

Case Study on Divvy Bike-Share

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| Title | Analyzing Cyclistic historical bike trip data to identify trends |
| Industry Focus | Marketing |
| Problem Statement | Deep dive into key data analytics concepts to maximize the number of annual memberships |
| Business use case | 1. Discovering how do Annual members and Casual riders use Cyclistic bikes differently. |
| Goals / Metrics | Design marketing strategies aimed at converting casual riders into annual members |
| Deliverables | <ol style="list-style-type: none">1. A clear statement of the business task.2. A description of all data sources used3. Documentation of any cleaning or manipulation of data4. A summary of your analysis5. Supporting visualizations and key findings6. Your top recommendation based on your analysis |
| Are datasets available? | Yes |
| Dataset list | The dataset can be downloaded from the link given in the below section |
| Websites to scrape the data needed | Index of bucket "divvy-tripdata" |