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| **Title** | Maximizing annual membership |
| **Industry Focus** | Marketing Department/ Marketing Analyst |
| **Problem Statement** | Deep dive into data analytics concepts to find how annual members and casual riders differ. |
| **Business Use case** | 1. Predicting how annual members and casual riders use Cyclistic bikes differently 2. Depicting important factors to influence casual riders to buy Cyclistic annual memberships. 3. Building strategy to use digital media to influence casual riders to buy annual membership |
| **Goals/ Metrics** | Finding how annual members and casual riders use Cyclistic bikes differently and factors to influence casual riders to become members by using digital media |
| **Deliverables** | A dashboard depicting key findings.  A complete summary & presentation outlining the finding and top 3 recommendations |
| **Are dataset available** | Yes |
| **Dataset list** | The data can be downloaded from the below given link. |
| **Website to scrape the data needed.** | https://www.kaggle.com/riayadav19/casestudy1-cyclisticdataset |