

1. Task Identification:

Cyclistic's business task revolves around maximizing the number of annual memberships to ensure the future success of the bike-sharing company in Chicago. The marketing team, led by Lirio Moreno, aims to understand how casual riders and annual members use bikes differently. The ultimate goal is to design an effective marketing strategy to convert casual users into annual members. To achieve this, an analysis of historical bike trip data will be conducted to identify trends and patterns that help comprehend the differences between these two groups and influence the conversion to annual memberships.

Key Stakeholders:

1. **Lirio Moreno (Marketing Director):** Responsible for developing campaigns and initiatives to promote the bike-sharing program. Focused on maximizing the number of annual members.
2. **Cyclistic Marketing Analytics Team:** Data analysts responsible for collecting, analyzing, and reporting data to guide the marketing strategy. The junior data analyst (you) joined the team to assist Cyclistic in achieving its business objectives.
3. **Cyclistic Executive Team:** The executive team will decide whether to approve the recommended marketing program. Detail-oriented, they are tasked with ensuring that proposed strategies are supported by compelling information.

Key Questions to Guide the Marketing Program:

- A. **How do annual members and casual riders differ in their use of Cyclistic bikes?**
 - B. This question aims to understand usage patterns, preferences, and distinctive behaviors of the two groups.
- B. Why would casual riders purchase annual memberships from Cyclistic?**

This question seeks to discover the motivators behind the conversion of casual users to annual members, identifying perceived benefits and reasons for adoption.

C. How can Cyclistic use digital media to influence casual riders to become members?

The focus is on effective digital strategies to attract casual users and persuade them to become annual members.

The analysis of historical bike trip data will be crucial in providing answers to these questions and supporting the proposed marketing recommendations. The ultimate goal is to design data-informed strategies for the effective conversion of casual users into annual members, contributing to Cyclistic's sustainable growth.