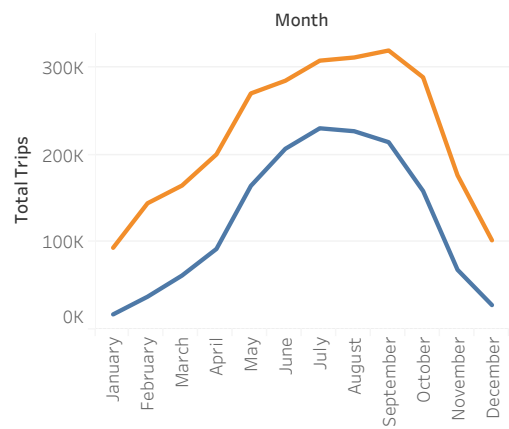
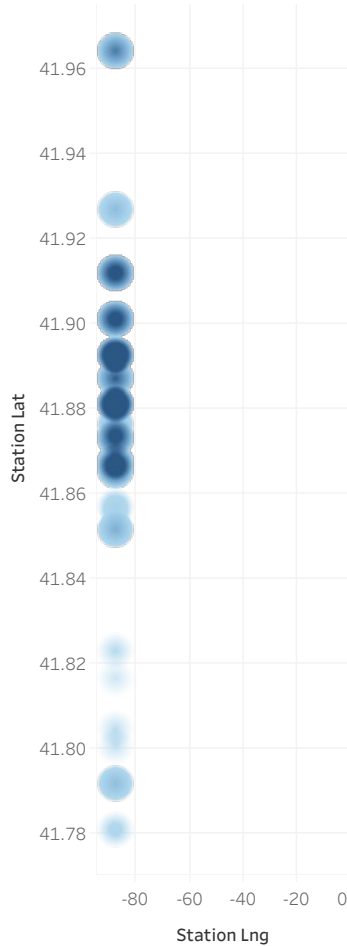


Cyclistic Marketing Strategy..

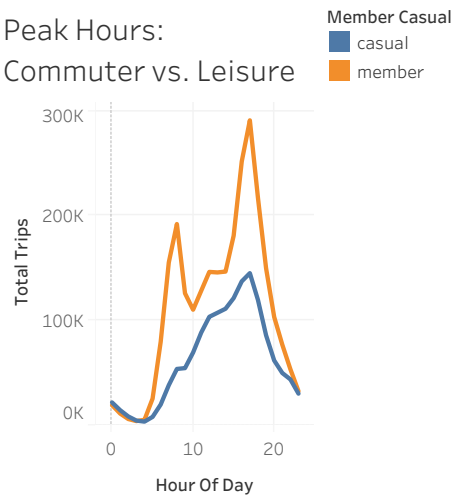
Seasonality: Summer Spike



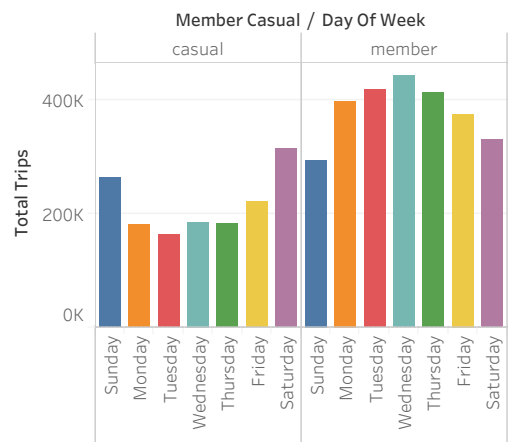
Hotspots



Peak Hours: Commuter vs. Leisure



Weekly Routines



Ride Duration: Casuals Ride Longer

