1. Title
2. Executive Summary
3. Introduction

Bluebikes is a public bicycle sharing system in the Boston, Massachusetts metropolitan area. It has a fleet of over 1,800 bikes with 200 stations stretching over Boston, Cambridge, Somerville, Brookline and most recently Everett. Owned by these respective municipalities and operated by Motivate, Bluebikes (initially Hubway) has been operating in Boston since 2011, becoming a crucial component of public transportation in the area.

Motivate is one of the biggest leaders in bike sharing in the United States, with similar programs New York, Californatia Bay Area (CA), Chicago (IL), Columbus (OH), Washington, D.C., Alexandria, Arlington, Minneapolis (MN) and Portland (OR). In 2018, 80% of all bikeshare rides in the US were completed on Motivate systems

Bluebikes’ fleet is locked docking stations throughout the city, which can be unlocked from one station and returned to any other station in the system. Bikes are used for commute to and from work or school, sightseeing, social engagements and more. The accessibility, user-friendliness and variety of memberships are what make the company so popular. Bluebikes offers one day passes, annual or monthly memberships and corporate memberships.

As of July 2019, Motivate was purchased by Lyft, the ride-hailing company based in San Franciso (CA). This acquisition is an extension of Lyft’s vision to improve transportation [sustainability](https://medium.com/@johnzimmer/all-lyft-rides-are-now-carbon-neutral-55693af04f36), access and affordability. The company has been focusing on reaching transportation equality, enviroment sustainability, transit integration and street safety through scooter and bike sharing services.

As these types of services are continually increasing in the US, with 35 million trips taken in 2017 alone, through this analysis, the goal is to provide Lyft with valuable insights and recommendations in continuing the expansion of bike sharing services.

1. Data
2. Methodology

The raw data contained several different tables, extracted directly from Bluebikes website, was stored in separate excel sheets. As a first step, the data was merged into one single file and. The dataset included information such as trip duration in seconds, start and end station coordinates, trip start and end times, bike ids, user subscription types and user demographic information, such as gender and age. Later on, an additional file with information about station bike capacity and utilization was added on to the main data source.

Upon first analysis, we noticed that Gender was marked with either a “0”, “1” and “2”. The data provided by the company did not have a legend with explanations, therefore we reached out to Bluebikes directly. The company responsded back and confirmed our inferences that “0” is for Other, “1” for Male and “2” for female.

Another inconsistency with the data was that the most recorded age within the dataset was the year 1969. This was due to the UNI translation..

Our main

1. Findings
2. Recommendations
3. Conclusions
4. References
5. Exhibits