**Google Analytics Capstone Project using Cyclistic (Divvy) bike data**

This Case Study was completed as part of the Google Data Analytics Course Capstone.

1. **Objective (Ask Phase)**

Target question to address: How do annual members and casual riders use Cyclistic bikes differently?

1. **Prepare Phase**

The data was downloaded directly from the Divvy Bikes website:

<https://divvy-tripdata.s3.amazonaws.com/index.html>

The data was exported from the zip files and organized by month in a folder. I assumed the data to be credible since it was collected and published by the organization. There were some inconsistencies in the dataset document names, which were addressed before proceeding.

**3. Process Phase**

After regularizing and importing the data to BigQuery, the first step was to inspect each attribute for anomalies. Next I joined all tables into one and proceeded to clean the data.

A new column for trip length (in minutes) and a new column for day of the week were created. Additionally, a new column for the month of the ride was created. Any data I was uncertain about was marked for exclusion from the final dataset.

**4. Analyze Phase**

In this phase, queries were created to discover trends and insights that are highlighted in the data visualizations.

1. **Share Phase**

Visualizations were created using: Tableau and Google Sheets. Only the Google Sheets charts were showcased in the presentation. [Profile - dianellys.brioso | Tableau Public](https://public.tableau.com/app/profile/dianellys.brioso)

1. **Act Phase**

A Google Slides powerpoint presentation was created: where discoveries and recommendations were communicated.[Cyclistic 2022 Google Analytics Case Study Presentation](https://docs.google.com/presentation/d/1CIsPzopBY6p2dlzA25G0Tzg7P6LZTDe5C6vk0DAU0j8/edit?usp=sharing)