**Cyclist Project**

**Objective:**

* Maximize the number of annual memberships.
* Convert occasional riders into annual members.

**Business Task**  
Analyze how Cyclistic's occasional riders differ from members in order to identify opportunities that help maximize the number of annual members.  
The ultimate goal is to develop data-driven strategies that allow us to convert occasional cyclists into Cyclistic members, maximizing the company's profitability and growth.

**Key Factors to Analyze:**  
• Usage frequency  
• Days and hours  
• Start and end stations  
• Trip duration  
• Reasons for use

**Stakeholders:**  
• Lily Moreno (Marketing Director and Manager), responsible for developing campaigns and initiatives to promote the bike-sharing program.  
• Cyclistic Executive Team  
• Data Analysts Team

**Description of Data Sources Used:**

* **Usage frequency:** Helps understand how committed customers are.
* **Knowing customer routes** can help develop marketing strategies based on areas with higher bicycle usage.
* **Days and hours:** Identifying peak demand times. This can be useful to develop marketing opportunities, campaigns, and promotions during high-demand periods.
* **Trip duration:** May reflect the level of commitment and user satisfaction. It could be worth investigating what motivates users to ride the bikes for longer or shorter periods.
* **Most used bike type:** Knowing this can help develop marketing strategies to promote or place more emphasis on that particular type of bike.