

Background

Cyclistic, a leading bike-share company in Chicago, has been transforming urban mobility since 2016. With a fleet of 5,824 bicycles and 692 docking stations, Cyclistic offers flexible pricing plans:

1. single-ride passes
2. full-day passes
3. annual memberships

Making bike-sharing accessible to a wide range of users. Financial analysis has revealed that annual members are more valuable for long-term business sustainability.

As a junior data analyst on the Cyclistic marketing analytics team, my role is to explore historical trip data to uncover insights into how casual riders and annual members use the service differently. These insights will help the marketing team, led by Lily Moreno, design data-driven strategies to convert casual riders into loyal annual members. By identifying key trends, usage patterns, and potential membership incentives, my analysis will provide actionable recommendations that support Cyclistic's growth objectives and help secure executive buy-in for future marketing initiatives.