

Role

Junior Data Analyst

Project goal

Three questions will guide the future marketing program: 1. How do annual members and casual riders use Cyclistic bikes differently? 2. Why would casual riders buy Cyclistic annual memberships? 3. How can Cyclistic use digital media to influence casual riders to become members?
less



Skills and deliverables

SQL

Microsoft Excel

Case Studies

AI

Case

Recommendation System

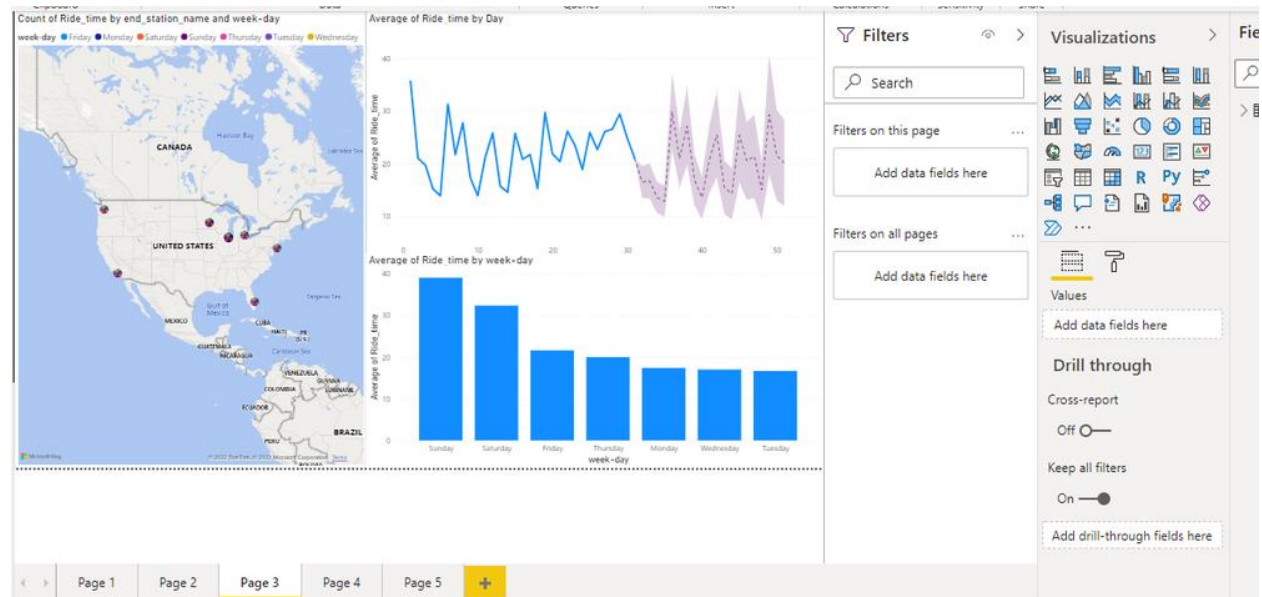
Keras

Python

Academic Research

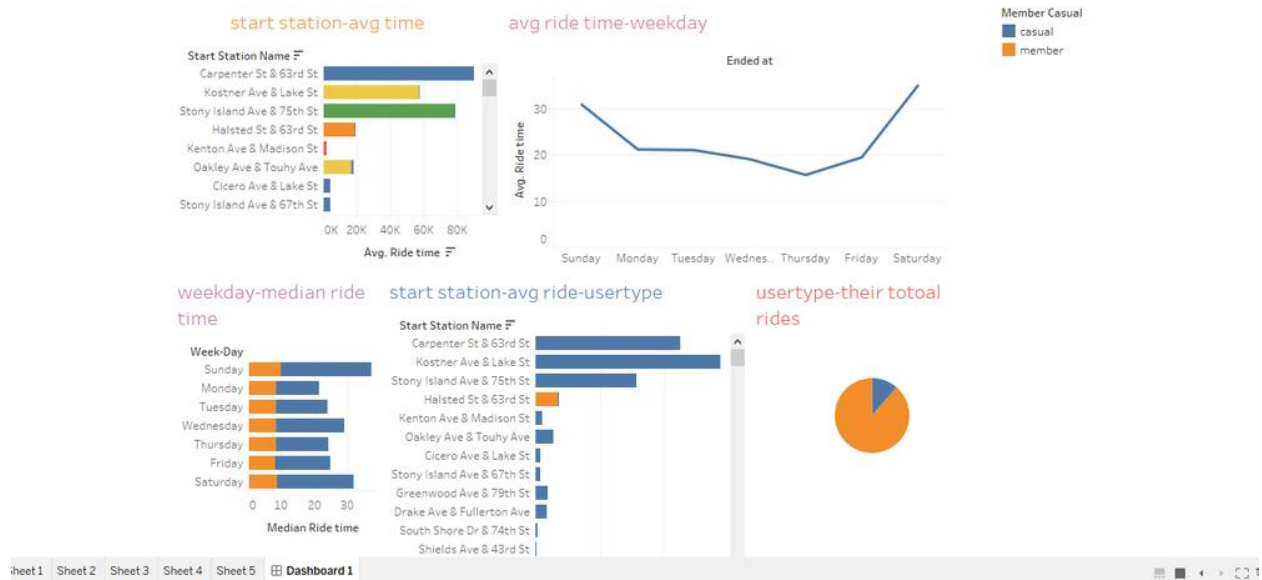
Solution

Use cases Casual riders mostly use bike-sharing for leisure and tourism purposes and are highly active on weekends; Members use bike-sharing to commute to work during the week and are more active on weekdays rather than