Team Members:
- Shawn Kessler
- Giles Ochs
- Brian Schneider
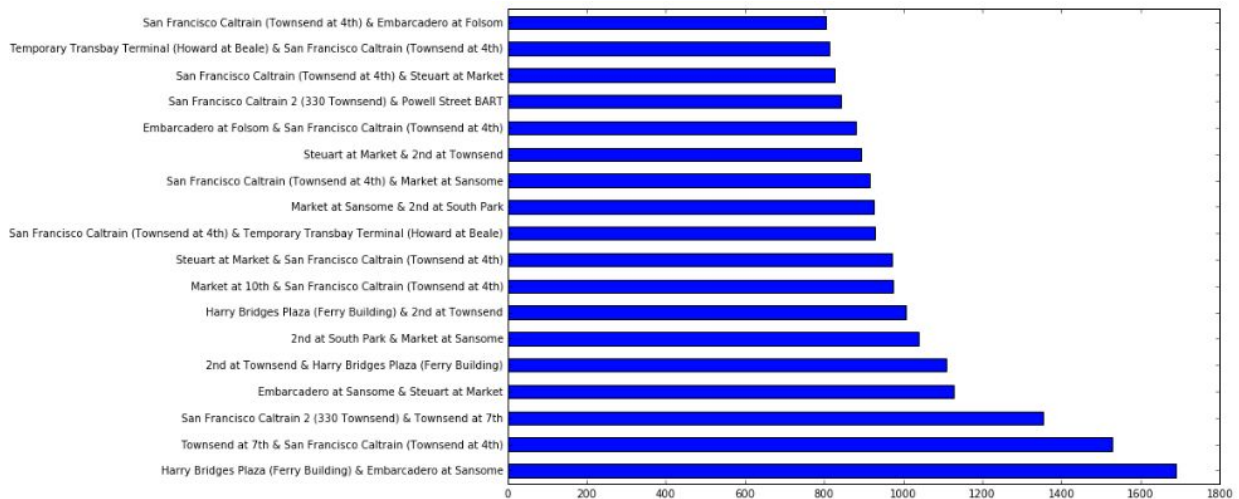
Core Questions:
- "What could this bike sharing business do with this data?"
  - Overall bike usage
    - Subscriber routine
    - Customer routine
    - Bike wear-and-tear
    - Migration behavior
      - Do stations run out of bikes? Have too much of a surplus?
      - Does the bike company need to shuttle bikes around to make sure each station is balanced appropriately?
    - When do riders go over 30 minutes? (Premium time frame)
    - What impact does weather make?
      - Are there times when it makes sense to shut down specific stations?
      - How does usage change? "Do we make more money due to extended trips?"
    - Do special events radically change business? How to accommodate?
  - Business data
    - Where do subscribers come from?
    - Should the company try other timing/pricing models to increase bike usage? Or to deal with peak hours? Should there be surge pricing?
    - Do other businesses impact how people use bicycles? (Trader Joes/Whole Foods)
    - Did a new company or a lapsed company impact behavior in any way?
    - Is there a time in the day where we should surge charge? Is 30 minutes the correct amount of time for both bicyclists and the business?
    - Behavioral change over time -- did this happen? Did it impact the business?
    - Are there investments the business should make based on this data?
      - Should they build more stations?
      - Should they have less stations?
      - Are the locations correctly placed?
    - Is there data the business is missing that could give it more agency over growth and success?

Initial Analysis:

df.head()

	TripID	Duration	StartDate	StartStation	StartTerminal	EndDate	EndStation	EndTerminal	Bike#	SubscriberType	ZipCode	full_route
0	432946	406	2014-08-31 22:31:00	Mountain View Caltrain Station	28	2014-08-31 22:38:00	Castro Street and El Camino Real	32	17	Subscriber	94040	Mountain View Caltrain Station & Castro Street...
1	432945	468	2014-08-31 22:07:00	Beale at Market	56	2014-08-31 22:15:00	Market at 4th	76	509	Customer	11231	Beale at Market & Market at 4th
2	432944	534	2014-08-31 22:06:00	Beale at Market	56	2014-08-31 22:15:00	Market at 4th	76	342	Customer	11231	Beale at Market & Market at 4th
3	432942	1041	2014-08-31	Embarcadero at Sansome	60	2014-08-31	Steuart at Market	74	603	Customer	94521	Embarcadero at Sansome & Steuart at...

Count of specific routes taken from March 2014 - August 2014:

Additional Resources:
- Mapping module for SF: https://pypi.python.org/pypi/gmplot/1.0.5
- Bicycle routes SF: https://data.sfgov.org/Transportation/SFMTA-Bikeway-Network/t6vv-tjkd
- Bicycle crash reports (2012): https://gist.github.com/pranavr/11348749
- Event schedules: SF Giants