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Case Study: Cyclistic

**Case Study**

**Background**

Cyclistic is a Bike-Share company that launched in Chicago in 2016. It’s been very successful. In-house finance analysts have concluded that annual members are much more profitable than casual members. The Director of Marketing (Lily Moreno) and her team have been tasked with converting casual members to annual members. To accomplish this, a few things were singled out as pivotal for 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?
3. How can Cyclistic use digital media to influence casual riders to become members?

**Business Task**

I’ve been tasked with answering question 1 through an analysis of the data for the year 2023 (12 months), that is **I’m to find insights in the data that differentiate annual members and casual riders. In turn, the Marketing team can produce a campaign to increase the conversion rate of casual riders to annual members of the bike-share program.**

**Data Source**

The data used for this case study was obtained from Lyft Bikes and Scooters, LLC. The license can be found using this [link](https://divvybikes.com/data-license-agreement).