# ASK

## Guiding questions

The problem that the junior analyst is trying to solve is to improve the profits in the organization. This can be done by transforming casual members to have an annual membership. The insights from the research will help transform the organization into a more profitable one.

## Key tasks.

### Identify the business task.

The main objective is to put into place marketing strategies that will help converting casual members into annual members by understanding how differently they operate.

### Consider key stakeholder

The key stakeholders are:

1. The director of marketing
2. Marketing analytics team.
3. Executive team.

### Deliverables

A clear statement of the business task

To find the differences between the casual riders and annual members.

# PREPARE

Data importation

# PROCESS

1.Check the data for errors.

2. Choose your tools.(R and excel)

3. Transform the data so you can work with it effectively. (Transforming data types)

4. Document the cleaning process.(omit null rows and na values)

Data cleaning

# ANALYZE

casual 2365120 members

annual 3463964 members

Data manipulation using R and excel

Trends identified from the analysis:

Casual riders prefer electric bikes to classic bikes

Casual riders mainly travel during the weekend

Casual riders ride longer in average compares to annual members

Casual riders enjoy more rides from June to August

**SHARE**

It’s done using presentation

1. Determine the best way to share your findings.

2. Create effective data visualizations.

3. Present your findings.

4. Ensure your work is accessible.

# ACT

The recommendations based on the findings are:

**Increase electric bike quantity**

Since casual members love this type of bikes, they may be enticed to join the annual membership.

**Summer promotion for membership.**

Casual members earn more and are active during the summer. By introducing the promotions you would be encouraging members to join the organization.

**Introduce more membership points for weekends that can be redeemed for a certain package.**

This will encourage casual members to join the club.