Case Study: Bike-Share Navigation

Scenario

I am a junior data analyst working in the marketing analyst team at Cyclistic, a bike-share company in Chicago. The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, our team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, our team will design a new marketing strategy to convert casual riders into annual members. But first, Cyclistic executives must approve our recommendations, so they must be backed up with compelling data insights and professional data visualizations.

Characters and teams

1. **Cyclistic:** A bike-share program that features more than 5,800 bicycles and 600 docking stations. Cyclistic sets itself apart by also offering reclining bikes, hand tricycles, and cargo bikes, making bike-share more inclusive to people with disabilities and riders who can't use a standard two-wheeled bike. The majority of riders opt for traditional bikes; about 8% of riders use the assistive options. Cyclistic users are more likely to ride for leisure, but about 30% use them to commute to work each day

2. **Lily Moreno:** The director of marketing and your manager. Moreno is responsible for the development of campaigns and initiatives to promote the bike-share program. These may include email, social media, and other channels.

3. **Cyclistic marketing analytics team:** A team of data analysts who are responsible for collecting, analyzing, and reporting data that helps guide Cyclistic marketing strategy.

4. **Cyclistic executive team:** The notoriously detail-oriented executive team will decide whether to approve the recommended marketing program

Dataset

I will use Cyclistic's historical trip data to analyze and identify trends. Please find the previous 12 months of Cyclistic trip data here. The datasets have a different name because Cyclistic is a fictional company. For the purposes of this case study, the datasets are appropriate and will enable you to answer the business questions. The data has been made available by Motivate International Inc. under this license.

Three questions will guide the future marketing program:

1. How do annual members and casual riders use Cyclistic bikes differently?

2. Why would casual riders buy Cyclistic annual memberships?