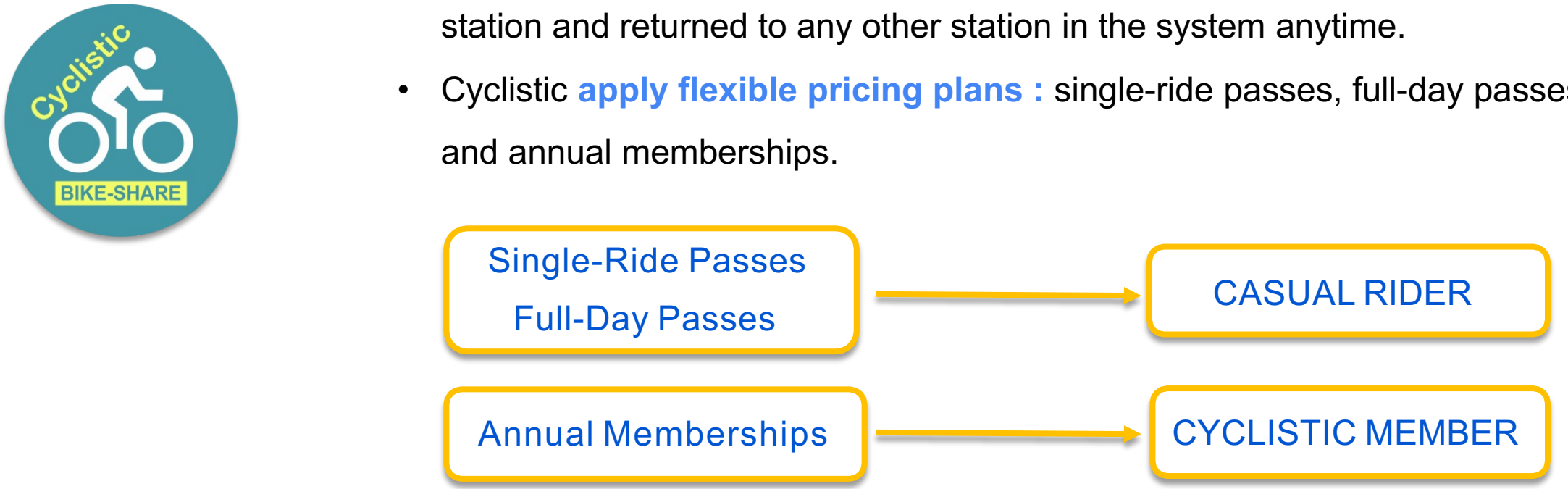
Cyclistic Customer Analysis

About Cyclistic

- **Cyclistic** is a bike-share program that features more than **5,800 bicycles** and **692 docking stations** in Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.
- Cyclistic **apply flexible pricing plans :** single-ride passes, full-day passes, and annual memberships.



Outline

Steps → Output

ASK	→	Scope of Work
PREPARE	→	Raw Data
PROCESS	→	Clean Data
ANALYZE	→	EDA
SHARE	→	Dashboard
ACT	→	Marketing Strategy

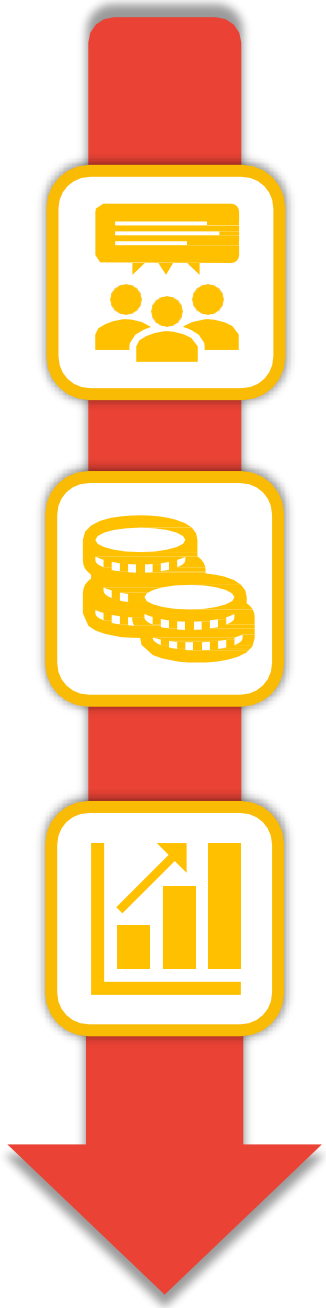
①ASK

Project Stakeholders

1. **CYCLISTIC Executive Team**
   Marketing program recommendation approval

2. **CYCLISTIC Director of Marketing**
   Responsible for bike-share program campaigns
   and initiatives development

Problems



Company want **more profit** to **expand** the business

Annual members are much **more profitable** than casual riders

Annual members will be the key to **company's future growth**.

Project Goal

"Increase the number of Annual members by **at least 10% within the Q2 of the year**, through conversion from casual rider to annual member."

