

# PROJECT GUIDELINES

## Introduction

In order to do a correct work about this case study I use the APPASA (Ask,Prepare,Process,Analyze,Share,Act) method. These my guidelines for every step:

ASK
<b>Guiding questions</b> <ul style="list-style-type: none"><li>• What is the problem you are trying to solve?</li><li>• How can your insights drive business decisions?</li></ul>
<b>Key tasks</b> <ol style="list-style-type: none"><li>1. Identify the business task</li><li>2. Consider key stakeholders</li></ol>
<b>Deliverable</b> <p>A clear statement of the business task</p>

PREPARE
<b>Guiding questions</b> <ul style="list-style-type: none"><li>• Where is your data located?</li><li>• How is the data organized?</li><li>• Are there issues with bias or credibility in this data? <a href="#">Does your data ROCCC?</a></li><li>• How are you addressing licensing, privacy, security, and accessibility?</li><li>• How did you verify the data's integrity?</li><li>• How does it help you answer your question?</li><li>• Are there any problems with the data?</li></ul>
<b>Key tasks</b> <ol style="list-style-type: none"><li>1. Download data and store it appropriately.</li><li>2. Identify how it's organized.</li><li>3. Sort and filter the data.</li><li>4. Determine the credibility of the data.</li></ol>
<b>Deliverable</b> <p>A description of all data sources used</p>

## PROCESS

### Guiding questions

- What tools are you choosing and why?
- Have you ensured your data's integrity?
- What steps have you taken to ensure that your data is clean?
- How can you verify that your data is clean and ready to analyze?
- Have you documented your cleaning process so you can review and share those results?
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### 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.

### Deliverable

Documentation of any cleaning or manipulation of data

## ANALYZE

### Guiding questions

- How should you organize your data to perform analysis on it?
- Has your data been properly formatted?
- What surprises did you discover in the data?
- What trends or relationships did you find in the data?
- How will these insights help answer your business questions?

### Key tasks

1. Aggregate your data so it's useful and accessible.
2. Organize and format your data.
3. Perform calculations.
4. Identify trends and relationships.

### Deliverable

A summary of your analysis

## SHARE

### Guiding questions

- Were you able to answer the question of how annual members and casual riders use Cyclistic bikes differently?
- What story does your data tell?
- How do your findings relate to your original question?
- Who is your audience? What is the best way to communicate with them?
- Can data visualization help you share your findings?
- Is your presentation accessible to your audience?

### Key tasks

1. Determine the best way to share your findings.
2. Create effective data visualizations.
3. Present your findings.
4. Ensure your work is accessible.

### Deliverable

Supporting visualizations and key findings

## ACT

### Guiding questions

- What is your final conclusion based on your analysis?
- How could your team and business apply your insights?
- What next steps would you or your stakeholders take based on your findings?
- Is there additional data you could use to expand on your findings?

### Key tasks

1. Presenting your case study.

### Deliverable

Your top three recommendations based on your analysis