I am a junior data analyst working for the marketing analyst team at Cyclistic, a bike-share company in Chicago. The director of marketing believes the company’s future success depends on maximizing the number of annual memberships. Therefore, my team wants to understand how casual riders and annual members use Cyclistic bikes differently. From these insights, my team will design a new marketing strategy to convert casual riders into annual members. But first, Cyclistic executives must approve my recommendations, so they must be backed up with compelling data insights and professional data visualizations.

I have been assigned to answer the question: How do annual members and casual riders use Cyclistic bikes differently?

About the company In 2016, Cyclistic launched a successful bike-share offering. Since then, the program has grown to a fleet of 5,824 bicycles that are geotracked and locked into a network of 692 stations across Chicago. The bikes can be unlocked from one station and returned to any other station in the system anytime.

Until now, Cyclistic’s marketing strategy relied on building general awareness and appealing to broad consumer segments. One approach that helped make these things possible was the flexibility of its pricing plans: single-ride passes, full-day passes, and annual memberships. Customers who purchase single-ride or full-day passes are referred to as casual riders. Customers who purchase annual memberships are Cyclistic members.

Cyclistic’s finance analysts have concluded that annual members are much more profitable than casual riders. Although the pricing flexibility helps Cyclistic attract more customers, Moreno believes that maximizing the number of annual members will be key to future growth. Rather than creating a marketing campaign that targets all-new customers, Moreno believes there is a very good chance to convert casual riders into members. She notes that casual riders are already aware of the Cyclistic program and have chosen Cyclistic for their mobility needs.

Moreno has set a clear goal: Design marketing strategies aimed at converting casual riders into annual members. In order to do that, however, the marketing analyst team needs to better understand how annual members and casual riders differ, why casual riders would buy a membership, and how digital media could affect their marketing tactics. Moreno and her team are interested in analyzing the Cyclistic historical bike trip data to identify trends.

Stakeholders:

Cyclistic: A bike-share program that features more than 5,800 bicycles and 600 docking stations. Lily Moreno: The director of marketing and your manager. Moreno is responsible for the development of campaigns and initiatives to promote the bike-share program. These may include email, social media, and other channels. Cyclistic marketing analytics team: A team of data analysts who are responsible for collecting, analyzing, and reporting data that helps guide Cyclistic marketing strategy. You joined this team six months ago and have been busy learning about Cyclistic’s mission and business goals — as well as how you, as a junior data analyst, can help Cyclistic achieve them. Cyclistic executive team: The notoriously detail-oriented executive team will decide whether to approve the recommended marketing program.

**Business Task: How do annual members and casual riders use Cyclistic bikes differently?**

I'm using Cyclistic's historical trip data and it can be downloaded from [here](https://divvy-tripdata.s3.amazonaws.com/index.html)

The data has been made available by Motivate International Inc. under this [license](https://divvybikes.com/data-license-agreement)

I chose the Divvy\_Trips\_2019\_Q2, Divvy\_Trips\_2019\_Q3, Divvy\_Trips\_2019\_Q4, Divvy\_Trips\_2020\_Q1.The original data is considered first-party data even though Cyclistic is a fictional company for this case study. The data is from a real bike sharing company in Chicago.