SMART Questions:

- How do annual members and casual riders use Cyclistic bikes differently?
- Why would casual riders buy Cyclistic annual memberships?
- How can Cyclistic use digital media to influence casual riders to become members?
- Is there any relationship between trip duration and subscription?
- Does the age factor matter a lot?
- Which gender is most used in the service?
- Should we consider gender in these services?
- Should we restrict age ?
- What is the time duration usually allowed for rides?
- Are my data relevant to my analysis?
- Is any other data needed?
- Who is my audience?
- What visualization tool should be used?
- Is a survey from customers not subscribers needed for this analysis?