

DS Take Home Assignment

Welcome! We are glad you've decided to apply for a Data Scientist role with us. In this exercise you'll be able to play around with one of [SF Bike Share open datasets](#). You can download it [here](#).

The dataset

In the trips.csv dataset you'll find information about bike share trips, including trip times and stations, amongst other features.

The problem

SF authorities have noticed NPS dropping consistently over the last couple of months. The bike share network is financed via a subscription plan, so anything affecting user experience is bound to affect bottom line results.

They are eager to take action, so they've tasked you with -

1. Finding out what's affecting the user experience
2. Designing a plan to tackle this issue
3. Laying out a great experimentation plan

The hand-in

Even though you are part of a technical team, the plan has to be approved by an executive panel, so good visualizations and business acumen are a big plus!

We expect you to submit your work within a week, and though we use Python and Jupyter Notebooks ourselves, please feel free to use the language and format of your preference. Just remember to also include your code and comment it properly.