Cyclistic Bike-Share Analysis Statement of Work

Data Analyst: Chih-Chung Wuo (on behalf of Cyclistic's marketing analytic team)

Stakeholders:

Director of Marketing Lily Moreno, Cyclistic marketing analytics team, and Cyclistic executive team.

Purpose:

To understand how casual riders and annual members use Cyclistic bikes differently so the marketing team can make data driven decisions on their marketing strategies to get more casual riders to sign up Cyclistic annual membership.

Scope / Major Project Activities:

Activity	Description
Provide analysis on cycling trip data to showcase difference between casual and member riders	Using data analytic process of Ask, Prepare, Process, Analysis, Share, Act to analysis 2022 Cyclistic rider's trip data to find out how casual riders and member riders use Cycstic' bike sharing program differently.
Provide more insight into why casual riders would buy Cyclistic memberships	This will require analysis into reasons why riders would prefer one pricing option over other pricing options. Likely we will need to analyze Cyclistic's current pricing model which is additional data we will need to obtain from the data source.
Make recommendations on what the marketing team can do on their next marketing event to help convert casual riders into members	Without rider details (i.e. demographics info removed due to privacy requirement), we will have to focus on benefits on the options we provide to riders.

This project does not include:

My analysis as part of this project will only include one of the 3 questions stakeholders would like to solve which is "How do annual members and casual riders use Cyclistic bikes differently?"

Deliverables:

Deliverable	Description/ Details
A clear statement of the business task	A statement of work which is the document you are currently reading.
A description of all data sources used	Cite where we receive data and provide traces for stakeholder to see the

	credibility of the data.
Documentation of any cleaning or manipulation of data	A changelog of each of the steps we take to transform, load, and analyze the data.
A summary of my analysis	This is where we will show complete logic where we get the result of our analysis in both simple plain English and technical coding details that other team members or 3rd independent parties can be invited to audit.
Supporting visualizations and key findings	Showing graphs to demonstrate various aspect of the relations and trends with the rider data to help eventually conclude what we discovered with the data showing differences between casual riders and members.
My top three recommendations based on my analysis	Give 3 recommendations that stakeholder can act on.

Schedule Overview / Major Milestones: Work to commence on January 06, 2023.

Milestone	Expected Completion Date	Description/Details
Review project detail to truly understand stakeholder needs on this project	*Week 1*	*This is to ensure we will be more efficient and not wasting time on data/metrics that we do not need to analyze*
Checking data source credibility, privacy requirement, data security and ensure that data we will work with is valid.	*Week 1*	*This is to ensure data itself is the correct one we work with.*
Deciding what tools we will use for our analysis and transform/clean data so we can make it ready for analysis and load the data into chosen tools.	*Week 1*	*Data may not be clean i.e. such as empty fields, duplicate data etc. that we will first need to correct/remove before we can perform our analysis.*
Provide a summary of analysis	*Week 2/3*	*Organize data, perform calculations, visualize data so trends and relationships within the data can be identified.*
Presenting to stakeholders of our findings	*Week 4*	*Answers stakeholder questions,* "How do annual members and casual riders use Cyclistic bikes differently?"
Provide our top 3 recommendations based on our analysis	*Week 4*	*Help provide possible solutions based on our analysis and stakeholders can use to achieve their goal of making casual riders pay to become annual members.*

*Estimated date for completion:

If all goes well, the project should be completed by January 24, 2023.