case study

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| --- | --- |
| Title |  |
| Industry focus |  |
| Problem statement |  |
| Business task |  |
| Deliverables |  |
| Dataset list |  |
| Dataset License |  |

# Ask

## Guiding questions

* What is the problem you are trying to solve?
* How can your insights drive business decisions?

## Key tasks

* Identify the business task
* Consider key stakeholders

## Deliverable

A clear statement of the business task

# Prepare

## Guided questions

* Where is your data located?

**R**eliable

**O**riginal

**C**omprehensive

**C**urrent

**C**ited

* How is the data organized?
* Are there issues with bias or credibility in this data? Does your data ROCCC?
* How are you addressing licensing, privacy, security, and accessibility?
* How did you verify the data’s integrity?
* How does it help you answer your question?
* Are there any problems with the data?

## Key tasks

* Download data and store it appropriately.
* Identify how it’s organized.
* Sort and filter the data.
* Determine the credibility of the data.

## Deliverable

A description of all data sources used.

# Process

## Guided 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?

## Key tasks

* Check the data for errors.
* Choose your tools.
* Transform the data so you can work with it effectively.
* 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

* Aggregate your data so it’s useful and accessible.
* Organize and format your data.
* Perform calculations.
* 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

* Determine the best way to share your findings.
* Create effective data visualizations.
* Present your findings.
* Ensure your work is accessible.

## Deliverable

Supporting visualizations and key findings

# Act

## Guiding questions

* What is your 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

* Create your portfolio.
* Add your case study.
* Practice presenting your case study to a friend or family member.

## Deliverable

Your top three recommendations based on your analysis