

Cyclistic Case Study

Data Analyst: Kenny Thanh Tran

Client/Sponsor: Cyclistic

Key stakeholders:

- Lily Moreno (Project Manager)
- Executive team (approves marketing program)
- Analytics team (conducts analysis, creates marketing program)

Purpose:

Discover how annual members and casual riders use Divvy bikes differently and provide insight into a marketing strategy to convert casual riders to annual members.

Scope / Major Project Activities:

Activity	Description
Gather data	2021 Data: https://divvy-tripdata.s3.amazonaws.com/index.html
Clean data	<ol style="list-style-type: none">1. Decide which columns are important2. Remove blanks and erroneous data points
Analyze data	Merge monthly data into quarters, then into a full-year view, conduct descriptive analysis (averages, percentages, etc.)
Visualize and share data	<ol style="list-style-type: none">1. Create dashboard2. Create presentation3. Write report
Act	Determine next steps, give ideas and recommendations on marketing strategy

This project does not include:

- Data other than from 2021
- Data from outside of Divvy's operation area (Chicago)
- Creating advertisements

Deliverables:

Deliverable	Description/ Details
Dashboard	Tableau
Presentation	Google Slides
Report	PDF

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Data is cleaned</i>	<i>February 28</i>	
<i>Data is analyzed</i>	<i>February 28</i>	
<i>Deliverables finished</i>	<i>February 28</i>	

*Estimated date for completion: March 1, 2022