**Google Data Analytics Professional Certificate – Capstone Project**

**Case Study: Cyclistic Bike-Share Analysis**

**PHASE 1: ASK – Define the Business Task**

**Business Background**

I am working as a junior data analyst at Cyclistic, a bike-share company in Chicago with more than 5,800 bikes and 600 docking stations. Cyclistic offers various bike types and flexible pricing plans: single-ride, full-day, and annual memberships.

Casual riders choose single or day passes, while members pay for annual subscriptions. Internal finance reports show that annual members generate more long-term revenue than casual riders.

**Business Problem**

The Director of Marketing, Lily Moreno, wants to develop marketing strategies to convert casual riders into annual members. Before launching any campaign, she needs detailed insights into how these two groups use the service differently.

**My role is to answer the key business question:**

How do annual members and casual riders use Cyclistic bikes differently ?

**Business Task**

Analyze 12 months of historical trip data to uncover patterns, trends, and behaviors that differentiate annual members from casual riders. Then, provide actionable insights to guide marketing strategy decisions.

**Stakeholders**

- Lily Moreno – Director of Marketing (project lead)

- Marketing Analytics Team – My immediate team

- Cyclistic Executive Team – Final decision-makers

**Key Questions to Explore**

1. How do casual riders and annual members differ in their ride duration?

2. What days and times do each group ride most?

3. Which bike types are most popular with each group?

4. Are there seasonal or station-based trends?

5. What can we recommend to convert more casual riders?

**Final Deliverables**

- Business task statement

- Data sources used

- Data cleaning process

- Summary of analysis

- Visualizations and key findings

- Top 3 recommendations