Capital Bike Sharing System

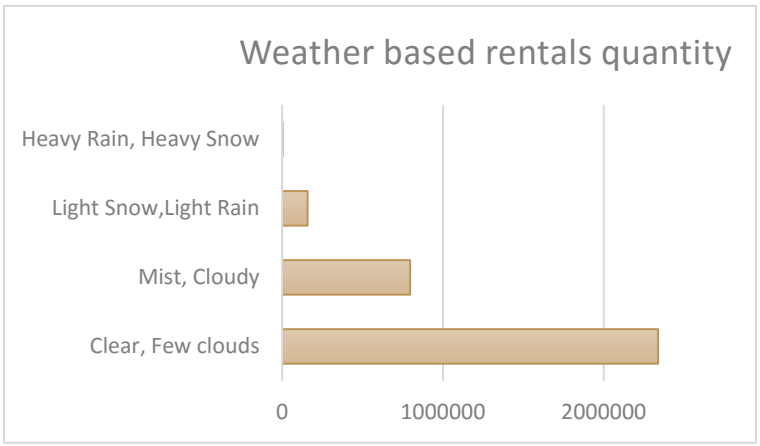
RENTAL QUANTITY FORECASTING

FACTOR ANALYSIS – DATA VISUALIZATION

PREDICTIVE MODEL RESULTS

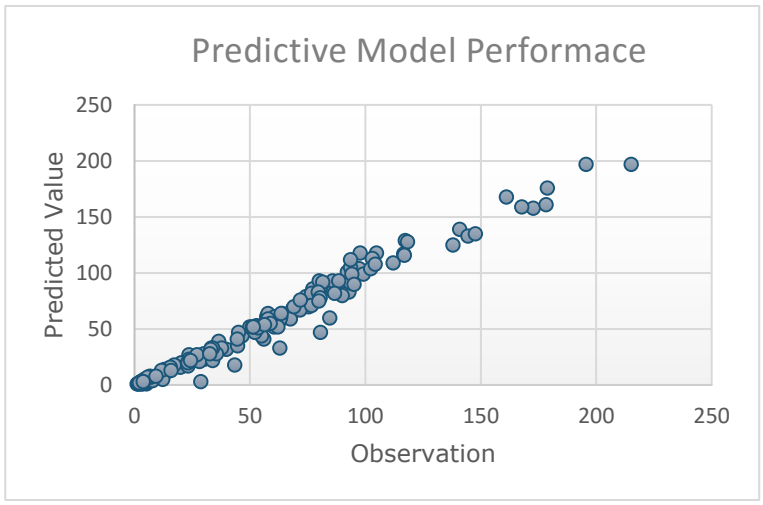
KEY ANALYSIS RESULTS:

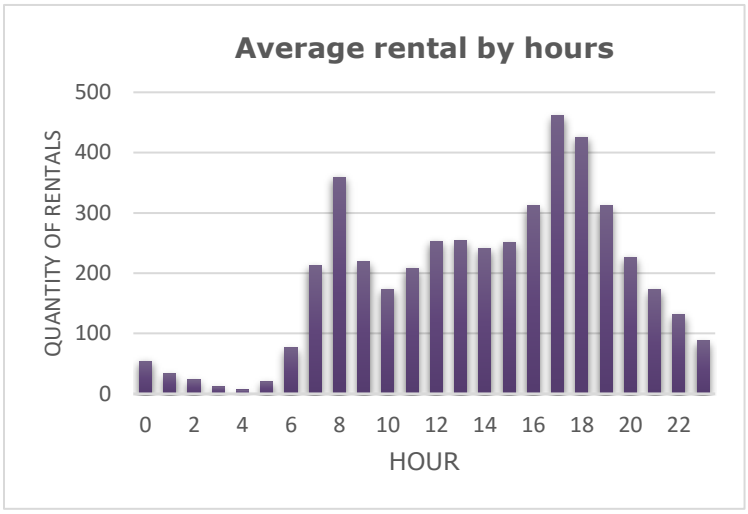
- Seasonality and distribution in hours and months
- Increase in demand from 2011 to 2012
- Weather as decisive factor

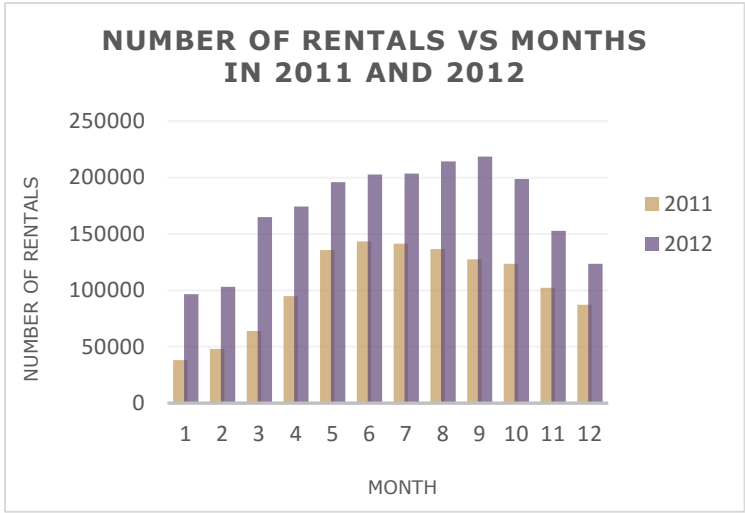


MODEL KEY NOTES:

- Hour-based rental demand predictive model.
- Prediction and Observation correlation: 95.78%
- Major decisive factors includes: hour, months, years and weather.







RECOMMENDATIONS:

- Supply-chain forecasting.
- Maintenance period planning
- Request location data collection and population for predicting location distribution and business saturation