**PROJECT WORK**

Cyclistic is a bike-share company based in Chicago with two types of customers. Customers who purchase single-ride or full-day passes are known as **casual riders**, while those who purchase annual memberships are known as **members**. Cyclistic’s financial analysts have concluded that annual members are much more profitable than casual riders. The director of marketing believes the company’s future success depends on maximizing the number of annual memberships.

The marketing analytics team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, the team will design a new marketing strategy to convert casual riders into annual members. The primary stakeholders for this project include Cyclistic’s director of marketing and the Cyclistic executive team. The Cyclistic marketing analytics team are secondary stakeholders.

## Defining the problem

The main problem for the director of marketing and marketing analytics team is this: Design marketing strategies aimed at converting Cyclistic’s casual riders into annual members. There are three questions that will guide this future marketing program. For my scope on this project, I will anlyze the first question:

1) How do annual members and casual riders use Cyclistic bikes differently?  
2) Why would casual riders buy Cyclistic annual memberships?  
3) How can Cyclistic use digital media to influence casual riders to become members?

By looking at the data, we will be able to first get a broad sense of certain patterns that are occurring in the two different groups. Understanding the differences will provide more accurate customer profiles for each group. These insights will help the marketing analytics team design high quality targeted marketing for converting casual riders into members. For the Cyclistic executive team, these insights will help Cyclistic maximize the number of annual members and will fuel future growth for the company.

## **Business task**

### Analyze historical bike trip data to identify trends in how annual members and casual riders use Cyclistic bikes differently.