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 20% increase in the number of annual riders over one year. The final outcome will recommend 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.