

Cyclistic - Case Study 1

Data Analysis Checklist

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ABOUT

Cyclistic, a bike sharing program having 5,800+ bicycles and 600 docking stations, concluded that **annual members**(riders who take annual membership) are much more profitable than **casual riders**(riders who take it for either one ride or for one day). Lily Moreno, director of marketing and my manager believes that maximizing the number of annual members will be key to future growth. **So we are going to analyse understand how annual member and casual riders differ**

TO DO

1. A clear statement of business task.
2. A description of all data sources used.
3. Documentation of any cleaning or manipulation of data.
4. A summary of your analysis.
5. Supporting visuals and key findings.
6. Top 3 recommendations based on findings.

BUSINESS TASK (ASK)

1. From 12 months of bike-sharing data , find out , How do annual members and casual riders use cyclistic bikes differently to Cyclistic executive team and Lily Moreno who are my primary and secondary stakeholders respectively.

DATA SOURCES (PREPARE)

1. 12 months Cyclistic's historical trip data - 1st party data
2. The data has been made available by Motivate International Inc (license : <https://www.divvybikes.com/data-license-agreement>)
3. It is structured data which is organized into rows and columns
4. It obeys ROCCC

CLEANING (PROCESS)

1. Tools I used for this case study is Rstudio
2. Data integrity is ensured by going through any possible error , accuracy and consistency of data
3. I have documented the cleaning Process by a RMD file

ANALYZE

1. The data was organized by week day
2. A trend was found that during weekend there is more casual riders
3. During working days annual members use more
4. So a office going Individuals are mainly using annual membership
5. A presentation was produced to share these findings.

SHARE

1. A presentation was created and presented

ACT

1. Final conclusion is that even though Annual members ride more than casual riders, Casual riders spend more time on bikes and even Casual riders surge during weekends , maybe it will be tourist or anyone for sightseeing the city. So Stakeholders can concentrate on these findings to improve their annual membership