

About Yulu:

Yulu is India's leading micro-mobility service provider, which offers unique vehicles for the daily commute. Starting off as a mission to eliminate traffic congestion in India, Yulu provides the safest commute solution through a user-friendly mobile app to enable shared, solo and sustainable commuting.

Yulu zones are located at all the appropriate locations (including metro stations, bus stands, office spaces, residential areas, corporate offices, etc) to make those first and last miles smooth, affordable, and convenient!

Business Problem:

Yulu has recently suffered considerable dips in its revenues. They have contracted a consulting company to understand the factors on which the demand for these shared electric cycles depends. Specifically, they want to understand the factors affecting the demand for these shared electric cycles in the Indian market.

Features and Description:

datetime: datetime

season: season (1: spring, 2: summer, 3: fall, 4: winter)

holiday: whether day is a holiday or not (extracted from <http://dchr.dc.gov/page/holiday-schedule>)

workingday: if day is neither weekend nor holiday is 1, otherwise is 0.

weather:

1: Clear, Few clouds, partly cloudy, partly cloudy

2: Mist + Cloudy, Mist + Broken clouds, Mist + Few clouds, Mist

3: Light Snow, Light Rain + Thunderstorm + Scattered clouds, Light Rain + Scattered clouds

4: Heavy Rain + Ice Pellets + Thunderstorm + Mist, Snow + Fog

temp: temperature in Celsius

atemp: feeling temperature in Celsius

humidity: humidity

windspeed: wind speed

casual: count of casual users

registered: count of registered users

count: count of total rental bikes including both casual and registered

Insights:

- As the hypothesis shows that, bike rides are less during weekends because of office/school holiday.
- Demand of bicycles on rent is not the same for different weather conditions and seasons.
- There is a dependency between weather and season.

Recommendations:

- Yulu can start some physical activity to gather the people and aware them about the sustainable future and reduce carbon emission, for short distance people can afford bikes rather than taxi and cabs.
- As the season has dependency on weather, bicycles won't be the best option for customers during heavy rain, and snow.
- Yulu can expand their bicycle service to small cities, because small cities and towns have already more shorter distances than large cities. Other than that many communities organize few events in which they can promote the eco-friendly service by yulu.
- Yulu can start a scheme, like if yulu provide bicycle on basis of days so they can start a scheme in which if customer takes their bicycle for 2 days then 1 day is free for them yulu won't take any charge.
- Unique sound system can be installed in yulu bicycles for easy identification and branding.