**Business Task**: to understand how casual riders and annual members use Cyclistic bikes differently. This understanding will help the team design a new marketing strategy to convert casual riders into annual members, ultimately maximizing the number of annual memberships.

**Data sources:** Lyft Bikes and Scooters, LLC (“Bikeshare”) operates the City of Chicago’s (“City”) Divvy bicycle sharing service. Bikeshare and the City are committed to supporting bicycling as an alternative transportation option. As part of that commitment, the City permits Bikeshare to make certain Divvy system data owned by the City (“Data”) available to the public. Made available by Motivate International Inc.

**Problem to solve:** how to increase the number of annual memberships at Cyclistic.

**How can my insights drive business decisions?** Understanding the differences between casual riders and annual members will help me design a targeted marketing strategy to convert casual riders into annual members, ultimately increasing the profitability of the bike-share program.

Stakeholders: **Cyclistic Executives, Lily Moreno (Director of Marketing), Cyclistic Marketing Analytics Team, Finance Analysts**