

CYCLISTIC'S BUSINESS GOAL



DESCRIPTION

Cyclistic's business goal aims to increase their profitability by converting their casual customers into subscribers of their bike-sharing program, for this they count with the business analysis team to pinpoint where and how these two user types diverge, so a new marketing strategy based on these findings, can be designed to achieve the ultimate goal of converting casual customers into subscribers.

Base Insights:

- 8% of all users use their 'assistive' options (universal accessibility)
- 30% of all riders use the bikes to commute to work

Marketing options:

- E-mail
- Social media
- Other channels

Project stakeholder:

- The executive Cyclistic team are known to be notoriously detail-oriented
- Lily moreno, director of marketing, responsible for campaigns and initiatives

Approach:

Lily wants to convert casual riders in members, they are already aware of the service and it's prices, she wants to achieve this goal by designing and acting on marketing strategies, she needs to know how casual and memberriders differ, to try to reason what would make casual riders buy the subscription and how digital media could affect their marketing strategies

Proposed ask steps:

- How casual and subscriber users differ on their service use?
- Why would casual riders buy the subscription?
- How digital media could be used to propel casual riders to buy the subscription?