Cyclistic Data Analysis Case Study – Business Task Definition (Ask)

## Main goal

* Understand how casual riders and annual members use Cyclistic bikes differently and design a new marketing strategy to convert casual riders into annual members.

## Main stakeholder

* Lily Moreno: The director of marketing and data analysts’ manager.
* Cyclistic executive team: A notoriously detail-oriented executive team that is going to make the final decision on adoption of our marketing plan.

## Important Facts

* The company is based in Chicago.
* director of marketing believes the company’s future success depends on maximizing the number of annual memberships.
* 5,800 bicycles and 600 docking stations.
* Provides reclining bikes, hand tricycles, and cargo bikes, making bike sharing more accessible.
* about 8% of riders use the assistive options
* about 30% use the bikes to commute to work each day
* The bikes can be unlocked from one station and returned to any other station in the system anytime.
* flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships.
* Single or full-day: casual, annual: Cyclistic member.

## Key questions

* **How do annual members and casual riders use Cyclistic bikes differently? (This is the core question assigned by the manager to answer with the analysis)**
* Why would casual riders buy Cyclistic annual memberships?
* How can Cyclistic use digital media to influence casual riders to become members?

## Deliverables

1. A clear statement of the 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 visualizations and key findings
6. Your top three recommendations based on your analysis
7. A report that includes all deliverables above

## Standard of success

* Find at least 3 trends or relationship
* Come up with 3 recommendations
* Receive feedback of presentation from more than 3 persons

## Project timeline

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name | Description | Est. End Date | Actual End Date | Deliverable(s) |
| Ask | * Summarize business task * Define KPIs * Domain clarification | 21 Sep 2023 |  | A business task statement |
| Prepare | * Making clear of data used * Check data credibility, reliability & integrity. * Raises potential problems with the data * Download data and store it appropriately. * Identify how it’s organized. * Sort and filter the data. | 21 Sep 2023 |  | A description of all data sources used |
| Process | * Check the data for errors. * Do data cleanings * Do data merging * Transform the data to work with it effectively. * Document the cleaning process. | 23 Sep 2023 |  | Documentation of any cleaning or manipulation of data |
| Analyse | * Aggregate data so it’s useful and accessible. * Organize and format data. * Perform calculations. * Identify trends and relationships. | 25 Sep |  | A summary of the analysis |
| Share | * Determine the best way to share the findings. * Create effective data visualizations. * Present the findings. * Ensure the work is accessible. | 26 Sep |  | Supporting visualizations and key findings |
| Act | * Add case study to portfolio * Practice presenting case study | 27 Sep |  | * Top three recommendations based on the analysis * A PowerPoint * A simulated presentation |