

Scope of Work

Data Analyst: Animesh Yadav

Client/Sponsor:
Cyclistic – Bike Share

Purpose:
The goal of this project is to analyze the bike trip data from Cyclistic Bike Share over the past 12 months to identify patterns and factors affecting the subscription purchasing behavior of riders. The project aims to determine differences in usage patterns between casual riders and premium members, with the objective of converting more casual riders into premium members. This will involve examining ride durations, peak usage times, popular routes, and preferences for bike types among different user groups.

Scope / Major Project Activities:

Activity	Description
Data Collection	Gather bike trip data from Cyclistic's database for the past 12 months.
Data Cleaning	Clean and preprocess the data, handling missing values and creating necessary derived columns.
Data Transformation	Transform data to create new columns for analysis, such as start month, day of the week, etc.
Analysis of Usage Patterns	Analyze differences in usage patterns between casual riders and premium members.

Identification of Key Factors	Identify key factors influencing the conversion of casual riders to premium members.
Creation of Data Visualizations	Create visualizations to illustrate key findings and insights.
Recommendations for Conversion	Develop recommendations for converting casual riders to premium members based on analysis.
Final Report	Compile findings, visualizations, and recommendations into a comprehensive report.

This project does not include:

- Analysis of any data outside the 12-month period specified (before June, 2023).
- Implementing any solutions or recommendations
- Consideration of factors outside the scope of bike trip data (e.g., external economic factors).

Deliverables:

Deliverable	Description/ Details
Data Cleaning Log	Documentation of data cleaning and transformation steps.
Analysis Summary	Summary of analysis, including key insights and trends.
Data Visualizations	Visual representations of key findings (e.g., charts, graphs).
Final Report	Comprehensive report including all analyses, visualizations, and recommendations.

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Data Review</i>	<i>6/7/24</i>	<i>Review and collection of all relevant bike trip data.</i>
<i>Data Cleaning and Transformation</i>	<i>8/7/24</i>	<i>Completion of data cleaning and creation of new columns.</i>
<i>Initial Data Analysis</i>	<i>9/7/24</i>	<i>Initial analysis of usage patterns and key factors.</i>
<i>Visualizations creation</i>	<i>11/7/24</i>	<i>Creation of data visualizations to illustrate findings.</i>
<i>Recommendations Development</i>	<i>12/7/24</i>	<i>Development of recommendations based on analysis.</i>
<i>Final report</i>	<i>13/7/24</i>	<i>Completion and delivery of the final report.</i>

*Estimated date for completion:

July 13, 2024