Business Task

"**Analyze** CYCLISTIC **historical bike trip data** to identify the **behavior** of the casual rider and annual member to **enhance** the number of **annual members** through **marketing strategies** to **increase profit** and **grow** the company."

② PREPARE

Data Collection

Data Requirements.

- Bike user time data
- Bike user place data
- Bike station data
- Type of bike used
- User payment type

Scope of Data

One year of historical data from **January** till **March 2023** was used for this analysis

Data Source

Raw data was stored within this website. The data was provided by Google Data Analytics Professional Certificate. This is an open data under this license.

Dataset Overview

1. Raw Data comprises of **3 CSV files**, represent each month bike-share historical data.

2. Total size of the raw data is **130 Mega-Byte**

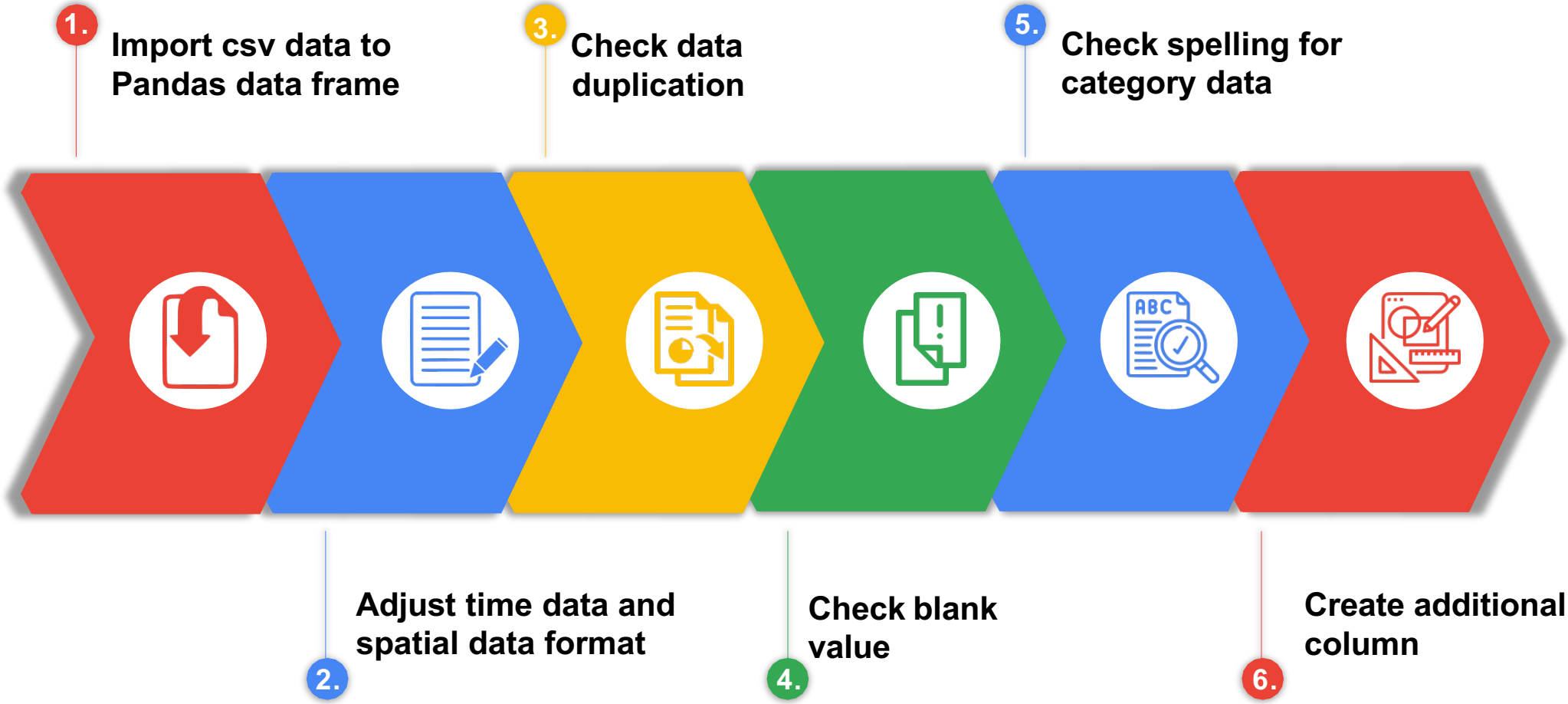
3. Raw Data comprises of 63942 rows, and **13** columns

Raw Data Composition

1. Time Data
   - Started_Time
   - Ended_Time
2. Spatial Data
   - Start_latitude
   - Start_longitude
   - End_latitude
   - End_longitude
3. Category Data
   - Rideable_type
   - Payment_type
4. ID Data
   - Ride_id
   - Start_station_id
   - Start_station_name
   - End_station_id
   - End_station_name

③ PROCESS

DATA CLEANING STEPS



④ ANALYZE

⑤SHARE


⑥
ACT