# Data Analysis Project

## Data Analyst: Ajay Chaudhary

## Client/Sponsor: Cyclistic

## Purpose:

*Write a brief description of why this project is happening below. Why is this project happening? What are the goals?*

The goal of the project is to maximize the number of annual members for the bike sharing company in the city of Chicago. The project will identify how annual members and casual riders use cyclistic bike differently. After identifying that our marketing team will design a strategy to convert casual riders to annual membership. In the final deliverables we recommend top three ways in which casual members use cycle different than annual members.

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

|  |  |
| --- | --- |
| Activity | Description |
| Data collection | Use cyclistic historical bike trip data |
| Identify differences | Identify difference between casual riders and annual members |
| Deliver final report | Deliver final report and recommendation to director of marketing at cyclistic |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* This project doesn’t include any data outside the city of Chicago

## Deliverables:

*A specific list of things that your project will deliver.*

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Graph | A visualization that tells the difference between annual members and casual members. |
| Recommendation | A recommendation that tells how casual riders and annual members use bike differently. |
| Final Report | A final report that consists of my top three recommendation that tells how annual users and causal riders use bike differently. |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| Data review | 2022/01/02 | Review the data that are made available from the public data set. |
| Data cleaning | 2022/01/02 | Clean the data to reduce the error in the analysis |
| Data analysis | 2022/01/02 | Analyze the historical bike trip data in either spreadsheet or R |
| Data Visualization | 2022/01/02 | Visualize the data using graphs or charts to better understand the data. |
| Final report | 2022/01/02 | My final report that consists of top three recommendation how casual members use cycles differently than annual members |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” d*

January 2, 2022