

Data Analysis Project

Data Analyst: Kadima Muteba Joseph (junior data analyst)

Client/Sponsor:
Cyclistic Bike-Share

Purpose:

The company Cyclistic is a bike-share company that has three pricing plans. The single-ride passes, full-day passes, and annual memberships. Now the company thinks that having more annual members will increase the profit. Therefore this project was launched for the goal to help build a strategy for the marketing to convert casual riders(single-ride, full-day passes) into annual members. For that it is necessary to understand the difference between casual riders and annual members. It is also important to focus on why casual riders would buy the company annual memberships. Lastly to provide insights for how the company could use digital media to influence casual riders to become members.

Scope / Major Project Activities:

Activity	Description
Data Collection	Collect the company data for the last two years in this case 2019 and 2020.
Identify the difference between the two groups	Analyze bike-share data to identify differences between the two groups.
Identify why casual riders would buy the company annual memberships	Analyze deeper to find the plus value for casual members that is in annual memberships
Identify how the company could use digital media to influence casual riders to become members	Analyze deeper to suggest insights on how ads can be done to attract casual riders to subscribe to the annual membership plan
Deliver final report	Deliver final report and recommendations to all stakeholders.

This project does not include:

- The junior data analyst will just do the first analysis to identify the difference between groups and report about it
- Implementing any ads

Deliverables:

Deliverable	Description/ Details
Bar charts and	A data visualization of the differences between the two groups
Recommendations	A list of recommendations to the stakeholders
Final Report	A final report detailing the problem and how the solutions could change the current state of the company

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Data preparation and processing</i>		<i>Make sure that data is processed for clean for analysis</i>
<i>Data analysis</i>		<i>All data analysis completed</i>
<i>All Viz</i>		<i>All visuals for stakeholders are produced</i>
<i>Recommendations list</i>		<i>All recommendations are listed</i>
<i>Final report</i>		<i>Final report detailing all work, analysis, methodologies, and findings</i>

***Estimated date for completion:**

xx/04/2025