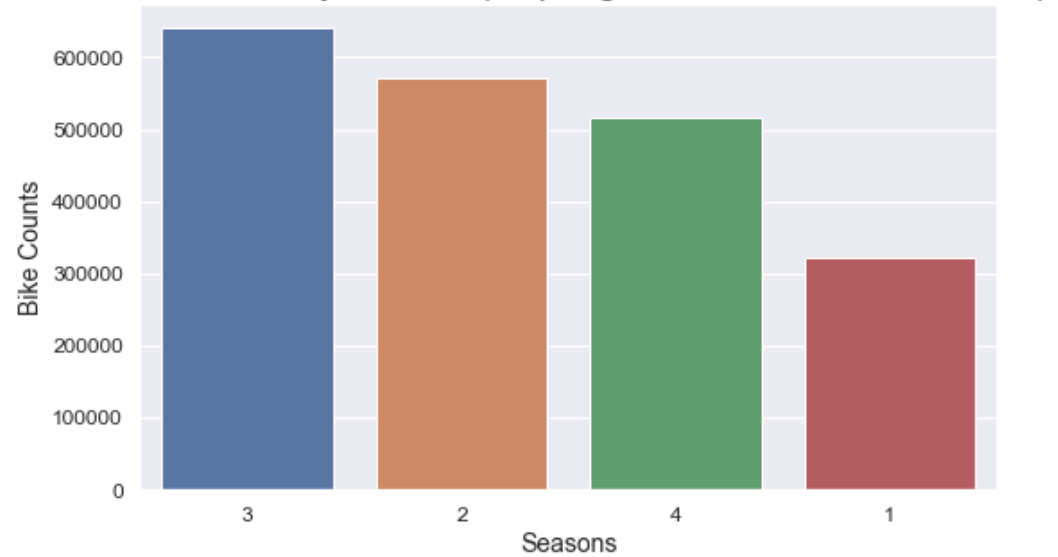


Results Slide 1

Bike Rentals by Holiday (1:Yes, 0:No)

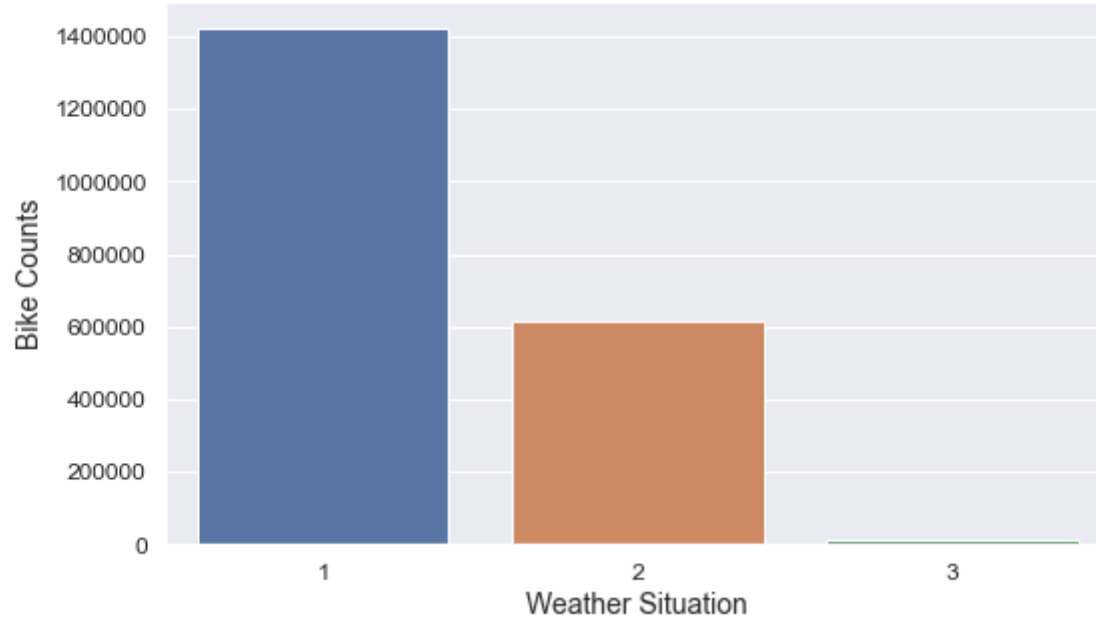


Bike Rentals by Season (1:spring, 2:summer, 3:fall, 4:winter)



