

Background

Cyclistic

Business Demand Overview

- Reporter: Lily Moreno / Director of marketing
- Value of change: Increased number of annual members by converting casual into annual
- Necessary systems: Excel, SQL, Power BI,
- Other relevant info: casual users are aware of Cyclistic program and deliberately use them because of the flexibility offered.

User Stories

No	As role	I want to	So that I (user value)	Acceptance criteria
1	Director of marketing	Design marketing strategies	Can convert casual customers into annual	Marketing strategies that appeal to casual users to convert into annual membership
2	Director of marketing	Understand how (different) casual and annual users use the bike	Can compare the habit between casual and annual users	Marketing strategies that appeal to casual users to convert into annual membership
3	Director of marketing	Know how digital media affect marketing	Produce effective marketing strategies	Marketing strategies that appeal to casual users to convert into annual membership

Project roadmap

Item	Remark
1. ASK	
<p>1. How do annual members and casual riders use the bikes? Find any pattern. (question specifically assigned to me)</p> <p>Remember the focus:</p> <ul style="list-style-type: none">■ Annual vs casual■ Classic vs electric	<p>Discover trends/insights based on:</p> <ul style="list-style-type: none">- Time- Days- Locations- Duration <p>Metrics to obtain:</p> <ul style="list-style-type: none">- What is the most popular time of day to rent? (enable drill down to hour)- What is the most popular day to rent?- Which station is the most popular start destination?- Which station is the most popular end destination?- What is the average rental duration?- Which rental is most rented?
2. Why would casual riders buy an annual membership? What are the appealing factors for an annual membership?	For marketing dept.
3. How can Cyclistic use digital media to influence casual riders to become members.	For marketing dept.

2. PREPARE	
Where is the data located?	
How is the data organised?	Data organised in tabular CSV format.
Does the data ROCCC?	Reliable (yes), Original (yes), Comprehensive (yes), Current (yes), Cited (yes)
How am I addressing licensing, privacy, security, and accessibility?	
How did I verify the data integrity?	
Are there any problems with the data?	
3. PROCESS	
The tools I'm going to use for this project	<ul style="list-style-type: none"> Excel will be used for data sorting, cleaning, transformation, and manipulation – free and easy to set up Tableau for visualisation – free
Steps I took to clean the data:	
NULL values for start_station name	rows deleted
NULL values for end_station name	rows deleted
Check for duplicate ride_id	None
Check/Format data type	Most columns had General data type – they all have been changed to appropriate types:
Check for Station ID's consistency	Some ID's do not look similar to others <ul style="list-style-type: none"> - Used Filter to skim through - No issues with different ID formatting - Kept all rows
Data transformation:	Added columns: <ul style="list-style-type: none"> - Start date - Start time - Start hour - Start day period - End date - End time - End hour - End day period - Duration ride (mins)
4. ANALYSE	
How do I organise data for analysis?	<ul style="list-style-type: none"> - Cleaned and sorted data using Excel - Load to Tableau - Check for formatting and geographical roles
Has data been formatted?	Yes
Did I discover anything surprising?	Yes
What trends did I discover?	
How will these insights help answer business questions?	
5. SHARE	
What will I use to share insights?	Tableau dashboard
6. ACT	
Did I discover any insights?	Yes
Will these insights answer business questions?	Yes – insights will inform marketing team