

# BLUEbikes Analysis

Final Project - Raghav, Sophie, Ari, and Jeff

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## What is Blue Bike?

### Our Idea

- Develop insights on existing BlueBike trip data, and develop a method of analyzing and providing feedback from live feed data from blue bike stations.
- Analyzing trip data, station status data, and station location data, in order to create a comprehensive understanding of blue bikes.
  - What time of day are blue bikes being most utilized.
  - Which gender is utilizing blue bikes data more often
  - Which age group is utilizing blue bikes more often

## Motivation and Significance

### Motivation

- Bikes are an extremely efficient way to get around anywhere, especially in a city. However, it seems that more and more people are using cars.
- Paired with environmental issues, and recent reports of climate change having severe impacts on our society, it makes sense to engage in alternative modes of transportation.

### Significance

- Bluebike is already a analytically driven company, looking for improvements to make and tools to add to their already existing interface and service.
- Our ideas should help develop new food for thought, and help expand on the currently existing data that bluebike has collected.
- Maybe even one day, have them integrate our ideas into their application.

## Application Architecture

