## **Story Outline**

S: Divvy has set aggressive new membership goals to secure future funding

C: Bad experiences finding bikes or open docks limit new memberships

(How can Divvy fix its bike rebalancing challenge?)

Divvy must implement a more proactive system of bike rebalancing if it hopes to meet aggressive new membership targets

Correlations between Divvy rides and key factors reveal demand signals and instances of low dock supply levels

Chicago weather has a clear impact on demand for Divvy bikes

Chicago Park District events affects demand for Divvy bikes Restrictions on CTA travel contribute to Divvy demand

Correlations to demand signals vary for casual riders & members Consumer frustrations voiced on social media confirm the need for rebalancing to accommodate key use cases

Sentiment of posts related to Divvy has worsened during pandemic

Inability to find open docks near public events is a key pain point

Inability to find open docks near busy CTA stations is a key pain point

Members complain of being unable to find bikes in key neighborhoods

A comprehensive data analysis and communication plan will provide Divvy insights needed to improve bike rebalancing

Models can accurately predict Divvv demand

Frequent review of models by experts will keep model tuned

Dashboards KPI will keep Divvy ahead of shifts

Periodic consultant