# Cyclistic Marketing Analysis

## Data Analyst: Joseph G.

## Client/Sponsor: DoM Lily Moreno and Cyclistic Executive Team

## Purpose:

Cyclists, a successful bike-sharing service provider launched in 2016, has over 5,800 geo-tracked bicycles locked into a network of just under 700 bike stations. The company is proud to offer a way to set itself apart with multiple inclusive assistive options for those with disabilities and those who can’t use a standard two-wheeled bike. These offerings include reclining bikes, hand tricycles, and cargo bikes. Some key figures related to the use of Cyclistic bikes would be that around 8% of riders use the aforementioned assistive options and around 30% of all riders use the bikes to commute to work.

As per the DoM’s suggestion and the confirmation from Cyclistic’s finance analysts, Cylistic’s future growth and profitability will reside in its ability to convert casual users (purchasers of single-ride or full-day passes) of the network into annual members. To do so, the marketing analytical team will seek to ask pertinent questions related to Cyclistic bikes’ use by casual riders and those with an annual membership.

Finding patterns and data-driven insights will help uncover what **differentiates** both categories of bike users and marketing strategy recommendations to deploy to enable successful conversions of casual riders into annual members. The Cyclistic Executive Team will assess those recommendations before pursuing the most suitable one.

To design marketing strategies aimed at converting casual riders into annual membership holders, DoM Lily Moreno and her team are interested in analyzing the Cyclistic historical bike trip data to identify trends. This will enable the team to answer further questions about whatdifferentiates both categories of bike users, why casual riders would buy a membership, and how digital media could affect their marketing tactics.

Scope / Major Project Activities:

| Activity | Description |
| --- | --- |
| Data collection | Collect data from Cyclistic historical bike trip records to identify trends (Internal Data is provided). |
| Data processing | 1. Cleaning, validating, and reorganizing the data and handling data integrity issues such as missing values and duplicate entries. 2. Documentation of any cleaning or manipulation of data. |
| Analyze the data | Analyze the data to find useful information about how annual members and casual riders differ in Cyclistic bike use. |
| Share Reports | Insights gleaned from the data will be presented and shared in three major formats:   1. Summary of the analysis 2. Supporting visualizations and key findings 3. Top three recommendations based on the analysis   A detailed report detailing the three recommendations will be sent to the Cyclistic Executive team for further assessment. |

## This project does not include:

* Suggesting or designing new bikes for Cyclists
* Analysis of trip data for more than 12 months
* Marketing strategies aimed at the broader public
* Assessing the financial data related to both categories of users
* Enacting a given recommendation before the Cyclistic Executive team's approval
* Market research and analysis involving competitors’ data
* Safety and compliance recommendations for all bike users

## Deliverables:

| Deliverable | Description/ Details |
| --- | --- |
| Summary of the analysis | A presentation detailing a summary of the analysis and key findings. |
| Supporting visualizations and key findings | All relevant visuals are needed to support the analysis and make the insights readily available and accessible to the audiences. |
| Top three recommendations based on the analysis | A report containing three recommendations for marketing strategies. These strategies may include digital media and other alternative marketing mediums. |

## Schedule Overview / Major Milestones:

| Milestone | Expected Completion Date | Description/Details |
| --- | --- | --- |
| Collect the Data | *16/10/2024 (1 day)* | *Collect all the data necessary from the Cyclisitc.* |
| *Clean Data* | *18/10/2024 (2 days)* | *Clean data and handle data integrity issues* |
| *Processed and Analyzed the Data* | *19/10/2024 (1 day)* | *Reorganize, analyze the data, and generate visuals and summaries with the results.* |
| *Share the Results.* | *20/10/2024 (1 day)* | *Analysis summary, visuals, and recommendations will be shared with relevant stakeholders.* |

## \*Estimated date for completion:

**21 October 2024**