

## Cyclistic Bike-Share Case Study

**Data Analyst:** Manishka Gautam

**Client/Sponsor:** Lily Moreno (Digital Marketing Officer at Cyclistic)

**Purpose:**

*The purpose of this project is to analyze the bike-share data from Cyclistic, a Chicago-based bike-share company, to understand the differences in usage between casual riders and members. The primary goal is to identify patterns and insights that can inform marketing strategies to increase member subscriptions while improving user experience*

**Scope / Major Project Activities:**

Activity	Description
Data Collection	Collected trip data for 2025
Data Cleaning & Processing	Removed duplicates, null values and erroneous data
Data Exploration	Performed exploration to understand ride patterns, duration and demographics
Data Visualization	Created visual representation to identify trends and patterns
Data Interpretation	Analyzed charts to generate business insights and recommendations

**This project does not include:**

- Any analysis of data outside the year 2025 and the data has been recorded till March, 2025 only.
- Direct implementation of proposed strategies.
- Financial forecasting or budgeting for proposed marketing strategies.

Deliverables:

Deliverable	Description/ Details
Cleaned Dataset	A refined version of the raw data, free from duplicates and errors.
Data Visualizations	Charts and maps showcasing trends in ride patterns and user behavior.
Final Report	An in-depth report highlighting key findings, insights, and recommendations to increase membership subscriptions.

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Data Cleaning Completed</i>	<i>2025-05-05</i>	<i>All irrelevant and faulty data removed; clean dataset created.</i>
<i>Data Analysis Completed</i>	<i>2025-05-06</i>	<i>Conducted comprehensive analysis using SQL and Tableau.</i>
<i>Visualizations Created</i>	<i>2025-05-07</i>	<i>Generated various charts and maps to visualize ride data.</i>
<i>Final Report Completed</i>	<i>2025-05-08</i>	<i>Documented insights, analysis, and recommendations in a detailed report.</i>

\*Estimated date for completion:

*This is my “if all goes well and I have everything I need, this is when I’ll be done” date.*

May 7, 2025