

# BIKE-SHARING ANALISYS TEAM 6D

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**USI HACKATON 2019**  
**Making Data Alive**



# Our Goals



**PubliBike**

Inspect and analyze PubliBike users' behavior to exploit useful knowledge

Main focus:

- Internal logistic
- Marketing purposes

# Cross-Datasets Analysis



# Data Description

- ✓ Publibike: number of rides by hour
- ✓ Swisscom: number of commuters by hour
- ✓ TPL: number of running buses by hour

# Two Aspects

## Substitution Effect vs. TPL

Do **more buses** lower the ratio of Swisscom commuters choosing Publibike?

**YES!**

## User Profile Analysis

Will **employees** use Publibike more often during summer holidays, when students are away?

**NO!**

# Substitution Effect: Publibike vs. TPL

**9pm to 0am**

When there are few  
running buses

**10%**

Commuters who use  
Publibike

**21.2%**

Percentage of usage  
that is driven by  
commuters

**6am to 8pm**

When there are enough  
running buses

**0.3%**

Commuters who use  
Publibike

**2.0%**

Percentage of usage  
that is driven by  
commuters

# User Profile Analysis

## Summer break

Employees **don't** ride Publibike more often even if there are more bikes available.

## Fall Term

Students are the **major** users of Publibike.

# Suggestions

## Precise Marketing

Publibike can push Ads specially designed for **commuters** during evening.

## Promote Sustainability

Employers should **encourage** their employees to use Publibike more often during summer holidays.





# Thanks!

Any questions?

You can find me at: @username email@domain.com

# Important Findings 2

**Students**

Major Publibike  
Users

Commuters who use  
Publibike

**21.2%**

Percentage of usage  
that is driven by  
commuters

# TABLES TO COMPARE DATA

	A	B	C
Content A	100	200	400
Content B	\$67,000	\$56,000	\$78,000
Content C	4500	60000	\$8,000
Content D	34000	\$400	\$600
Content E	\$90	\$800	\$1,000



# WORLD MAP



**56,790,500**

Write here your big numbers

# THE PROCESS





# WRITE SOME FEATURES



## Content A

Itself is what the end-user  
derives value from also can  
refer to the information



## Content B

Itself is what the end-user  
derives value from also can  
refer to the information



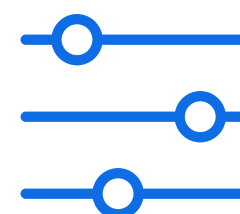
## Content B

Itself is what the end-user  
derives value from also can  
refer to the information



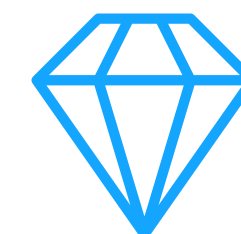
## Content C

Itself is what the end-user  
derives value from also can  
refer to the information



## Content D

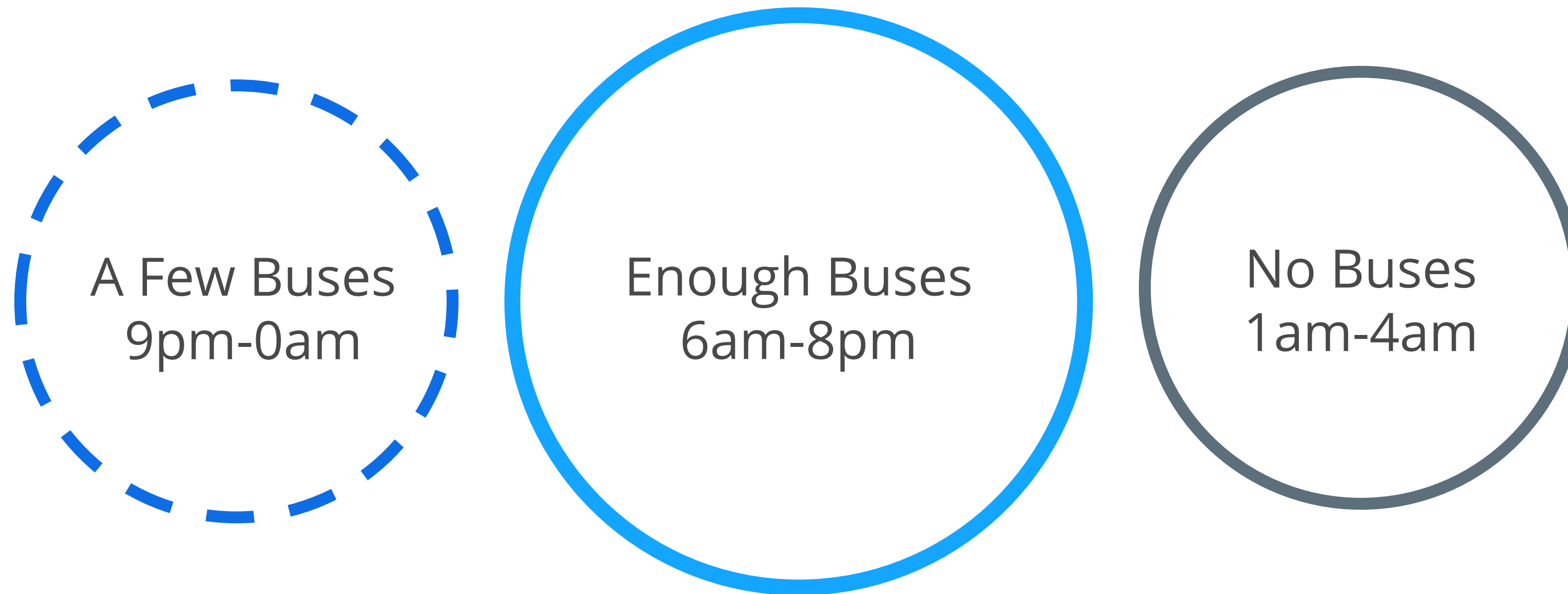
Itself is what the end-user  
derives value from also can  
refer to the information