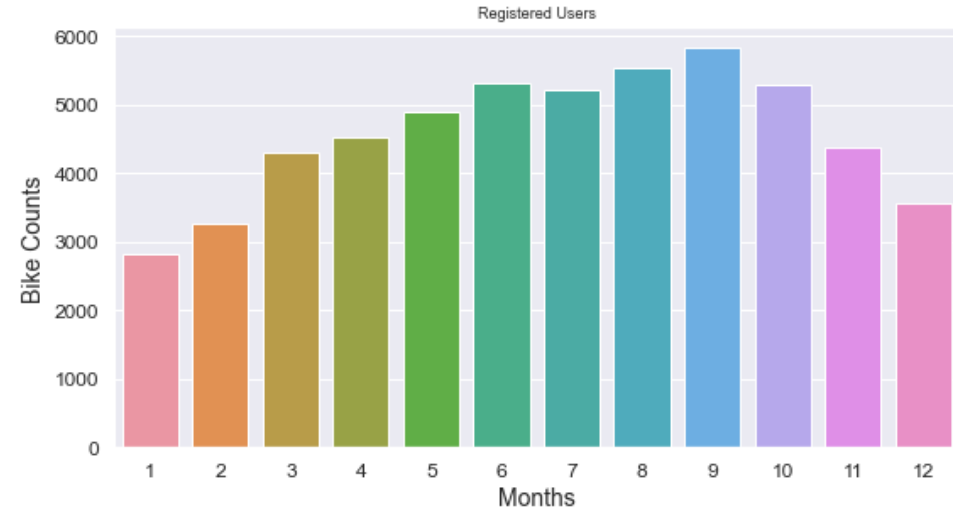
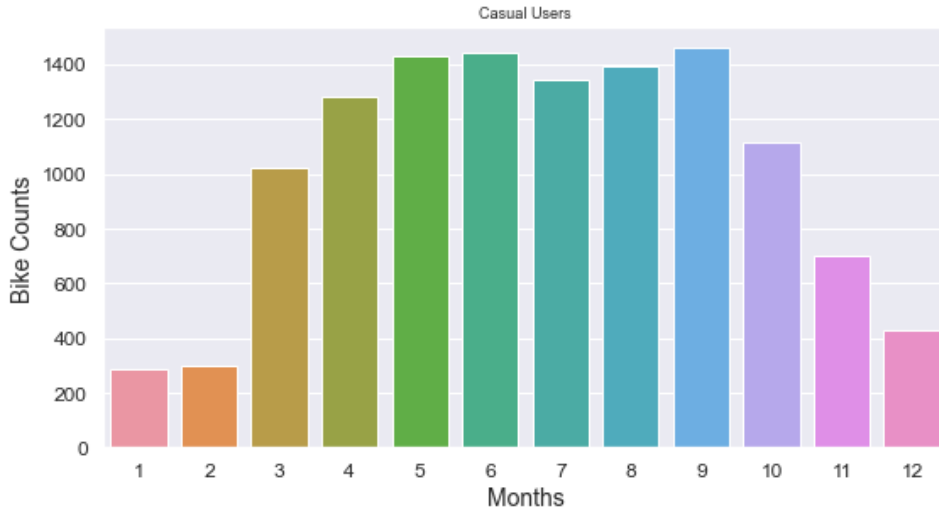
Results Slide 2

