



Bike Sharing Analysis Framework

December 2022

Agenda



01

Introduction

Business Requirements

02

Data Analysis

Interesting Find

03

Part 3

You can describe the
topic of the section here

04

Part 4

You can describe the
topic of the section here

05

Recommendations

You can describe the
topic of the section here

06

Closing

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topic of the section here



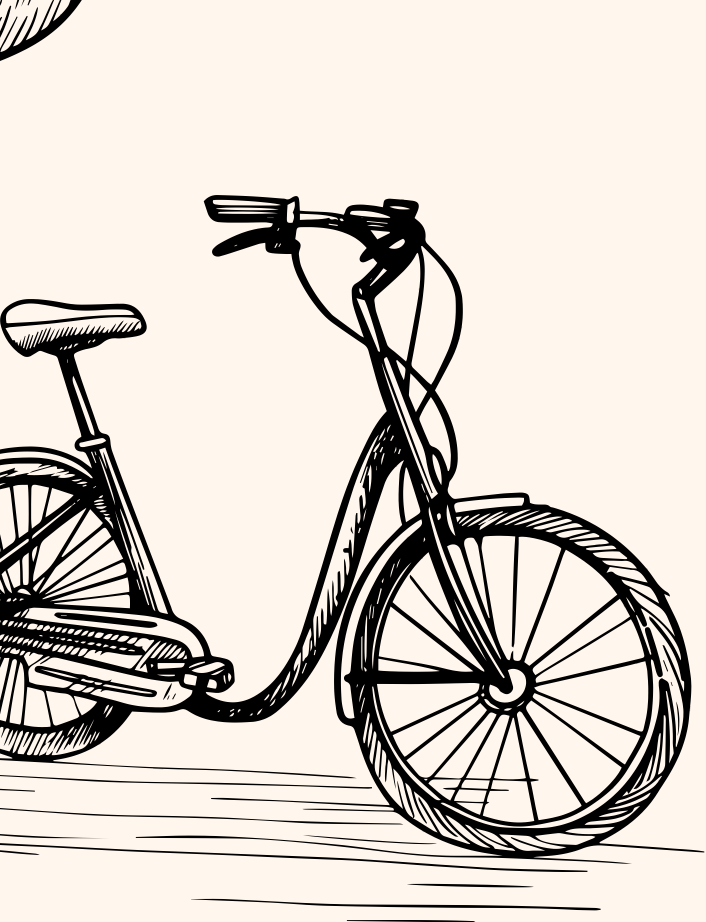
01

Introduction

Vision of the issue

Explore new business
opportunities
for bike sharing





Data universes

Transportation

Environment

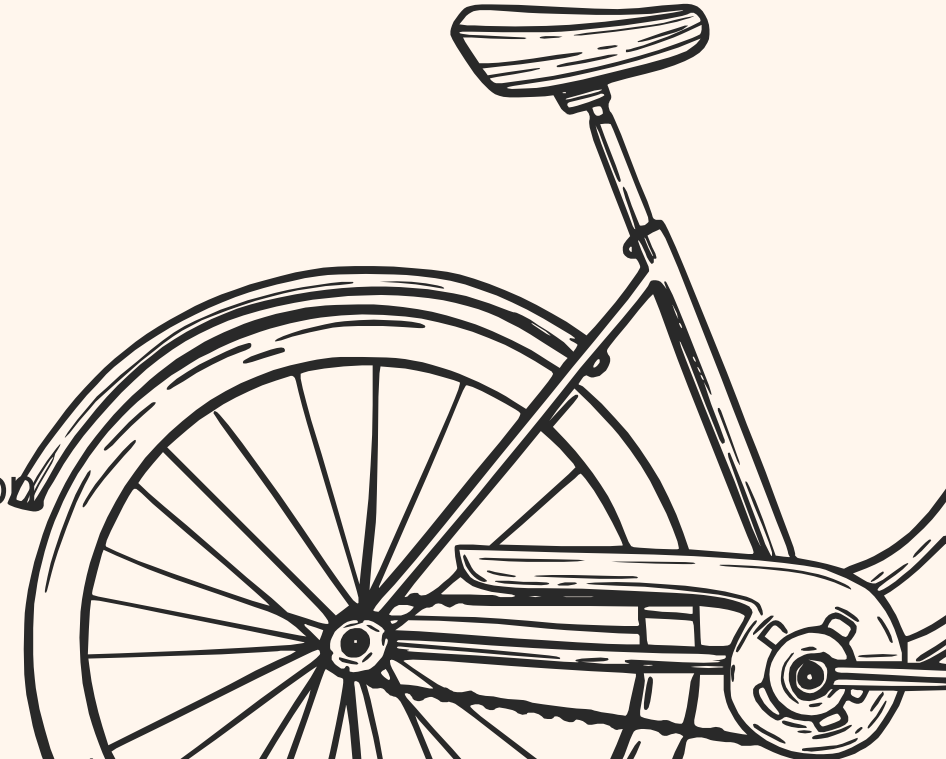
Health



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



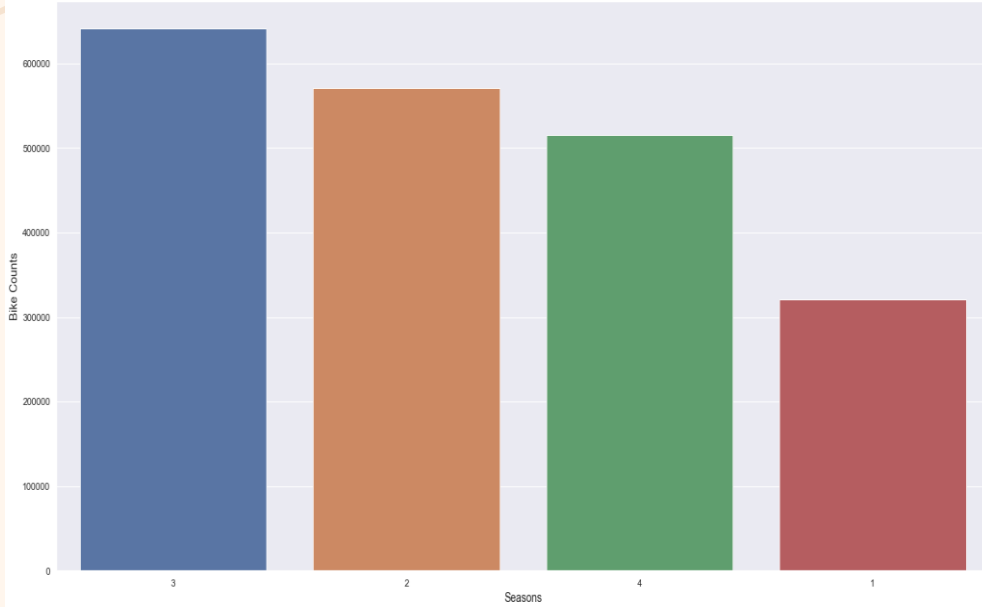
02