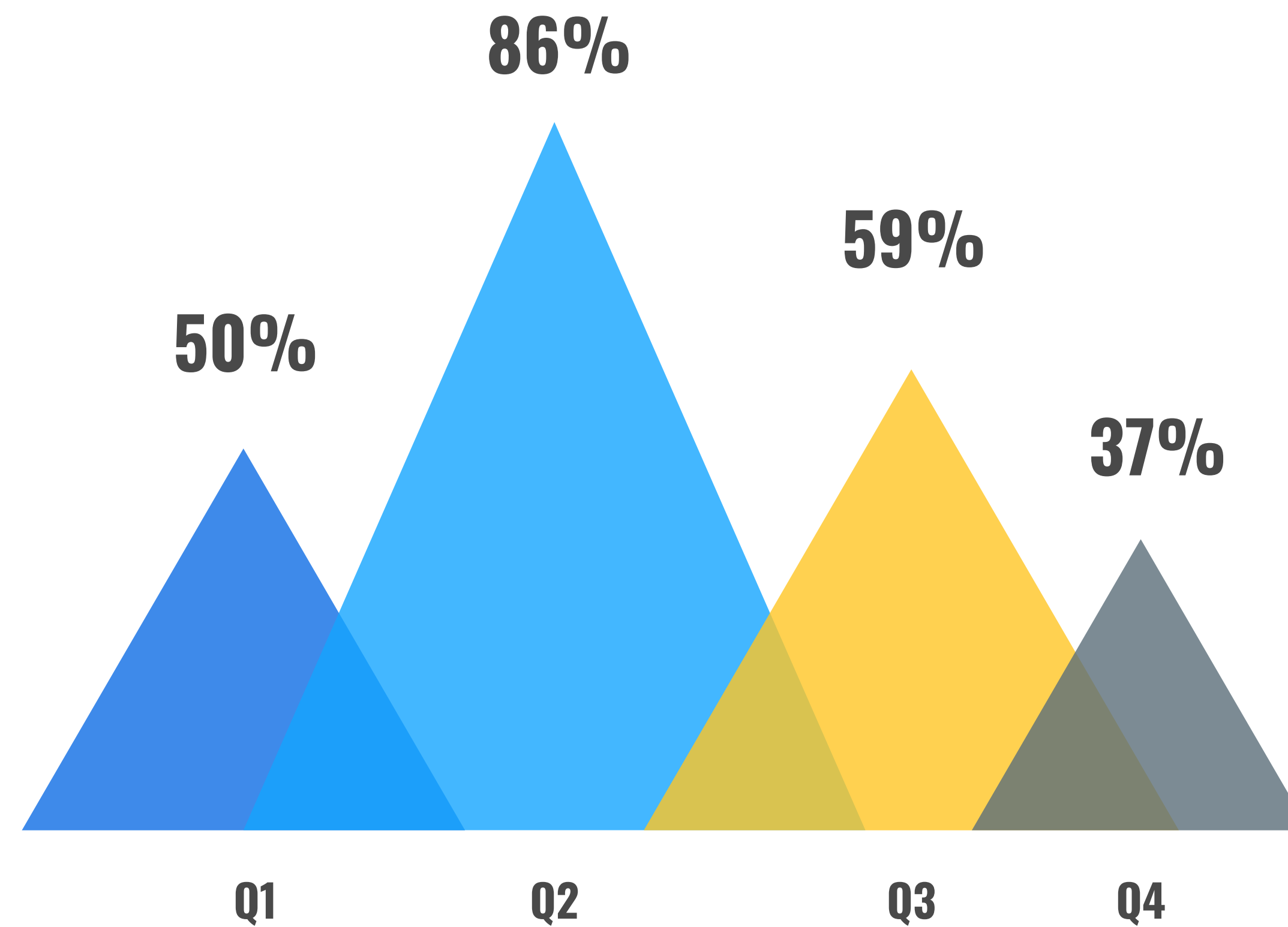
## Content D

Itself is what the end-user  
derives value from also can  
refer to the information