Bike Rentals by Weather (1: Clear, 2: Mist + Cloudy, 3: Light Snow, Light Rain, 4: Heavy Rain + Ice Pallets)

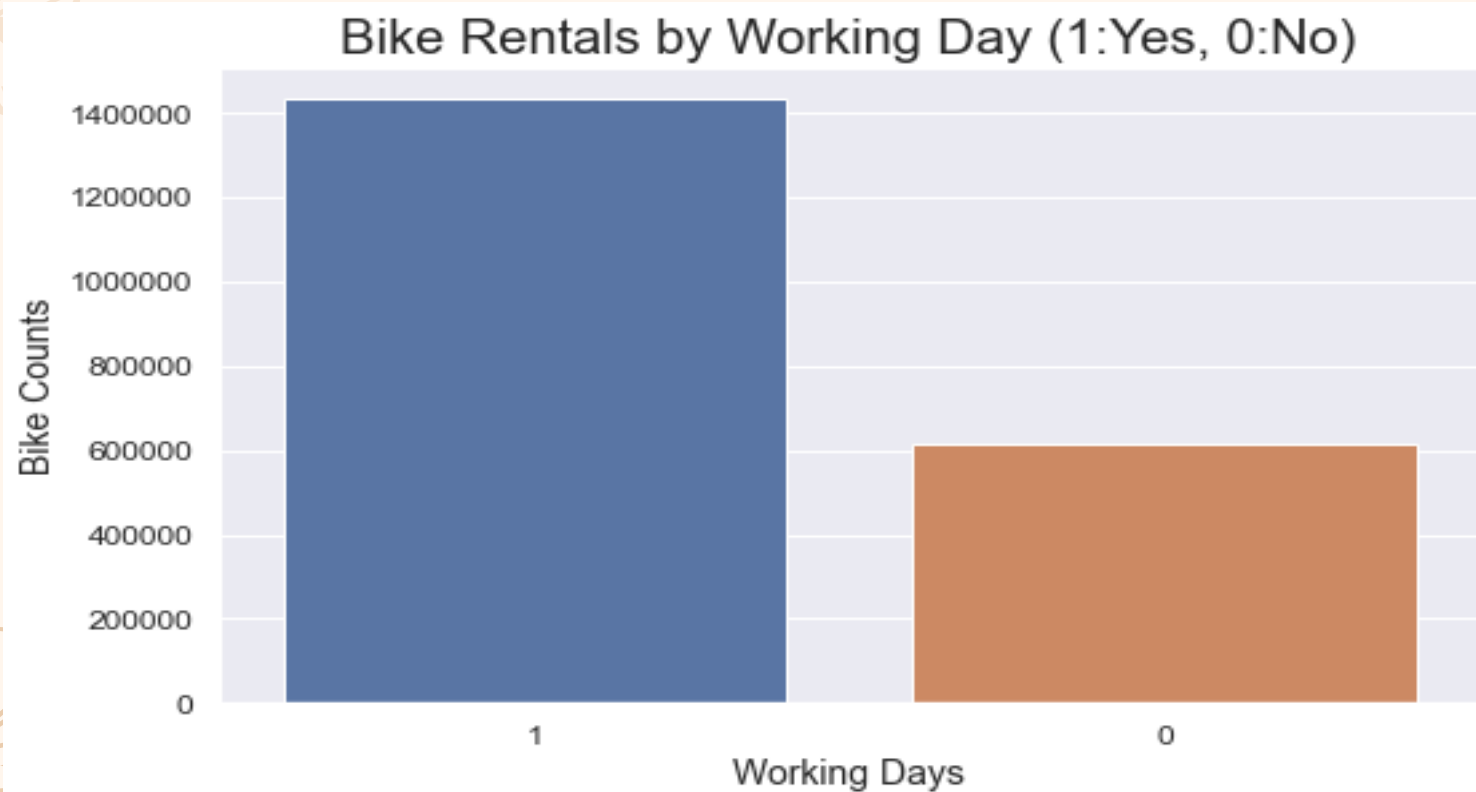


