**Scenario**  
You are a junior data analyst working on the marketing analyst team at Cyclistic, a bike-sharing company based in Chicago. The marketing director believes that the company’s future success depends on maximizing the number of annual memberships. Therefore, your team wants to understand the differences in Cyclistic bike usage between casual riders and annual members. Through these insights, your team will design a new marketing strategy to convert casual riders into annual members. However, before doing so, the Cyclistic executives must approve your recommendations; that's why you must support your proposal with a compelling data-driven narrative and professional data visualizations.

**Characters and Teams**  
● **Cyclistic**: A bike-sharing program that includes 5,800 bikes and 600 stations. Cyclistic stands out by also offering recumbent bikes, hand tricycles, and cargo bikes to make bike sharing more inclusive for people with disabilities and riders who cannot use a standard two-wheeled bike. Most riders choose traditional bikes, but around 8% use the accessible options. Cyclistic users are more likely to ride for recreation, but about 30% commute to work each day.

● **Lily Moreno**: The marketing director and your manager. Moreno is responsible for developing campaigns and initiatives to promote the bike-sharing program. Campaigns may include email, social media, and other channels.

● **Cyclistic Marketing Data Analytics Team**: A team of data analysts responsible for collecting, analyzing, and reporting data that supports Cyclistic’s marketing strategy. You joined this team six months ago and have been focused not only on understanding Cyclistic’s mission and business goals but also on how you can help achieve them from your position as a junior data analyst.

● **Cyclistic Executive Team**: A highly detail-oriented executive team that will decide whether to approve the proposed marketing program.

**About the Company**  
In 2016, Cyclistic launched a successful bike-sharing offering. Since then, the program has grown to include a fleet of 5,824 geo-tagged bikes locked into a network of 692 stations across Chicago. Bikes can be unlocked from one station and returned to any other station in the system at any time.

Until now, Cyclistic’s marketing strategy has focused on building general brand awareness and attracting broad consumer segments. One of the strategies that made this possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred to as **casual riders**, while those who purchase annual memberships are **Cyclistic members**.

Cyclistic’s financial analysts have concluded that annual members are much more profitable than casual riders. Although flexible pricing helps Cyclistic attract more customers, Moreno believes that maximizing the number of annual members will be key to future growth. Instead of creating a marketing campaign that targets all new customers, Moreno believes there’s a strong potential to convert casual riders into members. She points out that casual riders already know the Cyclistic program and have chosen Cyclistic for their mobility needs.

Moreno has set a clear goal: **Design marketing strategies aimed at converting casual riders into annual members.** However, to do this, the marketing analyst team needs to better understand how annual members and casual riders differ, why casual riders would buy a membership, and how digital media might influence their marketing tactics. Moreno and her team are interested in analyzing Cyclistic’s historical bike trip data to identify trends.