

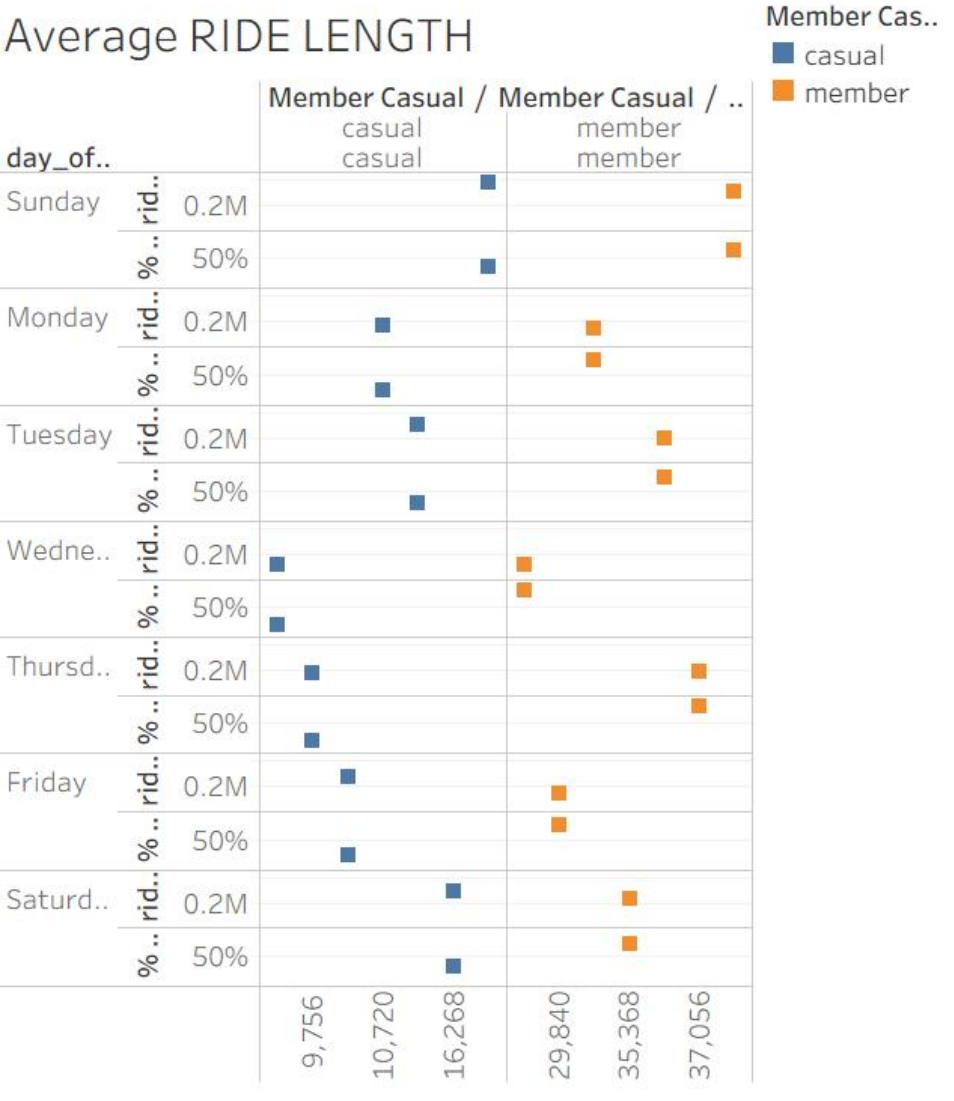
Cyclistic Bike-Share Capstone Study

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Problem Statement:

How do annual members and casual riders use cyclistic differently?



Recommendations:

Convert casuals to members by flexible pricing plans.

Target tourists at popular stations with discounts.

Focus marketing campaigns in summer.

Conclusion:

casual riders take longer trips, especially on weekends.

Annual members have shorter, consistent ride lengths.