Results Slide 3

Bar Chart of Users



Results Slide 4



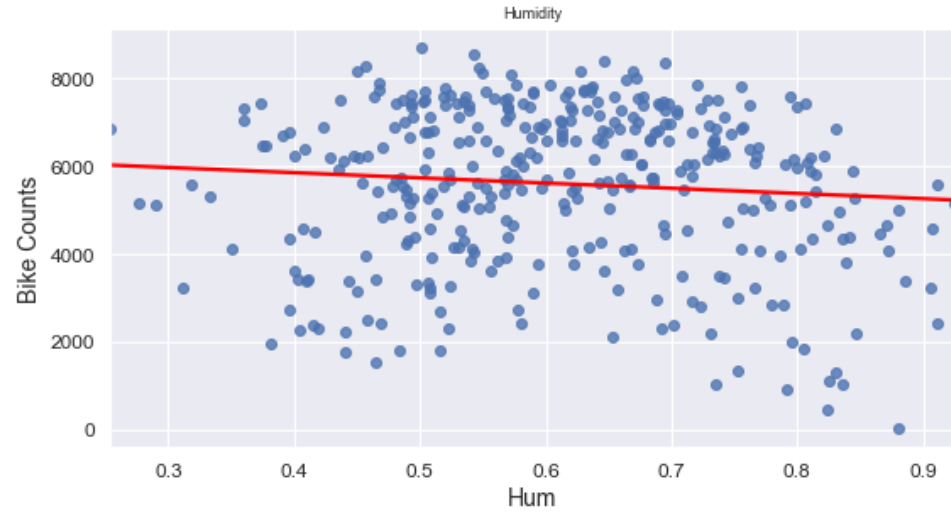
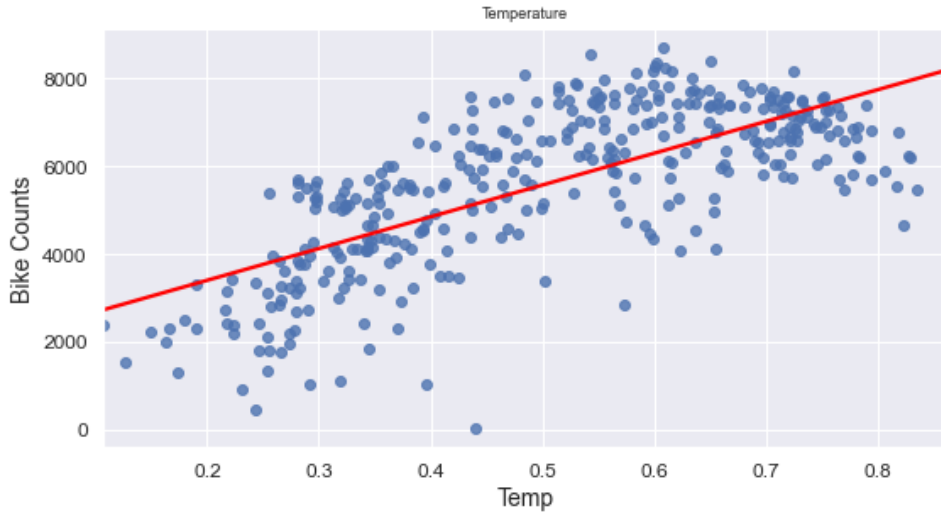
03

