Next steps, choosing your track

A **case study** is a common way for employers to assess your skills and observe how you would approach a data-related project. For example, you might be asked to clean and analyze a dataset, create a proposal around how to measure the success of a project, or figure out and define success metrics for a given project.

In this course, you will practice working with a case study. You can fulfill the case study requirement through one of two tracks.

Track 1: working with existing questions and datasets	Track 2: choosing your own questions and dataset
Demonstrate job skills for future interviews using a given dataset for analysis.	Create a more flexible portfolio piece about a personal interest that you have.

Track 1 ⬀

If you select Track 1, you can choose from these two options to complete your case study requirement:

- **Case study: Cyclistic bike-share analysis**

This is an opportunity to analyze historical bicycle trip data in order to identify trends. Understanding how casual riders behave differently from riders with paid memberships is important. This analysis will help executives to make decisions about marketing programs and strategies to convert casual riders to riders with annual memberships. Refer to Case Study 1: How Does a Bike-Share Navigate Speedy Success? ⬀ for more details about this case study

- **Case study: Bellabeat product analysis**

This is an opportunity to analyze publicly available fitness tracker data in order to gain insights into how consumers are using these products. Identifying any trends in this data will be key. This will help Bellabeat, a high-tech manufacturer of health-focused products for women, determine marketing strategy in the future. Refer to Case Study 2: How can a wellness company play it smart? ⬀ for more details about this case study.

Track 2 ⬀

If you select Track 2, you must search for a public dataset that focuses on an area of interest to you. Are you interested in housing the homeless? Are you interested in conserving open spaces for public use? Are you interested in figuring out if Bitcoin is a good investment? Track 2 gives you freedom to investigate anything that you like, but it does assume that you will be self-directed to develop your own case study from scratch. You will need to come up with all the requirements for the analysis.

Refer to these resources for additional information before selecting this more advanced track:

- Download Case Study 3: Follow Your Own Case Study Path ⬀: These instructions describe what is involved to select public datasets and the process to create your own case study.

- Resources to explore other case studies ⬀: This reading describes how to browse other case studies for inspiration using Medium, GitHub, Tableau, and Kaggle.

- Exploring public datasets ⬀: This reading provides a list of public dataset sources that you can explore to create your case study. Did you feel excited when you were asked if you were interested in figuring out if Bitcoin is a good investment? This reading includes a link to Bitcoin's historical data on Kaggle.

Mark as completed