# Data Analysis Project

## Data Analyst: ( Ahmad Abubakar)

## Client/Sponsor: Cyclistic Bike

## Purpose:

The purpose of this analysis is to ascertain the ways of converting casual riders into cyclistic members in the future marketing program.

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | Description |
| Data Colletion | The dataset was downloaded from the company website. |
| Data Cleaning | Importing and Combining the Data, Removing Unnecessary Columns, Standardizing Data Types, Create New Calculated Columns, Filter Invalid Data, Load Clean the Data. |
| Analysis | Data analysis to find trends and relationships. |
| Recommendations | Suggest recommendations for cyclistic bike marketing team to helps guide future marketing program. |
| Deliver final report | Deliver final report and recommendations to the Cyclistic Bike marketing department. |

## This project does not include:

* The analysis doesn’t distinguish customer trip based on the type of bicycle used.

## Deliverables:

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Dashboard | A data visualization for all the key insights gained from the analysis. |
| Recommendations | A list of recommendations. |
| Final report | A final report detailing all the visualization backed with the explaination of the visuals. |

## Schedule Overview / Major Milestones:

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| Data collection | 4/26/2025 | Downloading the data from the source. |
| Data review | *4/28/2025* | Review all the datasets. |
| Data Analysis | *5/01/2025* | The analysis completed |
| Recommendation list | *5/02/2025* | List of recommendations |
| Final report | *5/05/2025* | Final report detailing all work, analysis, methodologies,and key findings. |

## \*Estimated date for completion: May 05, 2025

This is my expected date “if all goes well and I have everything I need, this is when I’ll be done”**May 05, 2025**