Data Analysis

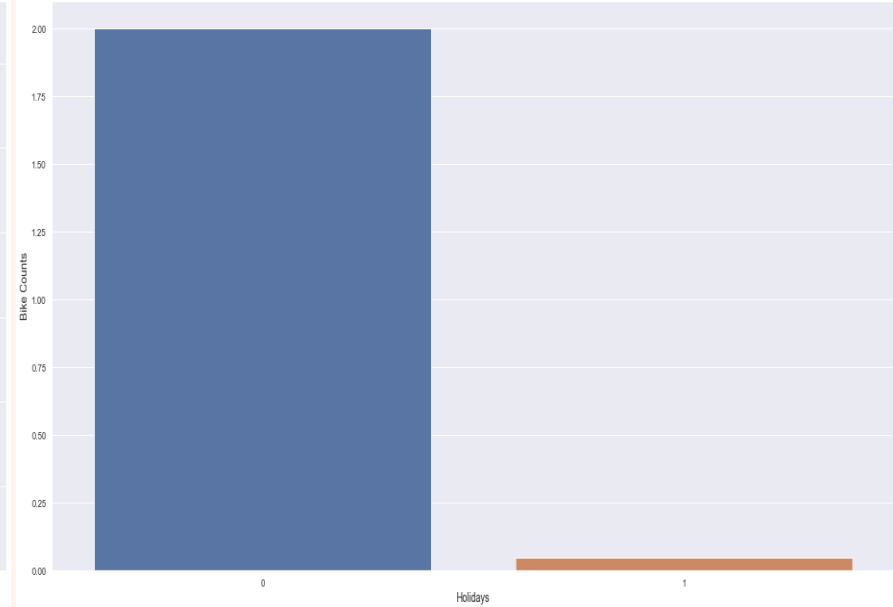


Results Slide 1

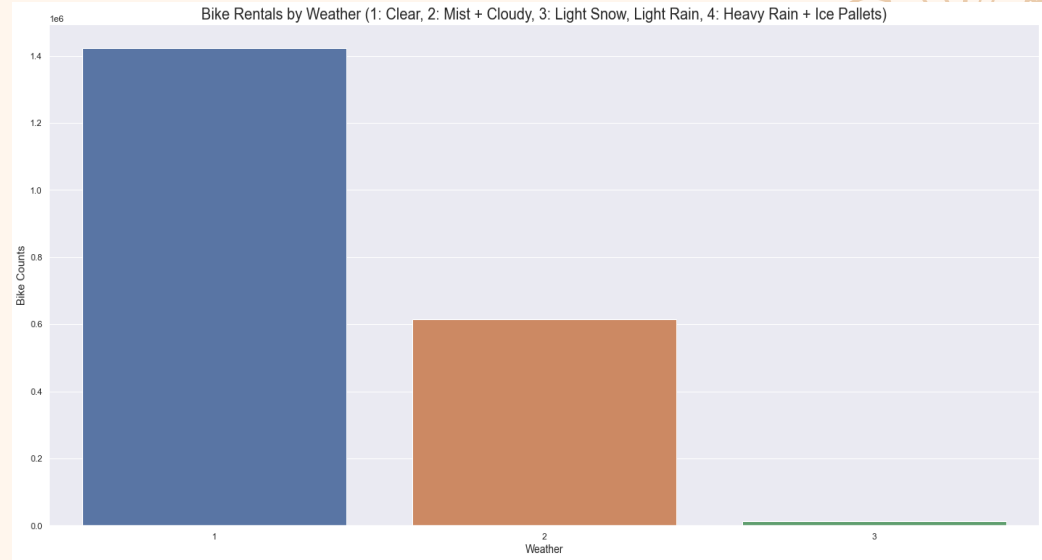
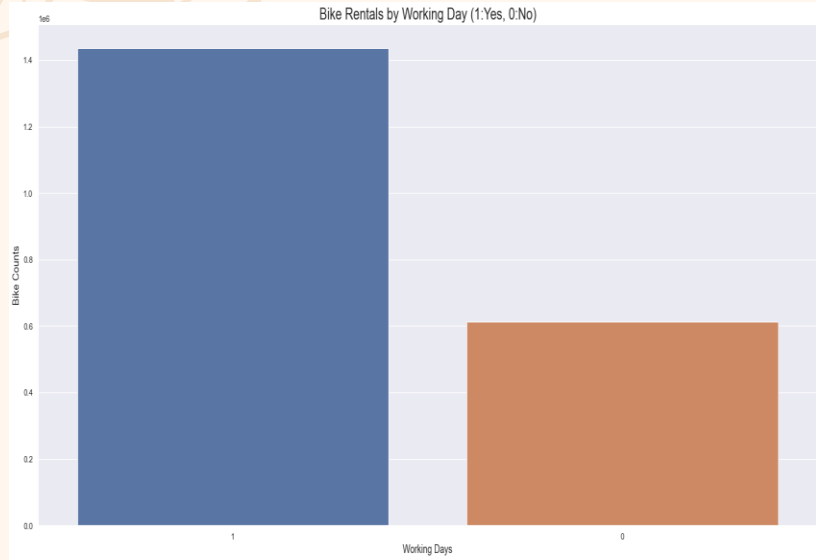
Bike Rentals by Season (1:spring, 2:summer, 3:fall, 4:winter)



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



Results Slide 2



Thanks

Do you have any questions?

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