Statement of Business Task

Problem to solve:

Design marketing strategies aimed at converting casual riders into annual members.

Stakeholders:

* Director of marketing
* Cyclistic market analytics team
* Cyclistic Executive team
* Customers

Questions to answer:

* What are the proportions of casual riders and annual members?
* What is the average usage time of casual riders and annual members?
* What are the total travel distances per trip?
* What is the favorite type of bike for casual riders and annual members?

Task statements:

* General overview on the dataset
* Cleaning data for analysis
* Analyzing the data
* Data visualization
* Making recommendations from the result
* Creating a report