# Data Analysis Project

How Does a Bike-Share Navigate Speedy Success? Logo, icon

Description automatically generated

## Data Analyst: Nguyen Duc Khuong Duy

## Client/Sponsor: ● Lily Moreno: The director of marketing and your manager

## ● Cyclistic marketing analytics team: A team of data analysts who are responsible for collecting, analyzing, and reporting data that helps guide Cyclistic marketing

● **Cyclistic executive team:** The notoriously detail-oriented executive team will decide whether to approve the recommended marketing program.

Purpose:

* Gain insight into how customer using bike
* Defining the trend of using bike (hour, weekday)
* Give useful recommendations for how these trends inform Cyclistic marketing strategy

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | description |
| Grab data from AWS then store it in an appropriate place | Data now store in an online source is AWS, need to be downloaded and store in a place that easy to reach and call for analysis |
| Conduct analysis to define correlations and patterns | Analyze data then define valuable information |
| Come up with valuable recommendations | Having concludes that help marketing department gain an insight about consumer’s habits |
| Share the information with stakeholder | Create viz, presentations, reports to share conclusions with stakeholders |

## This project does not include:

* This project does not involve the marketing strategy execution
* Does not take analysis of all the data, just 12 earliest months data in-hand (from July 2020 to May 2021)

## Deliverables:

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| The difference between casual and member customer | Favorite routes, started hour, ended hour, weekday |
| Correlation and pattern |  |
| Recommendation for marketing team |  |

## Schedule Overview / Major Milestones:

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Start project* | *7/22/2021* |  |
| *Ask* | *7/23/2021* | *Having an insight of the purpose of the projects, knowing stakeholders, understanding the context* |
| *Prepare* | *7/24/2021* | *Check the bias and credibility, accessibility, integrity, …*  *Downloading the data on AWS and store it in the device* |
| *Process* | *7/25/2021* | *Make sure that data be cleaned and document the cleaning process and all the important changes on data* |
| *analyze* | *7/26/2021* | *Import data into analysis tools (such as Excel, SQL, R)*  *Conduct the analysis process to define the patterns and correlations* |
| *Share* | *7/27/2021* | *Make conclusions and create visualizations, presentations, report to share the result to stakeholders* |
| *Act* | *7/27/2021* | *Define 3 most important conclusions and help marketing department get an insight of the consumer habits* |

## \*Estimated date for completion:

*If everything goes well, this project should end at 7/28/2021 or before*