

Google Data Analytics Case Study 1: Cyclistic

Title	Analysing User Behaviour of Cyclistic Bike Share Company
Industry Focus	Transportation
Problem Statement	Analyse how do annual members and casual riders use Cyclistic bikes differently to craft marketing strategies aimed at converting casual riders into annual members.
Business Use Case (what are you trying to solve?)	1. How do annual members and casual riders use Cyclistic bikes differently?
Goals/Metrics	1. Average ride duration of different user types 2. Total number of rides of different user types 3. Popular location to start and end a ride by different user types
Deliverables	1. A clear statement of the Business Task 2. A description of all data sources used 3. Documentation of any cleaning or manipulation of data 4. A summary of analysis 5. Supporting visualizations and key findings 6. Top three recommendations based on the analysis
Are Dataset available?	Yes
Dataset List	The datasets can be downloaded from the link mentioned in the below section
Website to scrape the data needed	Datasets Link