**Module 2 Individual Assignment – Divvy Case Study**

William Kelly

MBA 562

**Instructions**

Your challenge is to play the role of a Divvy analyst as part of the [Divvy Case Study](https://artscience.blog/home/divvy-dataviz-case-study) written by Professor Hartman.

The assignment must be completed individually. The material you produce individually will then be shared with your group in module 4 where you will collectively create a compelling data visualization that helps answer a critical question for Divvy’s marketing program.

1. Your first step will be to create a plan for a data story by submitting a report that features a structurally sound pyramid (i.e., adheres to the Minto Pyramid Principle rules discussed in the module).
2. After drawing a pyramid structure and Situation, Complication, Question (SCQ) introduction lines, create a plan for your analysis by filling in the boxes of your pyramid structure. Your plan should include a hypothesis, at least three key questions for analysis, and at least three pieces of data and sources for those data for each key question. Your plan will be constructed most efficiently using the Minto “Top-Down” approach and incorporating clues provided in the case study (i.e., What is Lindsay Silk-Kremenak’s hypothesis? What key questions has she discussed with the team?).  By doing so, your pyramid will expand on the following generic form:

S: What is the situation? The situation is to increase the Divvy annual membership thereby increasing revenue.

Hypothesis

(Objective/Predicate)

To generate increased revenue, we must convert casual riders to annual members

Divvy time usage per rider type (DIVVY SYSTEM DATA)

Divvy app usage over time (DIVVY SYSTEM DATA)

Trip distance over time per membership

(DIVVY SYSTEM DATA)

Divvy online search volume (GOOGLE TRENDS)

FB Divvy Page Likes (FACEBOOK AUDIENCE INSIGHTS)

Divvy tweet traffic (TWEET REACH)

Divvy station locations to target traffic

(DIVVY BICYCLE SYSTEM)

Rider type based on amount of time used

(DIVVY SYSTEM DATA)

Online annual membership search traffic (GOOGLE TRENDS)

Key question A

**What** ways do members and casual riders use Divvy bikes differently?

Key question B

**How** can Divvy use digital media to influence casual riders to become members?

Key question C

**Why** would casual riders buy Divvy annual memberships?

C: What is the complication? The complication is data privacy restrictions while maximizing the number of annual Divvy members.

Q: Identify the question that you are answering. How can we convert casual riders into annual members to increase revenue?