Cyclistic: Data Analyst Case Study

Title	Converting casual riders into annual members.
Industry focus	Bicycle rental company
Problem statement	Deep dive into the company data to determine differences in usage between casual riders and membership customers at Cyclistic.
Business goal	Increase the number of annual memberships.
Business case	1. Create a comprehensive marketing strategy for converting causal riders into annual members. 2. Increase the company revenue by boosting the number of annual members.
Analytical goal	1. Examine how casual riders and annual members utilize Cyclistic differently. 2. Provide suggestions to the marketing team on strategies to convert casual riders into annual members.
Stakeholders	1. Cyclistic executive team 2. Cyclistic director of marketing 3. Marketing analytics team
Goal/Metrics	The study's data-driven results focus on the user behavior of causal riders and annual members.
Deliverables	1. A clear statement of the business task 2. A description of all data sources used 3. Documentation of any cleaning or manipulation of data 4. A summary of the analysis 5. Supporting visualizations and key findings 6. Recommendations based on the analysis
Dataset lists	1. Original data set for Q1 '2029 with the information on the usage of the bike-sharing services, including trip duration, star and end stations, membership status, age, and gender information. Link 2. Clean data set. Link
Data analysis insights and results	A presentation that includes key insights, conclusions, and recommendations for a marketing strategy. Link