

Data Analysis Project: Low carbon Lille

Lille metropolis is a large urban area in France.

Lille Government is asking for startup to propose a new service to help citizens have a low carbon healthy lifestyle. For this, Lille want to promote the use of bikes and e-bikes instead of cars.

Your company is a famous automaker with a big data team. Your company idea is to put recycled containers as an e-bike and bike pop shop to repair/recharge/shop bike, e-bike and gears/get a coffee for free.

The question your company ask your team is **WHERE TO PUT THE CONTAINERS** to - have the most potential clients (existing bike users or potential bike buyers) - with the lowest price of rent - not disturbing the neighborhood (maximum respect) - visible enough.

You need to decide how many containers you could put.

Your company marketing team expect a commented notebook in PDF to understand how your team did chose the locations. They will build a marketing ppt based on it so they also ask for high resolution pictures to include in the PPT.

The notebook shall clearly identify the role of each member

DEADLINE 31st January 23:59

Notebook format

- title
- business executive abstract
- team (with students id) and roles
- commented notebook