

# Turning casual riders into annual members

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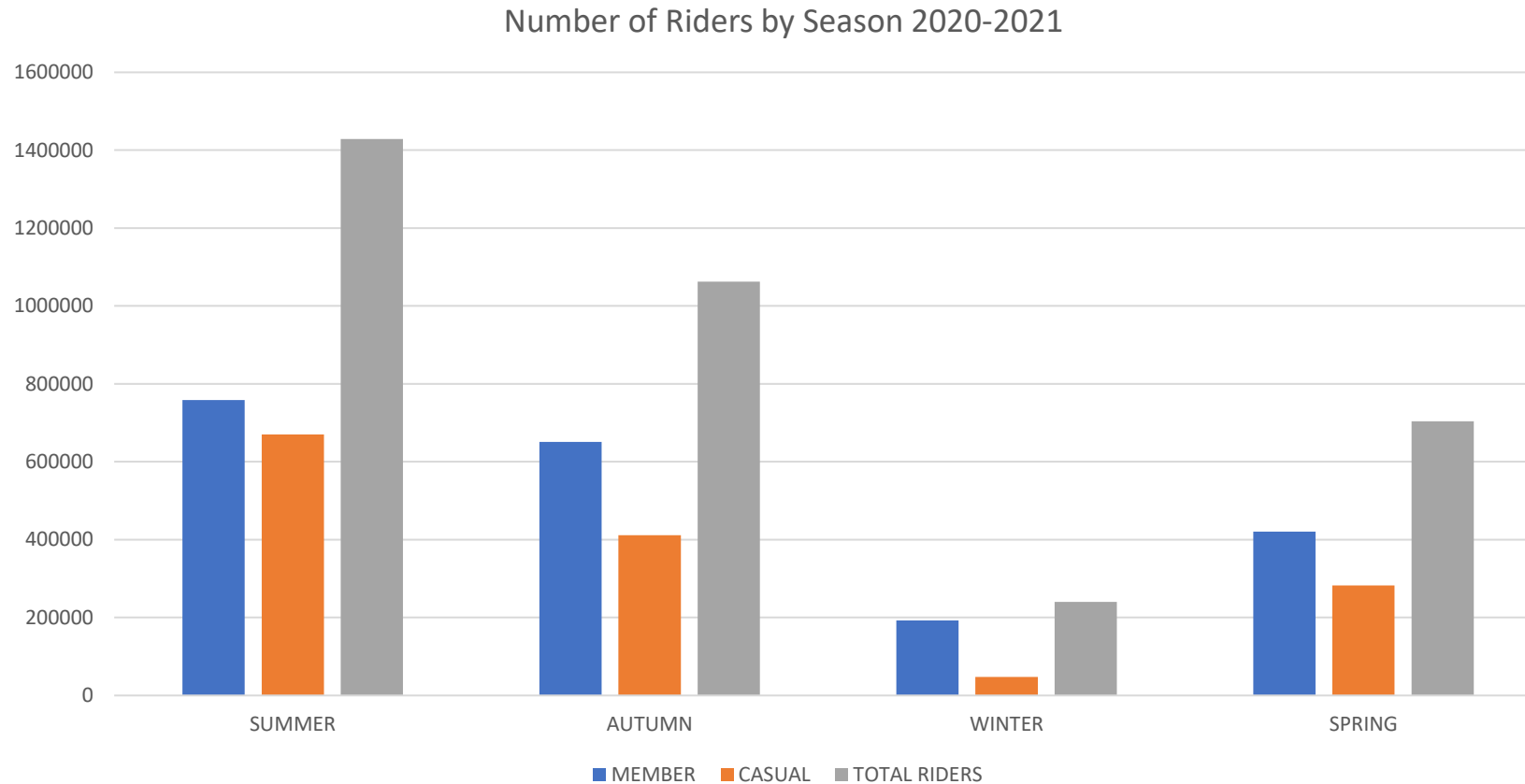
