# Data Analysis Project

## Data Analyst: (You)

## Client/Sponsor:

Lily Moreno, Marketing Director, Cyclistic

## Purpose:

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

The goal of this project is to understand how casual riders and annual members of the Cyclistic program use the service. The project will identify which days, times and seasons see the most/heaviest usage of casuals

## 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 the previous 12 months of Cyclistic trip data. |
| Identify busiest day | Analyze which days of the week see the most casual usage |
| Identify busiest time | Identify the time(s) of day with the most active casual usages |
| Identify busiest month/season | Identify the months/seasons with the most usage |
| Recommendations | Create recommendations for possible ways to entice casual users to purchase memberships. |
| Deliver final report | Deliver final report and recommendations to Marketing Director. |

## This project does not include:

*Specify the things that this project isn’t responsible for doing, For instance, “this project does not involve a summation of 2019 data analysis”*

* This project does not involve examining what would cause casual riders to buy an annual Cyclistic membership.
* This project will not examine ways Cyclistic can use digital media to influence casual riders to become members.

## Deliverables:

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

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Busiest day/time/months | A data visualization breaking down the busiest time, days, and months for casual users |
| Recommendations | A list of recommendations of the next steps for marketing team to consider |
| Final Report | A final report detailing the various ways casual users differ from embers, including the length of bike rentals, the days and months that see the most usage for casual users. |

## 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* | *1/14/25* | *Review of all data sources* |
| *Data analysis* | *1/15/25* | *Initial data analysis completed* |
| *Recommendations list* | *1/18/25* | *List of recommendations of the next steps the marketing may consider* |
| *Final report* | *1/20/25* | *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.*

January 20, 2025