**Edge Proposal: Blue Bikes**

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**Problem**: Many customers/potential customers are unable to ride bikes since some bike stands experience high demand and are empty.

**Proposed Solution**: Provide Blue Bikes a list of bike stands that will benefit from interventions that will improve customer experience and potentially reduce costs and provide brief explanations of these solutions.

*Methodology*:

1. Build a predictive model: Given any time of day what are the amounts of bikes at a station
   1. Could be 0 if it has no bikes, 1 if it has bikes.
   2. This allows us to label our data.
2. Given that a station X at time Y has no bikes, how long will it take for on bike to arrive.
   1. Provide intervention analysis on these stations
3. Potential Interventions.
   1. Refill the bike station more
      1. Increase already in place infrastructure to restock bike stands more than currently done.
      2. This is a high cost
   2. Add more capacity
      1. add 10+? 5+? At each of these stands so it can hold more bikes
      2. come up with an arbitrary cost.
   3. Incentive plans:
      1. Subsidize/ give free rides for certain rides and say that will reduce cost by $X amount.
4. Proposals
   1. Show how cost effective (or not each intervention is for given arbitrarily defined costs.

**EDA Ideas**

* 1. Top stations by time.
  2. Top riding times.
  3. Top ridings times by place.
  4. Revenue: Member # \*Member
  5. Revenue per month.
  6. What are the top 15 single use stations.
  7. When are the most single uses occurring.
  8. Calculate yearly revenue.

daniel freund (potential resource)