# Data Analysis Project

## Data Analyst: Pei Tao

## Client/Sponsor: Cyclistic Marketing Department / Director Lily Moreno

## Purpose:

Cyclistic currently has a user base where 70% are casual riders, not opting for annual memberships, leading to a substantial untapped revenue potential. We need a comprehensive analysis of user behavior to uncover the underlying reasons and formulate strategies for a 10% increase in annual membership subscriptions through selected media channels within the next six months.

This data analysis aims to gain business insights from Cyclistic's historical trip data. By identify trends, we gain deeper understandings of our customers' behaviors and preferences, thus supporting marketing efforts to better tailor tactics and strategy to increase annual memberships.

## Scope / Major Project Activities:

*What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.*

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| --- | --- |
| Activity | Description |
|  |  |
|  |  |
|  |  |

## This project does not include:

*Specify the things that this project isn’t responsible for doing (out of scope). For instance, “this project does not involve a summation of 2019 data analysis”*

## Deliverables:

*A specific list of things that your project will deliver.*

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
|  |  |
|  |  |
|  |  |

## Schedule Overview / Major Milestones:

*The expected schedule for the project. This can be defined by milestones (e.g. “all data is cleaned and processed”), periods of time (“Week 1 / Week 2”), or other ways based on the needs of the project.*

|  |  |  |
| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
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|  |  |  |
|  |  |  |

## \*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*