

## Cyclistic Case Study Executive Report

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The study focuses on understanding the usage patterns of Cyclistic bikes, particularly differentiating between annual members and casual riders. By examining these user segments, we aim to explore strategies to encourage casual riders to transition into annual memberships, thereby fostering long-term loyalty and generating sustainable revenue for Cyclistic. Additionally, the analysis aims to identify the motivations behind casual riders' decisions to purchase annual memberships and investigate the effectiveness of digital media marketing strategies in influencing their conversion.

Cyclistic bike-share data analysis revealed several key findings and recommendations:

1. Cyclistic can create marketing strategies highlighting the health, environmental, and cost-saving benefits of commuting to work on their bikes to encourage casual riders to become annual members.
2. To encourage frequent use by annual members, Cyclistic could introduce a "commuter" membership option with benefits like discounted peak-hour rides, preferred parking, and guaranteed availability during commuting hours.
3. Implementing a referral program would incentivize annual members to refer friends, offering discounts or a free month of membership for both the referrer and new member.
4. By curating bike routes that showcase popular tourist attractions, Cyclistic can attract new users and encourage them to become annual members.
5. Launching targeted marketing campaigns during summer months, when bike usage is higher, can convert casual riders into annual members. Promotions, discounts, free accessories, or summer-themed events at popular bike stations can incentivize membership and boost revenue during peak riding season.
6. Collecting more data on casual riders' motivations and creating rider archetypes can help Cyclistic develop tailored marketing strategies that emphasize the benefits of annual membership, promoting cost savings and health advantages to attract more casual riders.
7. Cyclistic should leverage influencer marketing by collaborating with influencers who align with their brand values and target audience. Tracking engagement, conversion rates, and brand mentions would help measure campaign effectiveness.

By implementing these recommendations, Cyclistic can optimize its marketing efforts, attract new users, and increase annual memberships.

This executive summary provides a concise overview of the prominent findings derived from the research conducted. For a more comprehensive understanding of the Cyclistic Bike-share Data Analysis, including detailed discussions and recommendations, we encourage you to refer to the dedicated section within the report labeled "Discussion and Recommendations."