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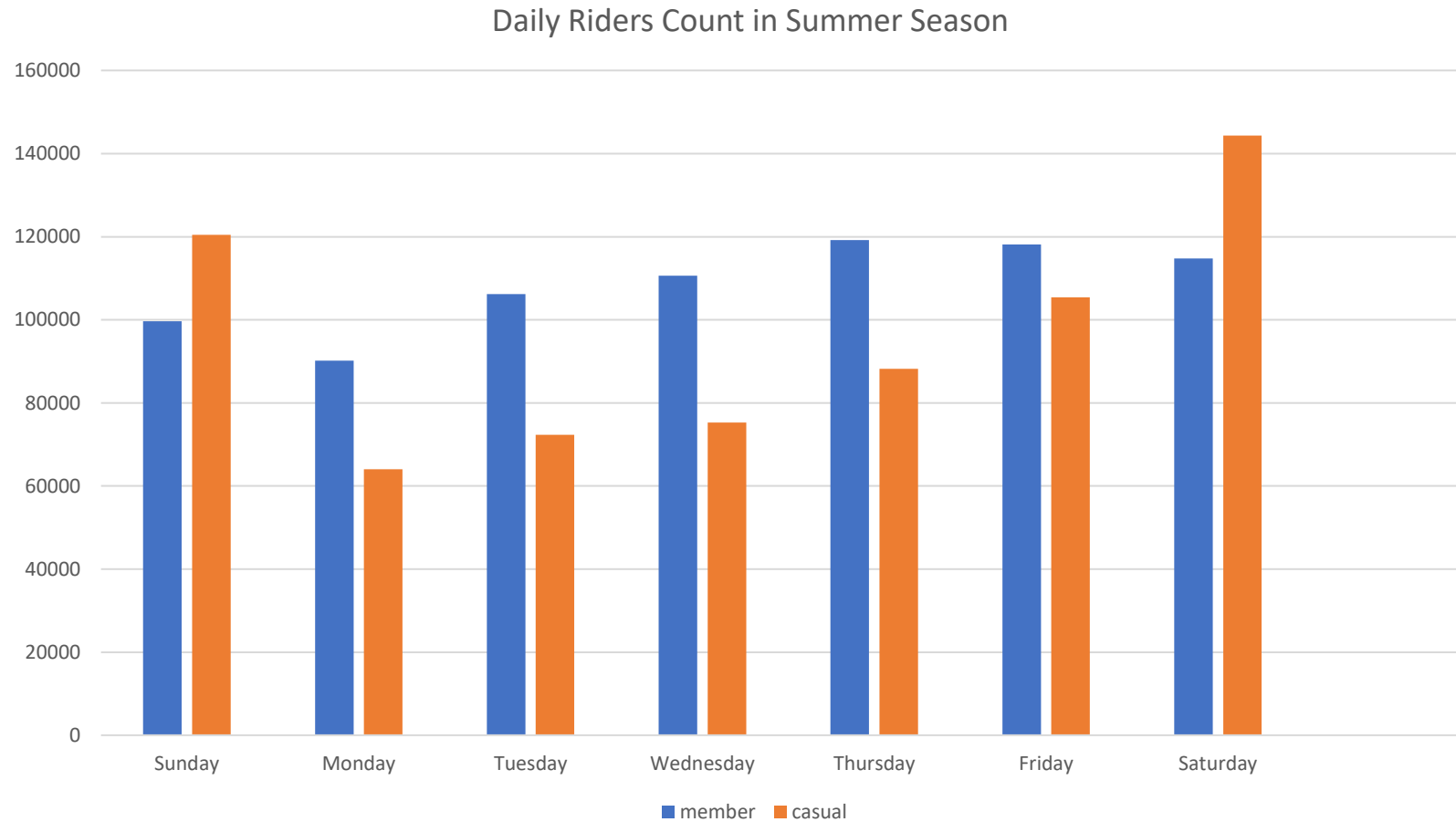
- Purpose Statement (Objective)
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# Objective

