**ASK PHASE**

**Questions**

● What is the problem you are trying to solve?

The problem we are trying to solve is how to convert a usual cyclist into an annual member and help the marketing team to run a campaign.

● How can your insights drive business decisions?

Our insights give a clear understanding of usual and member cyclists to the marketing team and help them to make a strategy.

**Key Tasks**

1. Identify the business

Increase the annual member’s cyclists to generate better revenue.

1. Consider key stakeholders
2. Executive 2. Marketing Team 3. Data Analyst team

**PREPARE PHASE**

**Key tasks**

1. Download data and store it appropriately.

We will download the data from the Amazon S3 bucket and store it in a system.

1. Identify how it’s organized.

Data is organized based on rider id which is the primary key.

1. Determine the credibility of the data

The data is authentic and the primary key is hashed. So, no user id is revealed.

**PROCESS PHASE**

**Key tasks**

1. Check the data for errors.

2. Choose your tools.

3. Transform the data so you can work with it effectively.

4. Document the cleaning process