



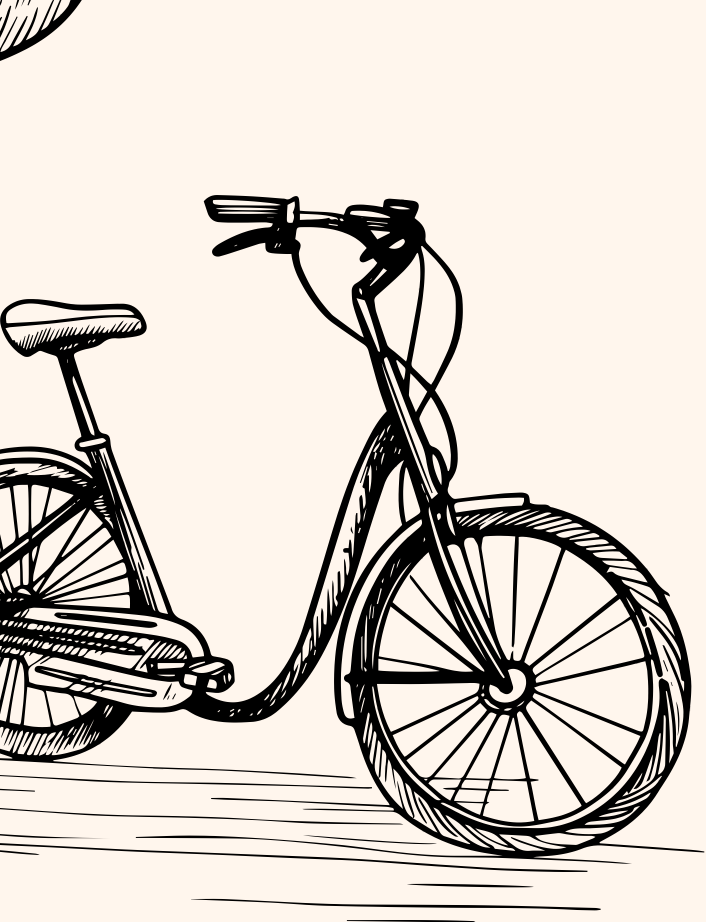
# Bike Sharing Analysis Framework

December 2022

# Vision of the issue

Explore new business  
opportunities  
for bike sharing





# Data universes

Transportation

Environment

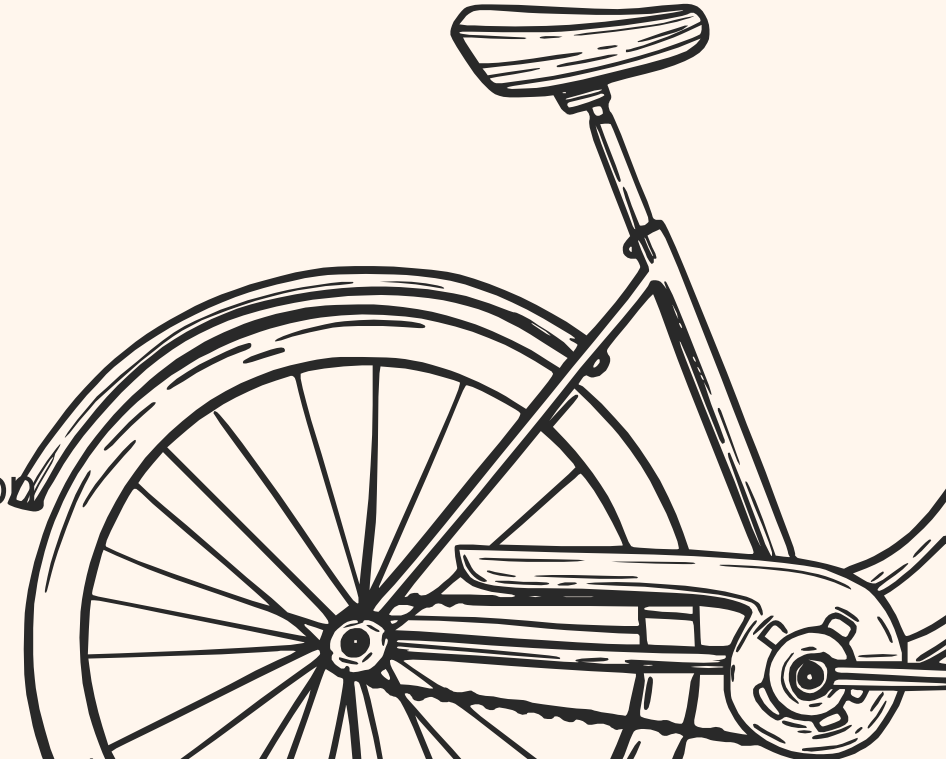
Health



# 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



# Thanks

Do you have any questions?

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