

Analysis Stage:

1. How should you organize your data to perform analysis on them?

- The data should be organized in a structured manner, with relevant columns for analysis. In this case, columns like ride ID, rideable type, start and end times, start and end stations, and member type are crucial. A well-defined structure facilitates easy exploration and analysis.

2. Have your data been correctly formatted?

- Yes, the data has been formatted correctly. Date columns were converted to datetime format, and new columns like 'ride_length' were created to provide additional insights.

3. What surprises did you discover in the data?

- Some surprising findings include the variation in ride durations across different days of the week, the dominance of annual members in the total number of rides, and the identification of both popular and less-traveled stations.

4. What trends or relationships did you find in the data?

- Trends and relationships discovered include higher weekend activity, differences in ride durations based on the day of the week, the significant contribution of annual members, and variations in ride counts among different stations.

5. How will these insights help answer your business questions?

- These insights provide a foundation for answering key business questions. Understanding usage patterns and member behaviors helps in tailoring marketing strategies. Identifying popular and less-traveled stations assists in resource allocation and targeted campaigns. The analysis, therefore, directly informs the development of

effective marketing strategies aimed at converting occasional users into annual members, aligning with Cyclistic's business goal.