



## CYCLISTIC Customer Analysis Project Scope of Work



A. **Data Analyst:** Stefanus Yudi Irwan

B. **Company:** CYCLISTIC Bike-Share

C. **Project Stakeholders:** CYCLISTIC Executive Team and Director of Marketing

D. **Purpose:**

Conversion from casual riders into annual members was forecasted by the Director of Marketing that will be the key to future growth for the CYCLISTIC company and increase the profit. The goal of this project is to design marketing strategies for converting casual riders into annual members. The data analysis job is about finding the behavior of casual riders and annual members when using CYCLISTIC bikes, and then making a recommendation for the Director of Marketing about data-driven marketing strategies to convert casual riders to annual members. The recommendation must include the most common place visited by the casual rider, marketing strategies suitable for casual rider behavior, and the proper time to do the marketing strategy.

E. **Business Task:**

*"Analyze CYCLISTIC historical bike trip data to identify the behavior of the casual rider and annual member to enhance the number of annual members through marketing strategies to increase profit."*

F. **Scope / Major Project Activities:**

No	Activity	Description
1	Data collection	Define what data is needed for this project, and collect the data from CYCLISTIC historical data
2	Data cleaning	Clean the collected historical data
3	Data analysis	Analyze the clean data to find the behavior of casual riders and annual members when using CYCLISTIC bikes, and make some recommendations on how should marketing team create a marketing campaign based on the data
4	Deliver the result in the form of a Report and a Presentation to stakeholders	Share the result of the data analysis with The CYCLISTIC Executive Team and The Director of Marketing



## G. Project Limitations

- This project uses no CYCLISTIC's bike historical data usage before covid 19 pandemic
- This project doesn't include Implementing any solutions or recommendations. This activity included in a marketing team project
- Historical data analyzed will be a year data from 2021 till 2022

## H. Deliverables

No	Deliverable	Description/ Details
1	Exploratory and Data Analysis Report	The EDA Document will consist of a detailed analysis and visualization of the casual rider and annual member behavior differences and similarities, and also will consist of recommendations for the Director of Marketing. This file will be in pdf format.
2	Presentations Slides	The presentation will be in the form of slides that summarize the EDA Document to be easier to understand by the Director of Marketing and the Executive Team. This file will be in pdf format.
3	Final Report	Contain detailed activity and the output from data collection till the presentation's result. This file will be in pdf format

## I. Schedule Overview / Major Milestones:

No	Milestone	Expected Completion Date	Description/Details
1	All historical data for a year is collected	September 15 <sup>th</sup> , 2022	Put the historical data into one folder "raw_data"
2	All historical data is cleaned and processes	September 18 <sup>th</sup> , 2022	Put the clean data into one folder "clean_data"
3	Finish EDA Document	September 25 <sup>th</sup> , 2022	EDA document preferable in the form of an R notebook then convert it to pdf
4	Finish creating a presentation for the marketing team	September 30 <sup>th</sup> , 2022	The presentation should not exceed 30 slides, the shorter the better.
5	Finished presents the analysis result to the marketing team	October 2 <sup>nd</sup> , 2022	Email the presentation file to the Director of Marketing a day before the presentation. Prepare the meeting room and projector for the presentation half an hour before presenting
6	Finish the final report	October 5 <sup>th</sup> , 2022	Final data analysis report submitted to stakeholders in about 3 days after presentation finished

