

# Cyclistic Case Study Summary

## Business Task:

Analyze differences in ride behavior between Cyclistic members and casual riders to help convert more casuals to annual members.

## Key Findings:

- Members ride more frequently on weekdays (commuting)
- Casual riders take longer trips on weekends (leisure)
- Ride length: Casual users average ~3x longer rides

## Recommendations:

1. Promote memberships on weekends through digital ads and app banners
2. Offer free trials or discounts after 3 casual rides
3. Emphasize cost/time savings for daily commuters

## Deliverables:

- Cleaned dataset
- Excel analysis
- Word report
- PowerPoint deck
- This PDF summary