# 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 |