

MISM6210 Project 2 Story Outline

Record your story outline by taking the key question you chose and entering it in the center box. List three facts from the evidence found in your analysis that converts the key question to a statement of fact. Enter your statement of fact in the Key Supporting Statement box.

Key Question (you chose from your plan)

How can Divvy fix its bike rebalancing challenge?



First finding you discovered in the data during analysis:

Bike stations and docks are not effectively located in the same geographical areas as Chicago's self-identified bike commuters.

Second finding you discovered in the data during analysis:

Divvy's ridership decreases significantly during the winter months due to lower temperatures, intense rain and high winds.

Third finding you discovered in the data during analysis:

Stations often have net bike movement in excess of their dock capacity, which will lead to shortages or surpluses if bikes are not rebalanced effectively.



Conclusion (restatement of the Key Question)

Divvy needs to fix its bike rebalancing challenge to meet the needs of casual riders and convert them to annual members.