

Cyclistic Case Study

Title	Identifying Differentiating Traits
Industry Focus	Marketing
Problem Statement	Examine customer behavior and identify differentiating traits to figure out how to increase the number of annual memberships.
Business use case (what are you solving for)	<ol style="list-style-type: none">1. Developing a foundation for marketing strategy2. Illustrating member behavior vis-a-vis differentiating qualities3. Boosting annual membership subscriptions
Goals/Metrics	Figure out how the different user groups differ over the course of a year and create a marketing strategy to boost annual memberships.
Deliverables	A presentation and a Rmarkdown Notebook outlining my findings and recommendations.
Are Datasets available?	Yes
Dataset List	The data set can be downloaded from the link given in the below section
Websites to scrape the data needed	https://divvy-tripdata.s3.amazonaws.com/index.html