Ask

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

# Business Task

* What are the key differences between casual riders and annual members of Cyclistic bikes, and how can these insights form a new marketing strategy to convert casual riders into annual members?
* **Analyse usage differences between casual riders and annual members of Cyclistic bikes in Chicago to devise a marketing strategy for converting casual riders into annual members.**

Prepare

* This dataset contains information about bike rides taken by both casual riders and annual members. It includes data such as ride id, ride duration, start and end locations, timestamps, bike type, and user type (casual or annual member).

Process

* Calculated ride length
* Calculated day of week where 1 is Sunday and 7 is Saturday

