# Marketing Analyst Case Study

*Goal:*

* Maximizing the number of annual memberships.
* Design a new marketing strategy to convert casual riders into annual members.

*Things to understand:*

1. Your team wants to understand how casual riders and annual members use Cyclistic bikes differently.
2. Why casual riders would buy membership.
3. How digital media could affect their marketing tactics.

*About the company:*

So it has more than 3500 cycles and 600 docking stations. Increased to 5824 cycles and 692 stations

*Uniqueness is, it offers:*

1. **reclining bikes**
2. **hand tricycles**
3. **cargo bikes**

*Some stats about who rides for what purpose*

* The majority of riders opt for traditional bikes; about 8% of riders use the assistive options.
* About 30% use them to commute to work each day.

**How to promote and convert casual riders to members**

**Email**

**Social Media**

**Other channel**

Present Marketing Strategy: Building general awareness and appealing to broad consumer segments.

Riding plans

1. Single ride pass – Casual riders
2. Full day pass – Casual riders
3. Annual membership

Annual members are more profitable than casual riders.

|  |  |  |
| --- | --- | --- |
| S. No. | Strategy | Believe |
| 1 | creating a marketing campaign that targets all-new customers | Less chance |
| **2** | **convert casual riders into members** | **High Chance** |

Following things are for my assistance

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?

**Moreno has assigned you the first question to answer: How do annual members and casual riders use Cyclistic bikes differently?**

I got the only first questions

## Ask Phase

* A clear statement of the business task
* A description of all data sources used
* Documentation of any cleaning or manipulation of data
* A summary of your analysis
* Supporting visualizations and key findings
* Your top three recommendations based on your analysis

What is the problem you are trying to solve?

*Answer: Here the problem statement is to convert casual riders to members, or maximizing the members*

How can your insights drive business decisions?

*Answer: My insight from data can help understand the difference in the way of uses for both the category and also make new marketing strategy.*