

# The main driver of bike-rental demand is considering the time of day

## A great deal of opportunity

Comprehending the activator of bike-sharing rental demand would have impact on companies decision making process for investing in this market. The crucial driver related to bike-rental is the time of day: rentals peak at rush-hours (peaks between 6am and 8am, and between 5pm and 6pm), and experience a dramatic fall afterwards.

## Method:

Consideration of the hour of the day as a function of counts of bike rented every day between 2011 and 2012. The significance of the driver ( Time of day) is verified.

