Divvy Bike Case Study Analysis

(This is a fictional situation for me to conduct my case study)

Data Analyst: Nguyen Dai Minh

Client/Sponsor: Divvy director of marketing, Divvy marketing analytics team and executive teams

Purpose:

Write a brief description of why this project is happening below. Why is this project happening? What are the goals?

Divvy since 2013 has been a bike-share company in Chicago which currently has 10502 geotracked and 800 stations across Chicago. The director believes the company's future success depends on maximizing the number of annual memberships, therefore, the director of marketing has set goals to define the marketing strategy aimed at converting casual riders into annual members. The goals of this analysis is to understand how annual members and casual riders use Divvy bikes differently, what annual members and casual riders have in common regarding their cycling habits, why would casual riders buy Divvy annual memberships, in what aspects can Divvy improve their bike sharing program to attract more memberships and how canDivvy use digital media to influence casual riders to become members.

Business task:

How do annual memberships and casual riders use Divvy bikes differently ?

Key stakeholders:

Divvy director of marketing.

Scope / Major Project Activities:

What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.

Activity	Description
Data Collection	Collect and combine data from Azure divvy-tripdata from January to March 2024
Identify key differences	Analyze behavior riders to spot differences in how casual and annual riders use the program
Identify the causes	Study the behavior of both types of riders to figure out what are the causes for this discrepancy
Create recommendations	Generate some recommendations to attract more memberships to the company and convert casual riders into annual memberships riders.

This project does not include:

Specify the things that this project isn't responsible for doing (out of scope). For instance, "this project does not involve a summation of 2019 data analysis"

- This project does not include other business task other than the one listed above
- This project does not include implementation of recommendations or solutions
- This project does not include data older than 2024

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Statement	A clear statement of the business task
Data Description	A description of all data sources used
Data Documentation	Documentation of any data cleaning and manipulation
Analysis Summary	A summary of analysis

Visualizations and key findings	Supporting visualizations and key findings
Top three recommendations	3 recommendations for converting casual riders into members
Final report	A report that includes everything listed above