Capstone Project -  Cyclistic

## **Case Background**

As a junior data analyst working in the marketing analyst team at Cyclistic (a bike-sharing company active in Chicago), I am tasked with understanding how casual riders and annual members use Cyclistic bikes differently. Casual riders consist of customers that purchase single-ride or full-day passes, whereas annual members subscribe yearly for unlimited biking access. The marketing director theorizes that the company's future success depends on maximizing the number of yearly memberships by converting casual riders into annual members. Pending executive approval, my team will be designing a new marketing strategy that pursues this idea.

To inform any decision-making behind Cyclistic's new marketing strategy, the goal of this project will be to uncover and convey actionable insights.

## **Identify the business task**

* Product: bike-sharing geo tracked and network locked bikes across Chicago
* Customer types and revenue model: members (annual subscribers) and casual riders (single-ride and full-day purchasers)
* Competitive advantages: Bicycle variety and pricing flexibility.
* Social Media: digital media can influence casual riders to becoming members.

**key stakeholders**

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| --- | --- | --- |
| **Cyclistic Executive Team** - Compelling, relevant, and straightforward insights to inform data-driven marketing decisions |  |  |
| **Lily Moreno, Director of Marketing** - Evidence to back up her theory and marketing recommendations |  |  |
| **Marketing analytics team** - Uncovering the differences and motivations behind different customer types |  |  |

## **Data sources**

The data we'll be using was extracted from [here](https://divvy-tripdata.s3.amazonaws.com/index.html) with helper dataset downloaded from [here](https://data.cityofchicago.org/Transportation/Divvy-Bicycle-Stations/bbyy-e7gq/data) that will be used to filter out any dirty data in our primary dataset. This data is made available by Motivate International Inc. under this [license](https://www.divvybikes.com/data-license-agreement).

Note that Cyclistic is a fictional entity and Divvy's open data is used for the purpose of this case study.

The data has already been sorted between July 2020 and June 2021. Any filtering that will be applied will exclude significant outliers and instances with errors.

We assume that the data collection process was accomplished with integrity. Furthermore, we move forward with this analysis under the assumption that the data is free of any glaring inaccuracies, bias, and credibility issues. We also assume that the original repository has never been accessed or modified in an unauthorized manner.

## **Recommendations**

* Personalize discounts and show perks in the membership program based on their preferences and riding habits.
* Emphasize the benefits of memberships, including discounts during busy times of the year like during Summer, or on the weekends.
* Have existing members to share their stories about how using Cyclistic's system has changed their life, to create a sense of community, offer a discount if they do so this will help encourage new riders to join the program.