

Cyclistic Bike-Share: Business Task Statement

Objective

To analyze historical bike trip data to understand how annual members and casual riders use Cyclistic bikes differently. The ultimate goal is to use these insights to design a new marketing strategy to convert casual riders into annual members, thereby maximizing the number of annual memberships and ensuring future growth.

Scope

The task focuses on answering the primary question: "How do annual members and casual riders use Cyclistic bikes differently?". The analysis will utilize the previous 12 months of Cyclistic's historical trip data. The analysis is limited by data-privacy issues, which prohibit the use of personally identifiable information to connect pass purchases with individual riders. Questions regarding *why* casual riders would buy memberships or *how* to use digital media are outside the scope of this specific task.

Deliverables

The final output will be a report that includes:

- A clear statement of the business task.
- A description of all data sources used.
- Documentation of any data cleaning or manipulation.
- A summary of the analysis.
- Supporting visualizations and key findings to effectively communicate insights to the executive team.
- Top three recommendations based on the analysis.

Timeline

- **Start Date:** May 27, 2025
- **End Date:** June 3, 2025

Stakeholders

- **Lily Moreno:** The director of marketing and manager of the project. She is responsible for developing campaigns to promote the bike-share program.
- **Cyclistic Marketing Analytics Team:** The team the junior data analyst is a part of, responsible for collecting, analyzing, and reporting data to guide marketing strategy.
- **Cyclistic Executive Team:** The detail-oriented team that will decide whether to approve the recommended marketing program based on the analysis.