- Identify how annual members and casual riders use cyclistic bike differently

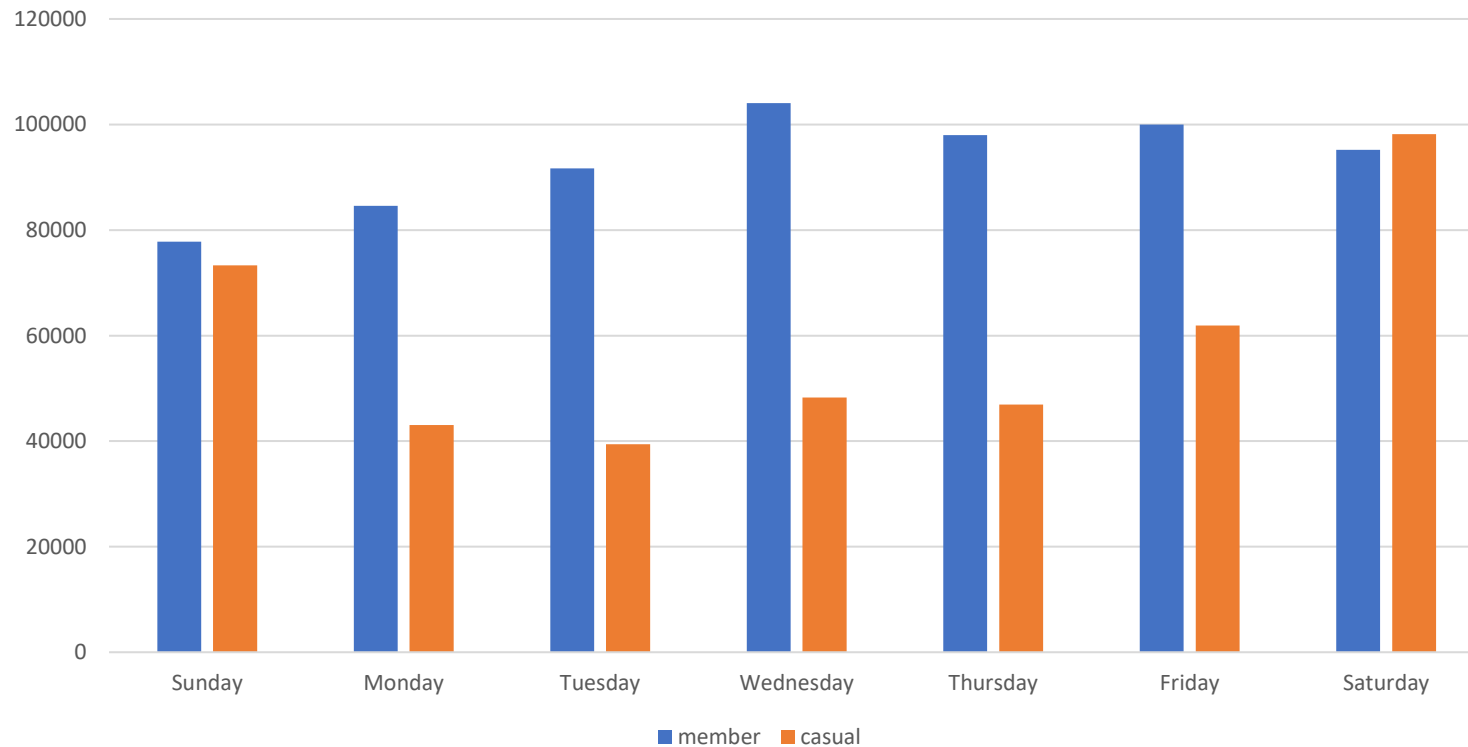


- Data shows that Summer and Autumn have the highest number of bike riders in a given year.
- Winter is the least cyclistic bike riders season.
- Recommendation: Advertise and market bike-sharing cyclistic in summer and autumn seasons.



- Turns out Saturday and Sunday in summer season are the best days to advertise and market bike-sharing Cyclistic.

Daily Riders Count in Autumn Season



- Just like summer, Saturday and Sunday in autumn season are the best days to advertise and market bike-sharing Cyclistic and to reach casual bikers to upgrade to annual member.

# Conclusion

- Evidence suggests that Summer and Autumn Season have the highest number of Cyclistic bike riders in 2020 and 2021.
- Winter is the least cyclistic bike riders season in a given year.
- Saturday and Sunday in Summer and Autumn Season are the best days to advertise and market bike-sharing Cyclistic and to reach casual bikers to upgrade to annual member.

# Appendix

- Data is from divvy-trip data



Thank You