**Executive Statement**

* Cyclistic currently offers single-ride passes, full-day passes, and annual memberships.
* Casual Riders – Riders that purchase single-ride passes and/or full-day passes only.
* Cyclistic Members – Riders that purchase annual memberships.
* The finance team has concluded that annual members are much more profitable than casual riders. As a consequence, the new strategy is to maximize the number of annual members.
* One of the ways to increase the number of annual members is to convert casual riders into annual members. To do so, this report will explore a key question that will affect the marketing strategy – How do annual members and casual riders use Cyclistic bikes differently?

**Data Sources Used**

* All data is primary data directly from Cyclistic’s historical trips within the last 12 months.

**Documentation of cleaning methods used**

**Summary of analysis**

**Supporting Visualizations and key findings**

**Top three recommendations based on findings**