

Cyclistic Bike-Share Case Study

Prepared by Darren Lewis



The problem

Company

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Context

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Problem statement

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Challenges deep-dive

Challenge 1

Expand audience

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Challenge 2

Up 30-day actives

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- Duis aute irure dolor in reprehenderit in voluptate velit

Challenge 3

Increase conversion

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Solution

More premium subscribers

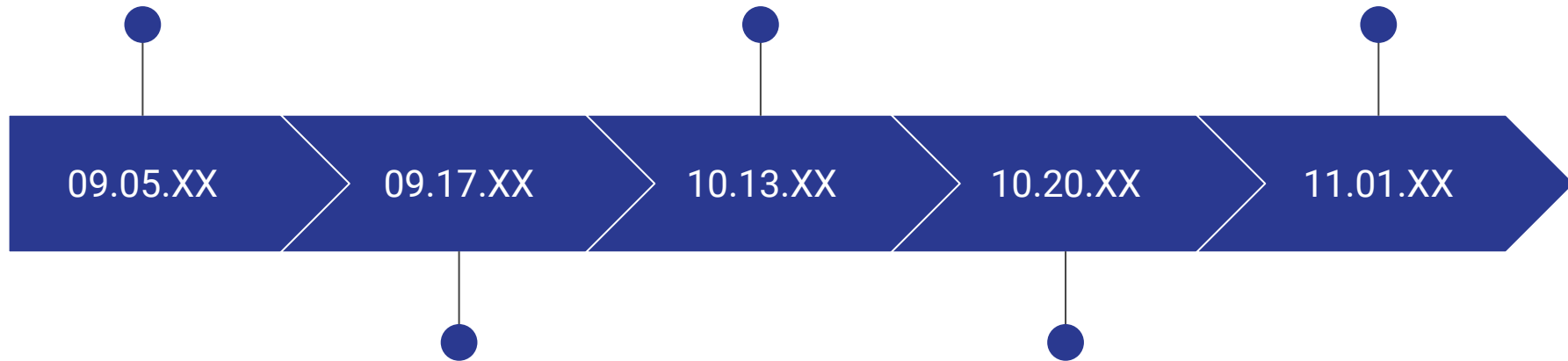
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Implementation

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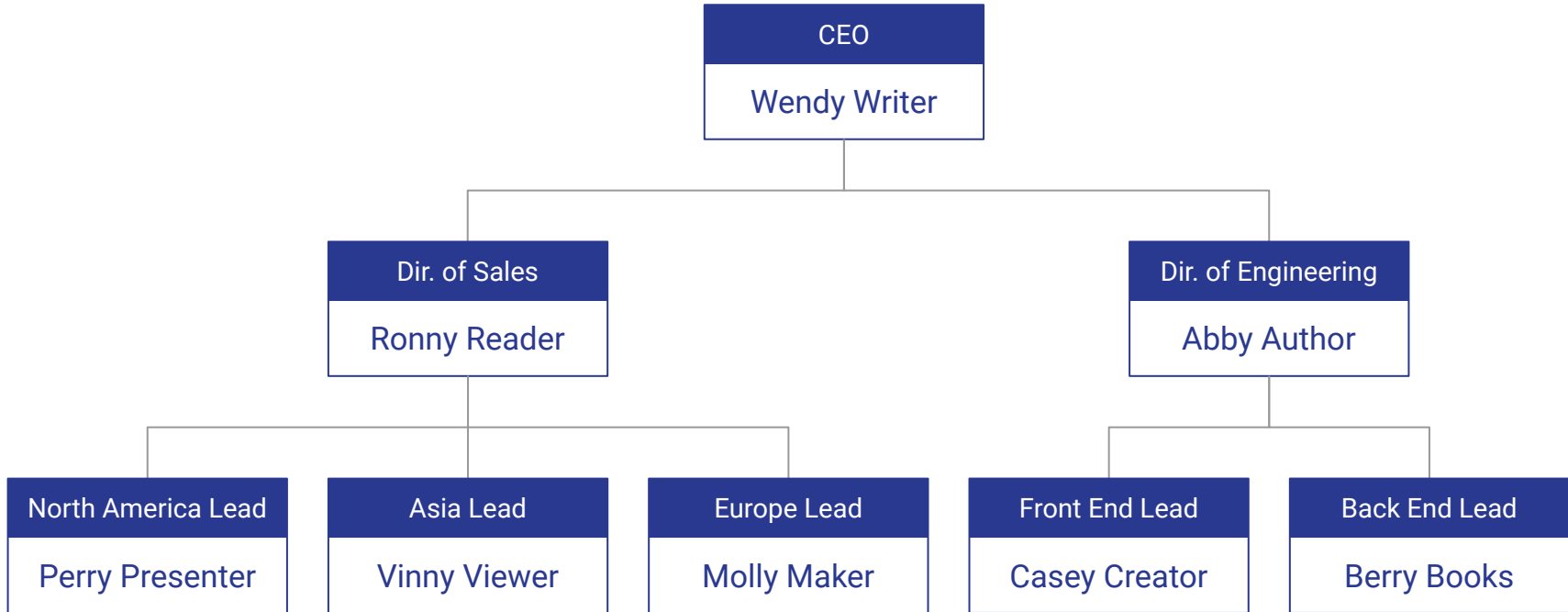
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The team



Impact

XX% sales increase

