Overview

Question
How are bike share operators using data to make better decisions in their business?

Method
Identify 25 bike share operators in the US, conduct interviews, and analyze data from multiple sources.

Insights
- Bike share operators are using data to make better decisions in their business.
- Data is helping to optimize routes, predict demand, and improve customer experience.

Survey Instrument
- Questionnaire
- Interviews
- Data analysis

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?

Evaluating Bike Share

Questions
- Is bike share sustainable and scalable?
- What is the role of data in bike share operations?
- How are bike share operators adapting to changing consumer needs?