# Cyclystic Bike-Share

## Data Analyst: Artem Pohribnyi

## Client/Sponsor: Cyclistic executive team

## Purpose:

*We want to assess the business and define the KPIs for further strategy. Goals are to analyze the processes "as is".*

*The goal of this project is to study revenue. The project will identify the top 10 “hotspot” areas of traffic congestion in the city using traffic sensor data. After identifying the top 10 areas, the project will study the causes of congestion in each area, and identify recommendations for reducing congestion at each “hotspot”. Each recommendation should include cost estimates, as well as an estimate of how much congestion each fix will reduce. The final deliverable will recommend the 3 most cost-effective recommendations for reducing congestion, recommending the fixes that will do the most good for the least cost.*

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

| Activity | Description |
| --- | --- |
| Identify the business task |  |
| Consider key stakeholders |  |
|  |  |
|  |  |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

* This project does not include total costs analysis
* Implementing any solutions or recommendations
* No data older than 5 years will be considered in the project

## Deliverables:

*A specific list of things that your project will deliver.*

| Deliverable | Description/ Details |
| --- | --- |
| A clear statement of the business task |  |
| A description of all data sources used |  |
| Documentation of any cleaning or manipulation of data |  |
| A summary of analysis |  |
| Supporting visualizations and key findings |  |
| Top three recommendations based on analysis |  |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| Define key financial metrics of a marketing | *15.05.2023* |  |
| Data Review | *20.05.2023* |  |
| Data analysis | *25.05.2023* |  |
| Recommendations list | *31.05.2023* |  |
| Final report | *31.05.2023* |  |

## \*Estimated date for completion:

*This is my “if all goes well, and I have everything I need, this is when I’ll be done” date.*

May 31, 2021