**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 | |
| 1. How do annual members and casual riders use the bikes? Find any pattern. (question specifically assigned to me)  Remember the focus:   * Annual vs casual * Classic vs electric | Discover trends/insights based on:   * Time * Days * Locations * Duration   Metrics to obtain:   * 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. |
| 1. 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? |  |
| 1. PROCESS | |
| The tools I’m going to use for this project | * 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   * Used Filter to skim through * No issues with different ID formatting * Kept all rows |
| Data transformation: | Added columns:   * Start date * Start time * Start hour * Start day period * End date * End time * End hour * End day period * Duration ride (mins) |
| 1. ANALYSE | |
| How do I organise data for analysis? | * 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? |  |
| 1. SHARE | |
| What will I use to share insights? | Tableau dashboard |
| 1. ACT | |
| Did I discover any insights? | Yes |
| Will these insights answer business questions? | Yes – insights will inform marketing team |