**Google Data Analytics Professional Certificate – Capstone Project**

**Case Study: Cyclistic Bike-Share Analysis**

**PHASE 6: ACT – Recommendations & Next Steps**

**Tools Used**

- Written report (Microsoft Word / Google Docs)

- Visuals from Phase 5

**Actions Taken**

1. Reviewed findings from Phase 4 (analysis) and Phase 5 (visualization).

2. Identified actionable strategies based on usage patterns of casual riders vs annual members.

3. Compiled insights into a final professional report for stakeholders.

4. Integrated recommendations with supporting visuals to enhance clarity and impact.

**Key Recommendations**

1. Convert casual riders to members

- Offer weekend-to-membership upgrade discounts.

- Target frequent casual riders with personalised email campaigns.

2. Seasonal Promotions

- Launch marketing campaigns in peak summer months (June–August).

- Include bundle offers with other city attractions or events.

3. Trial Memberships

- Provide limited-time free or discounted trial memberships to encourage sign-ups.

4. Highlight Membership Benefits

- Emphasize perks like reduced rates, priority booking, and special events.

**Outputs**

- Final report stored in `docs/Phase6\_Act.docx`

- Visuals stored in `visuals/` folder

- Updated README with Phase 6 status