Data Analysis 2



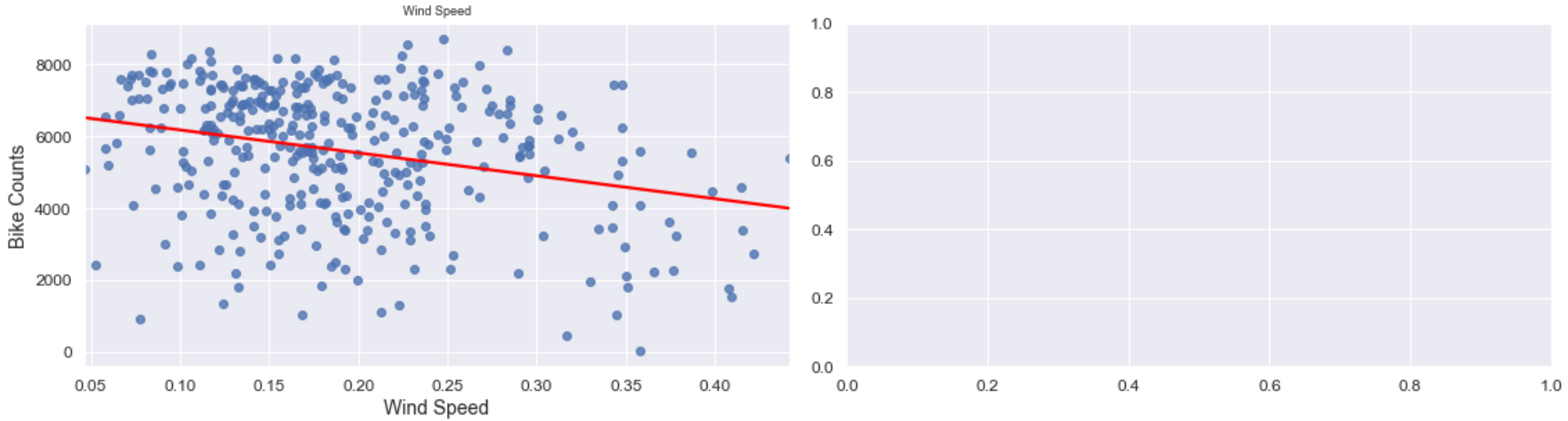
Results Slide 5

Regression Plots



Results Slide 6

Regression Plots

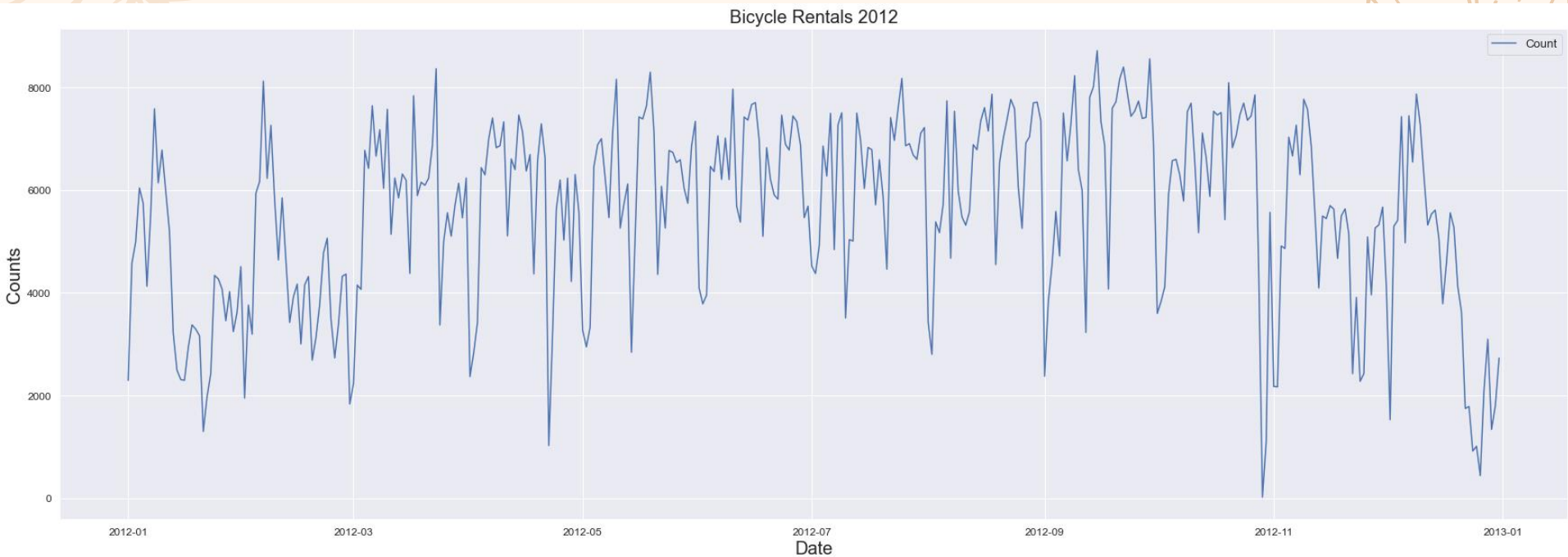


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