GOOGLE DATA ANALYTICS CERTIFICATION

COURSE BY

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# INTRODUCTION

The following project is based on the Capstone Case Study supplied by the Google Data Analytics Certification hosted in Coursera.

## SCENARIO

You are a junior data analyst working in the marketing analyst team at Cyclistic, a bike-share company in Chicago. The director of marketing believes the company’s future success depends on maximizing the number of annual memberships. Therefore, your team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, your team will design a new marketing strategy to convert casual riders into annual members. But first, Cyclistic executives must approve your recommendations, so they must be backed up with compelling data insights and professional data visualizations.

## ABOUT THE COMPANY

In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Until now, Cyclistic’s marketing strategy relied on building general awareness and appealing to broad consumer segments. One approach that helped make these things possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.

Cyclistic’s finance analysts have concluded that annual members are much more profitable than casual riders. Although the pricing flexibility helps Cyclistic attract more customers, Moreno believes that maximizing the number of annual members will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, Moreno believes there is a very good chance to convert casual riders into members. She notes that casual riders are already aware of the Cyclistic

program and have chosen Cyclistic for their mobility needs.

Moreno has set a clear goal: Design marketing strategies aimed at converting casual riders into annual members. In order to do that, however, the marketing analyst team needs 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. Moreno and her team are interested in analyzing the Cyclistic historical bike trip data to identify trends.

# PHASE 1: ASK

**What is the problem you are trying to solve**?

**A/** Trying to find a way to move make casual riders into annual riders by understanding their main attributes and differences, using a collected data that requires to be cleaned and analyzed.

**How can your insights drive business decisions?**

**A/** By better understanding with historic data how these two types of costumers differ, we will get a better chance at determining the best strategy for the future of the business and make a more informed and productive decision based on facts.

**BUSINESS TASK**

Determine how casual riders and annual riders differ from each other based on our historic data of twelve months.

## PHASE 2: PREPARE

**Where is your data located?**

Data is located in a web server on different zip files, each containing our dara

**How is data organized?**

It’s stored in different zip files, each containing a CSV file by each month of cycling information