Ride Share Business Analysis Proposal

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Abstract— **With dozens if not hundreds of ride share services being formed over the past several years, it is apparent that the industry is growing rapidly. These services range from car share services to scooter share services. In this proposed project, we hope to analyze what settings yield the most valuable ride share usage from a business perspective.**

I. INTRODUCTION

In our final project, we want to emulate a business by determining what settings foster the most valuable ride share usage.

To do this, we will need to design criteria for determining what contexts bike share companies currently do well in and what circumstances exist in the different contexts. We will then need to accumulate this data, analyze what circumstances yield success for bike share usage, and produce hypotheses.

II. MOTIVATION

Companies like Uber, CitiBike, and Bird offer alternative methods to commute around urban areas. Ride share services have solidified their place within plausible modes of transportation. Is there a comparison to be made between these privately owned companies versus public transportation like buses and trains?

III. DATA

In the project, we plan to use several public datasets that we found at https://github.com/awesomedata/awesome-public-datasets as well as data about cities found from Wikipedia, censuses, and potentially other sources. These datasets give information such as when and where bike share bikes were used, which will then allow us to see what city circumstances foster more bike share usage.

IV. RESPONSIBILITIES

TABLE I

THE RESPONSIBILITIES OF EACH GROUP MEMBER

Michael	Write Scrapers, Conduct Analysis, Write Report
Jazmin	Find Data, Write Scrapers,
John	Organize Data, Write Report

TABLE II

THE GENERAL TIMELINE AND MILESTONES OF THE PROJECT

10/8	Create code to fetch the data appropriately
10/22	Analyze and qualify ride share data
11/5	Analyze and qualify city/contributing factor data
11/19	Create a cumulative analysis
11/24	Prepare Final Project Report

V. TIMELINE

VI. EXPECTED OUTCOMES

Hopefully, our final outcome will be a set of setting criteria that lead to ride share companies being successful and potentially a list of areas that fulfill those criteria. At minimum, we would like to have a set of criteria for one specific mode of ride sharing such as bike share, but, if we have time, we will make different criteria for the different modes.

APPENDIX

REFERENCES

[1] https://github.com/awesomedata/awesome-public-datasets
[2] https://www.lyft.com/bikes/bay-wheels/system-data
[3] https://github.com/BetaNYC/Bike-Share-Data-Best-Practices/wiki/Bike-Share-Data-Systems