Case Study Roadmap

| Title | Maximizing the company’s profit by maximizing the annual membership |
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| Industry focus | Increasing profit by increasing annual memberships |
| Problem statement | Dive deep into concepts of data analytics to understand how casual riders and annual members use Cyclistic bikes differently, and use the knowledge to increase annual memberships among casual riders. Design marketing strategies aimed at converting casual riders into annual members. |
| Business use case | 1. How do annual members and casual riders use Cyclistic bikes differently? 2. Will increasing the annual memberships among casual riders will be profitable 3. What can be done to increase the number of annual memberships among Casual riders |
| Goals/metrics | Deliverables |
| Deliverables | 1. You will produce A clear statement of the business task 2. A description of all data sources used 3. Documentation of any cleaning or manipulation of data 4. A summary of your analysis 5. Supporting visualizations and key findings 6. Your top three recommendations based on your analysis |
| Are datasets available? | Yes |
| Tools | BigQuery SQL workspace, Spreadsheets, Tableau |
| Websites to scrape the data needed | Link to data: <https://divvy-tripdata.s3.amazonaws.com/index.html>  Licenese: <https://ride.divvybikes.com/data-license-agreement> |