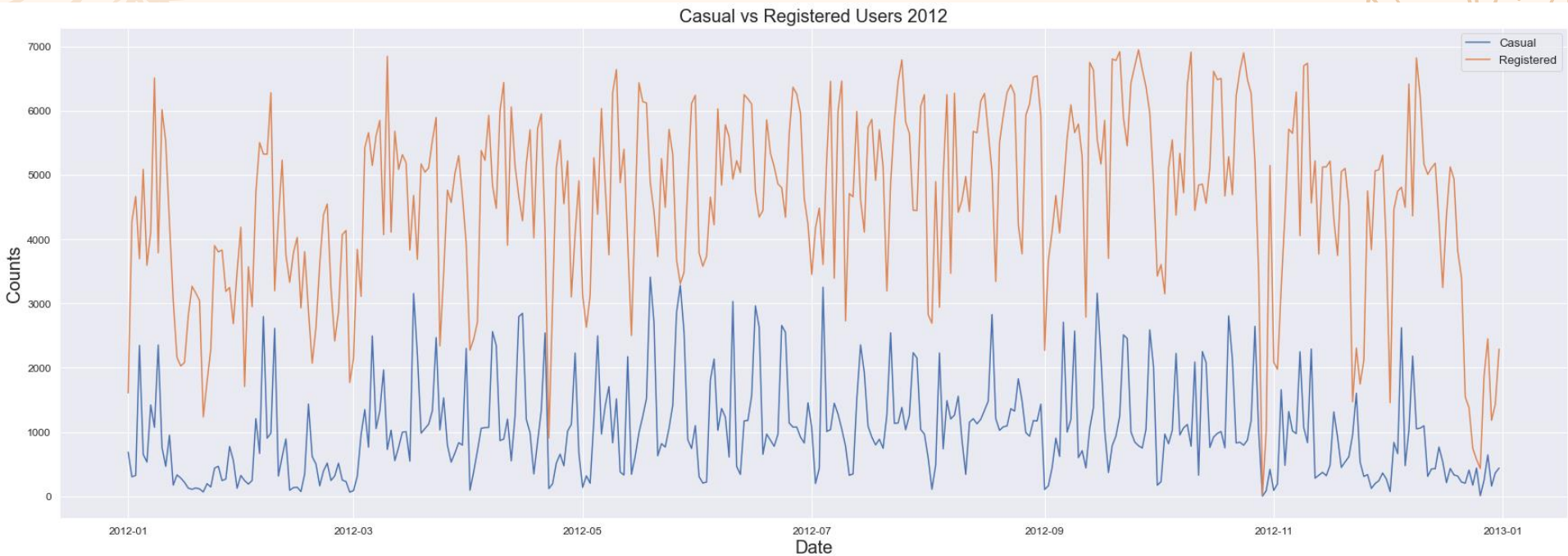
Data Analysis 3



Results Slide 7



Results Slide 8



Thanks

Do you have any questions?

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