# Data Analysis Project

## Data Analyst: Henry Mosana

## Client/Sponsor: Cyclistic Bike-Share

**Lily Moreno: Director of Marketing**

**Executive Team**

## Purpose:

*The project is for the company Cyclistic Bike-Share based in Chicago. The aim and purpose of the project is to do an analysis on data from previous years; to determine how the company can better understand how their riders use Cyclistic Bike-Share. The riders are divided into casual riders and annual members. It has been established that income from members has made the company profitable. In this data analysis project’s, the goal is to understand how each (casual riders & members) uses the Cyclistic Bike-Share services differently and how casual riders can be turned into members.*

## Business Task:

## Design marketing strategies aimed at converting casual riders into annual members.

## How do annual members and casual riders use Cyclistic Bike-Share differently?

## Why would casual riders buy Cyclistic annual membership?

## How can Cyclistic Bike-Share use digital media to influence casual riders to become members?

## How are the casual riders preferential time and mode of rides, traditional bikes, differ from the members?

## Is location and season a deciding factor on the use of Cyclistic Bike-Share between the casual riders and members?

## Scope / Major Project Activities:

|  |  |
| --- | --- |
| Activity | Description |
| Download and secure data | The data is provided by the company as a primary source. The data analyst will download and save the data provided as csv format. The data will consist of monthly csv data for a period of a year from 2023/09. |
| Data cleaning and processing | The data analyst will clean and process the data. This will be allocated a time frame of about 3 days. |
| Data Analysis and reporting | The data analysis will do an analytical report on the data. The goal will be to determine how casual riders and members use Cyclistic Bike-Share in order to maximize company success and convert a significant number of casual riders into members. |
| Data Report and Recommendation | The data analyst will provide a report with visuals and data to outline recommendations to the company. The recommendation will outline the noted usage of Cyclistic Bike-Share and how the company can use this information in their marketing campaign such as digital marketing and primary goals. |

## 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”*

* This project does not include any financial or sales analysis
* The project will not include summation of data from previous years, the year include will be from 10/2022 – 09/2023
* The project will not include …

## Deliverables:

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

|  |  |
| --- | --- |
| Deliverable | Description/ Details |
| Summary of Analysis | Presentation of the analysis of Cyclistic Bike-Share’s client data. A brief summary on recommendation related to the company’s goals for the project. |
| Key findings | How do casual riders and members use Cyclistic Bike-Share differently?  Why would casual riders buy Cyclistic Bike-Share annual membership.  How can Cyclistic Bike-Share use digital media to influence casual riders to become members |
| Supporting Visualizations | Presentation of data visuals: dashboard |

## Schedule Overview / Major Milestones:

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| --- | --- | --- |
| Milestone | Expected Completion Date | Description/Details |
| *Data Preparation and Processing* | *Friday* | *Data loaded and cleaned* |
| *Data Analysis and visualization* | *Tuesday* | *Data analysis and visualization* |
| *Share and Act* | *Friday* | *Report compilation and presentation* |