Plan

S: Divvy can reach its new member goals by targeting Chicago commuters

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

Q: (How can Divvy fix its bike rebalancing challenge?)

Divvy must better anticipate demand for bikes across the Chicago system to meet aggressive new membership targets How can Divvy use What impact does Divvy's rebalancing challenges signals from factors correlated Why does Divvy's demand for bikes fluctuate? with ride demand to better have on consumer perception of the Divvy service? rebalance bikes? CTA ride Number of Factors correlated Divvy stations by Population by Avg commuters by Search volume Divvy trip Chi Mentions of Sentiment of Mentions of with Divvy rides Chi neighborhood Chi neighborhood Chi neighborhood volume public events Divvy on FB Divvy mentions Divvy on Twitter for Divvy volume temperature (Chi Park District (CTA Ridership (Analysis output (Chi Commuter (Divvy Master (Chi Population (LIWC) (Divvy Trip Data) (Google Trends) (FB Insights) (TweetReach) (Chi Weather Data) Survey) Daily Totals) Events list) from this project) Station Data) Counts)