**Google Data Analytics Certificate**

**Capstone Project**

**Case Study: How Does a Bike-Share Navigate Speedy Success?**

As a junior data analyst, I was a part of a marketing analyst team at Cyclistic, a fictional bike-share company from Chicago. My task was to assist my team to better understand how annual members and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics.

To complete my task successfully, I used six data analysis phases including: Ask, prepare, process, analyze, share, and act.

**Statement of the business task:**

Conduct a comprehensive analysis and comparative assessment of the usage patterns demonstrated by Cyclistic bike company’s annual members and casual customers, aiming to discover disparities in their behavioral characteristics and preferences.

**Key Stakeholders:**

1. Lily Moreno - Director of Marketing and the manager of the junior data analyst team. She is responsible for developing campaigns and initiatives to promote the bike-share program.

2. Cyclistic Marketing Analytics Team - The team of data analysts responsible for collecting, analyzing, and reporting data to guide Cyclistic marketing strategy.

3. Cyclistic Executive Team - The detail-oriented executive team who will ultimately decide whether to approve the recommended marketing program.

4. Cyclistic Users - The customers who use the bike-share program and whose behavior and preferences will be analyzed to design a new marketing strategy to convert casual riders into annual members.

**Dataset:** The data for this study was made available by Motivate International Inc. <https://divvy-tripdata.s3.amazonaws.com/index.html>