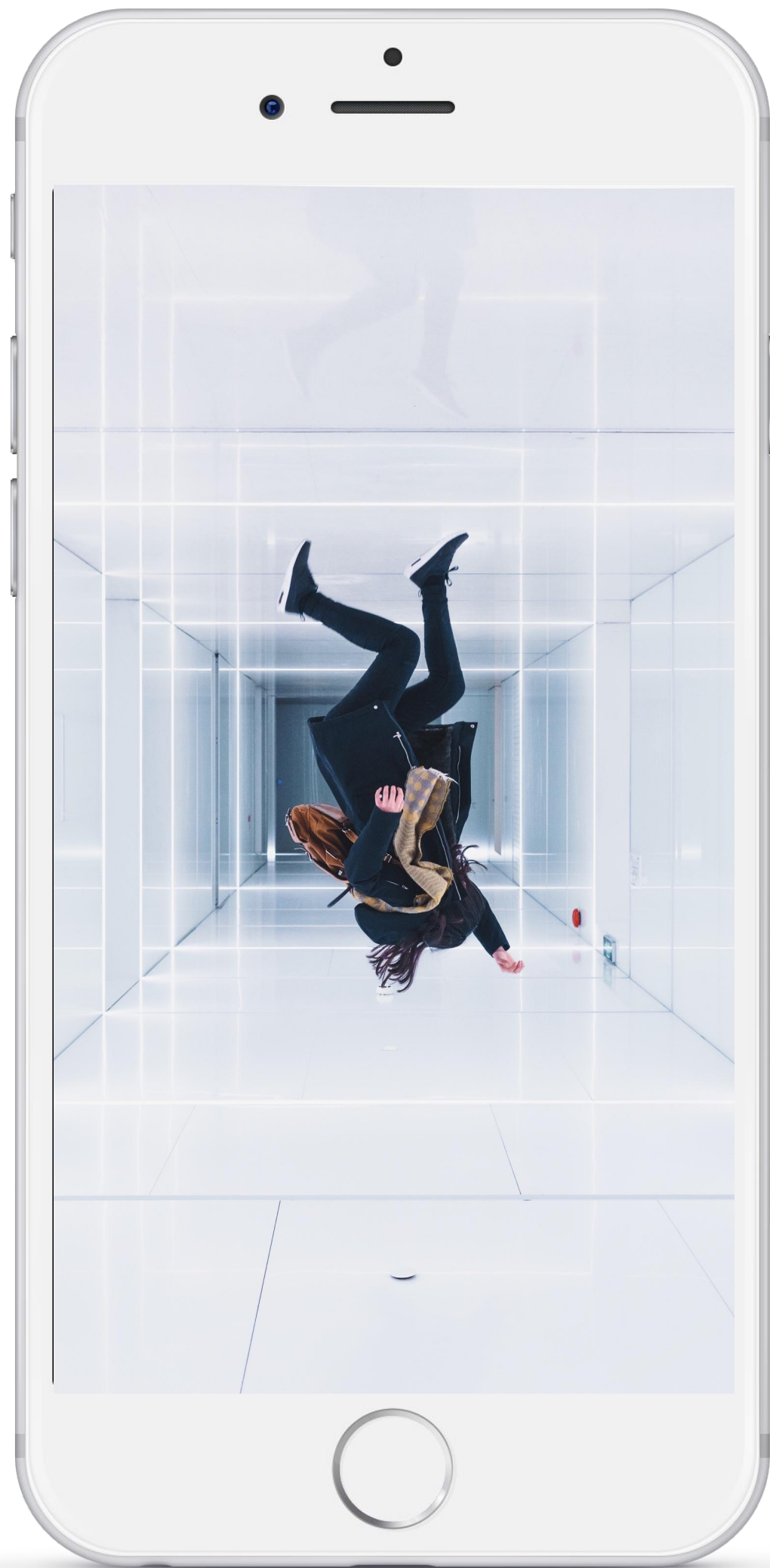
# By Bus Coverage



# CHARTS TO PRESENT DATA







# iPhone App Project

Itself is what the end-user derives value from  
also can refer to the information



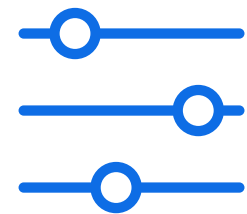
# Laptop Project

Itself is what the end-user derives value from  
also can refer to the information



## Content B

Itself is what the end-user  
derives value from also can  
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## Content D

Itself is what the end-user  
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# CREDITS

Special thanks to all people who made and share these awesome resources for free:

- ☐ Presentation template designed by [Slidesmash](#)
- ☐ Photographs by [unsplash.com](#) and [pexels.com](#)
- ☐ Vector Icons by [Matthew Skiles](#)

# Presentation Design

This presentation uses the following typographies and colors:

## Free Fonts used:

<http://www.1001fonts.com/oswald-font.html>

<https://www.fontsquirrel.com/fonts/open-sans>

## Colors used

