A. Data Analyst: Dhandi Yudhit Yuniar

B. Client/Sponsor: Cyclistic Bike-share

C. Audien /Stakeholders and the Expectations:

- Lily Moreno

  The company's future success depends on maximizing the number of annual memberships

- Cyclistic Executive Team

  Marketing strategy to increase annual membership

- The Cyclistic Marketing Analytics Team

Analysis result and report about Cyclistic historical bike trip data

D. Purpose:

Designing a marketing strategy aimed at transforming casual members into annual members and achieving a 40% increase in the number of annual riders over the course of one year. The final outcome will recommend four marketing strategies to enhance the count of annual riders.

E. Ask for helping:

- How do annual members and casual members differ in their bicycle usage?
- What are the key differences between annual members and casual members?
- What are the characteristics of annual members and casual members?
- What is the difference in benefits generated by annual members compared to casual members?
- How many annual members and casual members are there?
- What factors drive casual riders to purchase Cyclistic annual memberships?
- What habits are observed among annual members and casual members?
- How does Cyclistic utilize digital media to influence casual members to become annual members?
- What factors have contributed to the growth of annual members? (specific promotions, product improvements, or others)
- What data is required for the analysis?

F. Business Task:

Analyzing Cyclistic bike trip data to identify trends and habits among both annual riders and casual riders.

G. Scope / Major Project Activities:

No.	Activity	Description
1	Data collecting	Specify the required information for this project and gather the necessary data from the historical records of Cyclistic
2	Data cleaning	Clean the collected data
3	Analyzing the differences between annual riders and casual members.	Conduct an in-depth analysis of the refined dataset to discern the patterns of activity exhibited by both members of Cyclistic bicycles.

4	Validating the findings.	Validating the analysis results regarding cyclists' habits with experts in the field.
5	Designing a marketing strategy.	Develop actionable suggestions for the marketing team on devising an effective marketing campaign informed by the data insights.
6	Deliver the result	Present the outcomes of the data analysis to both the Cyclistic Executive Team and the Director of Marketing.

H. Project limitation:

- The historical data under analysis spans from the January 2022 until December 2022

I. Deliverable:

No.	Activity	Description
1	Exploratory and Data Analysis Report	The EDA Document will include an in-depth examination and graphical representation of distinctions and resemblances in the behavior of both casual riders and annual members.
2	Recommendations and Estimates	A list of recommendations for each quartal
3	Final Report	A conclusive document outlining suggestions, the rationale behind these recommendations, and the means to implement them effectively.

J. Schedule Overview / Major Milestones:

No.	Activity	Expected Completion Date	Description/Details
1	Data Review	08/15/2023	Review of all data sources from the company
2	Process and clean data	08/29/2023	Make new data contain cleaned data
3	Data analysis	09/05/2023	Initial data analysis completed and make EDA document
4	Validation result	09/12/2023	Validating analysis result
5	Recommendation list	09/19/2023	Set a list of recommendation
6	Final report	09/26/2023	A final report detailing all work, analysis, methodologies, and findings.