

Sharing Stage:

1. Were you able to answer the business question?

- Yes, the analysis provides insights into user behaviors, patterns, and station usage, contributing to a foundation for answering the overarching business question: how to convert occasional users into annual members.

2. What story do your data tell?

- The data reveals patterns of bike usage based on days of the week, user types, popular stations, and ride durations. It paints a picture of the varied behaviors of occasional users and annual members.

3. How do these findings relate to your original question?

- The findings directly address the original question by uncovering usage patterns and user behaviors, guiding the development of effective marketing strategies for user conversion.

4. Who is your audience? What is the best way to communicate with them?

- The audience includes Lirio Moreno (Director of Marketing), the cyclic marketing analysis team, and the executive cycling team. Communicating through a detailed presentation, possibly using visualizations, and providing actionable insights would be effective.

5. Can data visualization help you share your findings? Is your presentation accessible to your audience?

- Yes, data visualization can greatly aid in conveying complex patterns and trends. Utilizing charts, graphs, and possibly maps (using tools like Sheets, as done in this case study) can make the presentation more engaging and understandable. Ensuring accessibility, clarity, and relevance in the presentation will enhance its effectiveness for the audience.