

## Cyclistic Bike Data Analysis Project

Data Analyst: Soniya B

Client/Sponsor: **Cyclistic – A bike share company, Chicago**

### Purpose:

*This project will analyze the Cyclistic – bike share dataset with a focus on different age groups and genders. The analysis will include examining trends, identifying key factors influencing customers, and segmenting insights by gender. Based on the findings, the project will develop recommendations for increasing the subscriber count.*

### Scope / Major Project Activities:

Activity	Description
Data Collection and Preparation	Import and clean the Bike share dataset for analysis.
Exploratory Data Analysis (EDA)	Identify patterns, trends, and distributions across age groups.
Data Visualization	Create charts and dashboards to represent user type and related factors.
Statistical Analysis	Determine correlations between customers and influencing variables.
Insights and Recommendations	Translate findings into actionable strategies for more subscribers.

### This project does not include:

- Collecting new survey or primary data
- Implementation of campaign or activities (limited to recommendations only).
- Financial or operational planning for programs.

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**Deliverables:**

Deliverable	Description/ Details
Clean and well documented dataset	Collect, clean and prepare the bike share dataset for analysis. Ensure accuracy, handle missing values and document the dataset clearly. Check for potential biases and balance the data if required.
Data visualizations	Develop charts, graphs, and dashboards to visually represent user type rides, trends, and influencing factors across age groups.
Analytical report summarizing key findings	Provide a structured report highlighting patterns, correlations and insights derived from the analysis. The report will include both visual and statistical evidence.
Recommendations documents for more subscribers	Prepare actionable recommendations based on the analysis, focusing on discounts on subscriptions, free trial for two days for new customers.

**Schedule Overview / Major Milestones:**

Milestone	Expected Completion Date	Description/Details
<i>Collection and Preparation</i>	<i>20/10/2025</i>	<i>Clean the bike share dataset</i>
<i>Data visualization</i>	<i>22/10/2025</i>	<i>Visualize the trends</i>
<i>Analytical report</i>	<i>23/10/2025</i>	<i>Finding patterns, correlations and insights derived from analysis.</i>
<i>Recommendations documents</i>	<i>24/10/2025</i>	Actionable recommendations based on the analysis

**\*Estimated date for completion:**

*If every goes well as per plan, it will be finished by October 25, 2025*