# Cyclistic Case Study

## Data Analyst: Daniel Prashad

## Client/Sponsor: Cyclistic

## Purpose:

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

Cyclistic is a bike-share program that aims to design a marketing strategy aimed at converting casual riders (those who purchase a single-ride or all-day pass) into annual members. My specific goal in this pursuit is to determine how annual members and casual riders use Cyclistic bikes differently. This can include differences in how long or far they cycle, or under what conditions they decide to cycle.

## 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.*

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| --- | --- |
| Activity | Description |
| Data collection | Collect the last 12 months of data from Cyclistic. |
| Identify difference in casual vs annual members | Analyze Cyclistic data to identify significant differences between casual riders and annual members. |
| Understand why casual riders would convert to annual members | Study each difference and similarity between the two groups and identify if there are gaps that can be bridged. |
| Deliver final report | Deliver final report and any recommendations to 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”*

* No Cyclistic data older than 12 months will be considered in this project
* Any areas outside of Cyclistic operations
* Creation or implementation of marketing strategies

## Deliverables:

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

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| --- | --- |
| Deliverable | Description/ Details |
| Summary of analysis, accompanied by supporting visualizations | A walkthrough of the analytical process where the relationship that each group has with weather, day of week and time of day, and duration and distance is investigated and explained. |
| Recommendations | A list of recommendations for additional analysis if required. |
| Final Report | A final report detailing the key differences between casual riders and annual members, why casual riders would convert and recommendations for additional analysis. |