# Case study

## Ask phase

* How annual members and casual riders differ?
* Why casual riders would buy a membership?
* How digital media could affect their marketing tactics?

1. How do annual members and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

You will produce a report with the following 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 finding

6. Your top three recommendations based on your analysis

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| **Case Study Roadmap - Ask** |
| **Guiding questions**   * What is the problem you are trying to solve? How to increase the number of annual memberships by converting casual riders. * How can your insights drive business decisions? |
| **Key tasks**   1. Identify the business task 2. Consider key stakeholders Lily Moreno (Director of Mkt), Analytics Team, Executive team |
| **Deliverable**  A clear statement of the business task |

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| **Case Study Roadmap - Prepare** |
| **Guiding questions**   * Where is your data located? Capstone folder in Google Drive, stored in MS Excel * How is the data organized? Is organized in monthly files from jan to oct 2023 * Are there issues with bias or credibility in this data? [Does your data ROCCC?](https://www.coursera.org/learn/data-preparation/lecture/lHirM/what-is-bad-data) The source seems credible, reliable, objective * How are you addressing licensing, privacy, security, and accessibility? * How did you verify the data’s integrity? * How does it help you answer your question? * Are there any problems with the data? |
| **Key tasks**   1. Download data and store it appropriately. 2. Identify how it’s organized. 3. Sort and filter the data. 4. Determine the credibility of the data. |
| **Deliverable**  A description of all data sources used |