**Data Analysis Report**

Prepared by

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**Overview**

The Cyclistic Bike-Share company is looking to maximize their number of annual memberships to improve profits and solidify the company’s future success. This data analysis report is to differentiate bike usage between casual riders and annual members. Furthermore, it will provide findings that can be used to design marketing strategies aimed at converting casual riders into annual members.

Data

Source

The dataset used for analysis is Cyclistic’s historical trip data over the past year. This data has been permitted for use by the city of Chicago and is licensed for lawful use to the public. This dataset contains information on each individual Cyclistic bike trip taken in Chicago. Information regarding start and end date/time, type of bike, and type of membership are attributes useful to meeting the goal of this project. The dataset is missing starting and ending stations for the majority of trips recorded. This, however, should not hinder the efficiency of analysis.