Cyclistic Project Executive Summary

Overview

This project seeks to grow Cyclistic's customer base by understanding bicycle usage in New York City.

The Problem

Cyclistic wants to grow their customer base by understanding how bicycles are used across New York City. Cyclistic's Customer Growth Team required insights into trip patterns across bike stations, demand, biker behaviour, and congestion at each bike station.

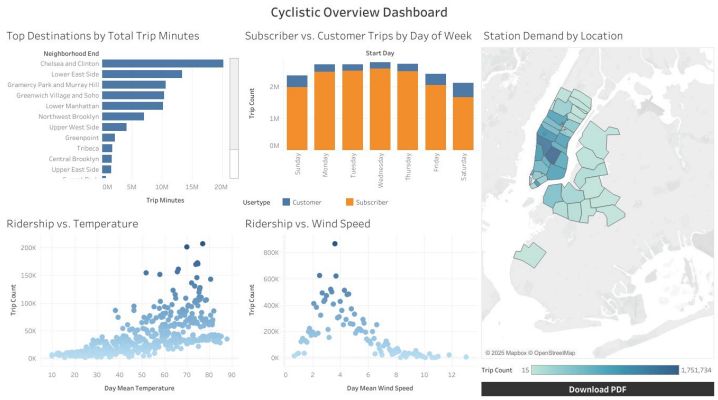
The Solution

These mention insights will support the data-driven Cyclistic business plan and potential expansion of bike stations in high-demand areas across New York City.

Details

Keys to success

- Secure all data approvals, gather/clean datasets and ensuring the accuracy and completeness.
- Incorporate feedback during visualization drafting and the final review to guarantee the dashboard meets their specific needs and user journeys..updated in real time by all agencies.
- The dashboard must present at least five required visualizations clearly.



Results Summary

The Cyclistic project successfully delivered a dashboard, exceeding stakeholder requirements with seven key visualizations. This dashboard consistently provides crucial insights into trip patterns, demand, and user behavior, fully adhering to accessibility standards for all users.

Reflections/ Next Steps

- The comprehensive insights gleaned from the dashboard on trip patterns, demand, and user behavior will directly inform Cyclistic's strategic business plan.
- The clear visualizations of station demand and congestion will enable data-driven decisions on potential bike station expansion in high-demand areas across New York City.
- By understanding seasonal trends and user behavior, Cyclistic can optimize bike distribution and marketing efforts, leading to increased customer engagement and growth.
- Regularly incorporate updated trip data (monthly, as per Tessa Blackwell's user journey) and refine the data model to ensure the dashboard remains current and reflects the latest trends.