**REASON FOR THE CHOICE OF MODEL**

Choosing the kind of model to analyze data is one of a subtle challenging task, but knowing the distinct feature of the models whether supervised machine learning model or unsupervised model makes it easy to know which one to use at a glance on a particular dataset.

That been said, relating this information to our case, it became glaring that supervised machine learning model is the best model to use on our Binana Bike dataset due to the following reasons below

**Accuracy and Interpretability Are Important**: Supervised models, especially simpler ones like linear regression are often easier to interpret and can provide insights into the relationships between variables. Used it when you need not only predictions but also insights into which features are most important or how they affect the outcome. **Examples:** Understanding the factors that most influence our target variable

**Prediction of Outcomes:**  Used supervised learning when you have a clear target variable (dependent variable) that you want to predict based on several input variables (independent variables).

**Need for Ongoing Monitoring and Adjustment**: Used supervised learning when you expect to update the model periodically with new data.