Statement of Work

Data analyst: Abraham Cedeño

Date: 3rd October 2022

Client/Sponsor:

Lily Moreno and the executive team

Purpose:

The goal of this project is to study the historical bike trip data of the different types of Cyclistic clients (casual and members) in the last 12 months to understand how casual and annual members use Cyclistic bikes differently.

The project will compare the bike trips of casual riders with annual members, taking into consideration the data we have available. After making the comparison, the project will study whether there’s a pattern that can show us the reason casual riders opt-in for an annual membership, and what are characteristics these types of riders share.

The final deliverable will be a report with our findings on the behaviors of casual riders, our recommendations on how to resonate with casual members, and which kind of marketing strategy to pursue to increase annual memberships.

Scope / Major Project Activities

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| Activity | Description |
| Data preparing | Analyze the data available deeply to identify whether it could answer the questions we address to reach the goal and conclude if we need to gather more data and from which sources. |
| Data processing | To clean, sort, and filter the data through excel or SQL (the one more suitable for the quantity of data we have). |
| Analyze data and find patterns | To study the patterns to understand what commonalities the clients that opt-in for annual membership share. Also, to find the reason why casual members opt-in for annual memberships. |
| Create recommendations | Create recommendations to pursue a marketing strategy to increase the number of annual memberships. |
| Deliver final report | Deliver final report and recommendations to Lily Moreno, The executive team, and the marketing department. |

The project does not include:

* No historical data older than 2 years will be considered for this project.
* Any data about the behaviors of bikers from other companies are not considered.
* Any areas outside the city of Chicago.

Deliverables

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| Deliverable | Description/ Details |
| Pie charts, bar charts, scatter plots, and other types of visualizations | Data visualizations of the comparison between casual riders and member rider’s metrics. |
| Recommendations | A list of recommendation for a marketing strategy to pursue |
| Final report | A final report detailing:   * A clear statement of the business task. * A description of all data sources used. * Documentation of any cleaning and manipulation of data. * Summary of the analysis, visualizations, and key findings * Top 3 recommendations based on our analysis. |

Schedule Overview / Major Milestones

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| Milestone | Expected Completion Date | Description/ Details |
| Data review | 4/10/22 | Review of all data sources. |
| Data processing | 6/10/22 | Clean, sort and filter of data. |
| Data analysis | 8/11/22 | Initial analysis completed |
| Patterns find | 10/10/22 | Patterns identify among member riders. |
| Visualizations creations | 11/10/22 | Different types of visualizations created |
| Recommendation lists | 12/10/22 | List of recommendations for marketing strategy, including the behaviors of our customers. |
| Final Report | 12/10/22 | Final report detailing all work, analysis, methodologies, and findings. |