Scope of work

Client/Sponsor:

Lily Moreno and the Cyclist marketing analytics team

Background:

Cyclistic is the bike-share company located in Chicago which provides different kinds of bikes, including regular bicycles, tricycles and also bikes for disabilities. The company offers currently three options on its pricing plans: single-ride passes, full-day passes, and annual memberships. The first two are considered casual riders, whereas the last are Cyclistic members.

Purpose:

The marketing director believes that maximizing the number of annual memberships will also maximize the company's profit, and rather than targeting the new customers, he aims to attract the casual riders to become annual members.

Scope / Major Project Activities:

Activity	Description
Data collection	Download the last 12 months data and merge them
Find the difference between annual members and casual riders	Find the pattern of annual members and casual riders individually and compare them
Identify the cause of buying annual memberships	Study annual members to find the reason why they could be buying annual memberships
Create Recommendations	Provide recommendations to attract casual riders to become members

This project does not include:

- How to increase total number of bike users
- No analysis from data older than 12 months

Deliverables:

Deliverable	Description/ Details
A business task statement	It includes all the business tasks, deliverables, and milestones
Changlog	A documentation of every step of cleaning data
A report of analysis	A report contains the pattern of the annual members and casual riders, and the comparison between them
Visualization	All visualizations from analysis
Recommendations	Recommendations on how to increase the number of annual members from casual riders

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
Data cleaning	*8/11/2023*	*Validate data and fill missing values*
Data exploration	*8/13/2023*	*Explore data to be familiar with data and have a basic understanding*
Data analysis	*8/16/2023*	*Data analysis*
Report of analysis	*8/20/2023*	*A report which mainly focuses on the analysis of annual members and casual riders*

*Estimated date for completion:

8/20/2023