

Introduction

Case Study: How Does a Bike-Share Navigate Speedy Success?

As a junior data analyst, I was a part of a marketing analyst team at Cyclistic, a fictional bike-share company from Chicago. My task was to assist my team to better understand how annual members and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics.

To complete my task successfully, I used six data analysis phases including: Ask, prepare, process, analyze, share, and act.

Statement of the business task:

Conduct a comprehensive analysis and comparative assessment of the usage patterns demonstrated by Cyclistic bike company's annual members and casual customers, aiming to discover disparities in their behavioral characteristics and preferences.

Key Stakeholders:

1. Lily Moreno - Director of Marketing and the manager of the junior data analyst team. She is responsible for developing campaigns and initiatives to promote the bike-share program.
2. Cyclistic Marketing Analytics Team - The team of data analysts responsible for collecting, analyzing, and reporting data to guide Cyclistic marketing strategy.
3. Cyclistic Executive Team - The detail-oriented executive team who will ultimately decide whether to approve the recommended marketing program.
4. Cyclistic Users - The customers who use the bike-share program and whose behavior and preferences will be analyzed to design a new marketing strategy to convert casual riders into annual members.

Dataset: The data for this study was made available by Motivate International Inc. <https://divvy-tripdata.s3.amazonaws.com/index.html>