# Cyclistic bike\_share Data Analysis Project

## Data Analyst: Chaitali Dikholkar

## Client/Sponsor: self

## Purpose:

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

This project aims to examine bike share data, and find new trends or patterns.

Goals:

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?

## 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 | Collect cyclistic monthly bike share data from given  data source |
| Identify differences in member type | Mark the differences between both type of members and data points |
| Identify top 3 causes | Identify causes of having bike share membership and benefits to casual members |
| Provide recommendation | Provide recommendations to increase bike-share annual membership |
| Deliver Final Report | Deliver final report to the bikeshare |

## 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 includes only last 3 years of data from the current date
* Members occupation and address details to identify targeted audience
* Not applicable to network outside of Chicago

## Deliverables:

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

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Hotspot map | Data vis of 10 most important stations |
| Recommendations and estimates | Satiation wise analysis and data based recommendations |
| Final report | A final report detailing each of the 10 hotspot stations, including times, causes, recommendations for alleviating, and cost-benefit analysis for each hotspot. |

## 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* | *28/6/2024* | Review of all data sources from source |
| *Data Preprocessing and cleaning* | *29/06/2024* | Initial data analysis completed |
| *Analysis of data trends and patterns* | *01/07/2024* | Top 10 stations Identified, with major diff in both customers |
| *Create a visuals on data* | *02/07/2024* | A pivot and map and trend over location and trend data vis created |
| *Recommendation List* | *03/07/2024* | A list of recommendations for 10 locations and social media campaign strategy based on budget |
| *Final Report* | *04/07/2024* | Final report detailing all work, analysis, methodologies, and findings. |

## \*Estimated date for completion:

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

**04/07/2024**