weekends. Based on this finding, it's worth considering to offer new types of membership focused on weekend rides, family membership (families tend to spend their weekends together), or offers created in collaboration with museums/theatres and other institutions to where casual riders travel the most. 2. Usage time Casual riders use bikes for much longer trips than members. Based on this insight, we can think about offering bonuses for longer rides. 3. Seasoning The bike usage reaches its peak in June-August Thus the campaign should start in spring offering early-bird discounts for these new types of memberships and continue during the Summer peak.



diagnostic analysis

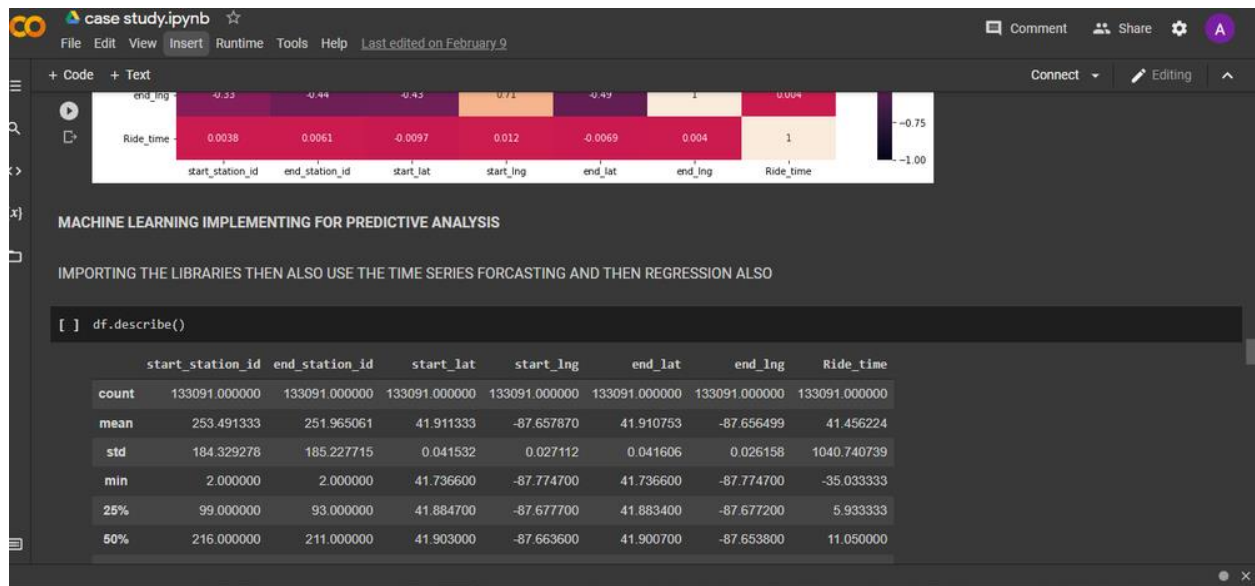
CASE STUDY



descriptive



data cleaning



predictive