

Data Analysis Project

Data Analyst: Joshua Valdez

Client/Sponsor: Cyclistics – Marketing Strategy Department

Purpose:

Cyclistics looks to increase the amount of users with annual memberships, as they represent a major financial revenue than casual riders. This data analysis project has by goal identify the key differences in the ride patterns between the annual memberships and casual riders, with the objective to develop data-driven marketing strategies that allows casual riders to turn annual members

Scope / Major Project Activities:

| Activity | Description |
|-----------------------------|-----------------------------------------------------------------------------------------|
| Define key variables | Identify the most relevant factors for the bike usage by user type |
| Collect and prepare data | Collect 12 months worth of bike trips from Cyclistics, then clean the data for analysis |
| Analyze behavioral patterns | Compare trip durations, frequency, bike type, and usage days/times across users |
| Create visualizations | Make graphics and dashboards to visualize the key insights |
| Make insights | Propose marketing strategies focused on turning casual riders to annual members |

This project does not include:

- Implement marketing campaigns
- Access to rider's personally identifiable information
- Analysis of data prior to the established 12 months
- Physical infrastructure evaluation of stations

Deliverables:

| Deliverable | Description/ Details |
|-----------------------------|-------------------------------------------------------------------------------|
| Data exploration | Dataset cleaning, validation and comprehension report |
| Visualizations and insights | Charts on behavior patterns and comparative analysis between user types |
| Recommendations document | Strategic document with at least 3 recommendations based on the data analyzed |
| Final report | Complete report detailing objectives, methodology, findings and proposals |

Schedule Overview / Major Milestones:

| Milestone | Expected Completion Date | Description/Details |
|------------------------------|--------------------------|-----------------------------------------------------------------|
| Data review and cleaning | July 7th, 2025 | Validation, transformation and creation of auxiliary variables |
| Initial descriptive analysis | July 8th, 2025 | Calculation of means, modes, durations and frequencies per user |
| Visualizations | July 9th, 2025 | Charts by user type, day of the week, and bike type |
| Recommended strategies | July 10th, 2025 | Document with proposals aimed at marketing |
| Final report | July 11th, 2025 | Comprehensive document |

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| | | with all consolidated deliverables |
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Estimated date for completion:

July 11th, 2025