Crearás un informe con los siguientes entregables:

1. Una instrucción clara de la tarea empresarial
2. Una descripción de todas las fuentes de datos utilizadas
3. Documentación de todas las limpiezas y manipulaciones de datos
4. Un resumen de tu análisis
5. Visualizaciones de respaldo y hallazgos clave
6. Las tres recomendaciones más importantes basadas en tu análisis

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Cyclistic Marketing proposal

How to convert casual users to annual members?

**Questions**

1. What difference an annual member and an occasional cyclist regard their way how they use the bicycle?
2. Why would an occasional cyclist buy an annual membership?
3. How Cyclistic could use digital means to influence ciclyst to become a member?

**Stakeholders**

TODO

**What difference an annual member and an occasional cyclist regard their way how they use the bicycle?**

We need to compare the main caracteristics that outline an customer with annual membership, such as their routines, habits, places, or any other unconsidered attribute. And define why those differences encourege them to get a membership.

**Dataset**

I will use this public dataset with the last 12 months of trips made through the app. The data was provided by Motivate International Inc.

You can see the raw data [here](https://divvy-tripdata.s3.amazonaws.com/index.html).

You can check the license agreement [here](https://divvybikes.com/data-license-agreement).

**Preparing the data**