PHASE 1: ASK

Objectives:
1. **Identify the Business Task**
   Questions to be answered:
      - How do annual members and casual riders use Cyclistic bikes differently?
      - Why would casual riders buy Cyclistic annual membership?
      - How can Cyclists use digital media to influence casual riders to become members?
2. **Consider Key stakeholders**
   - The key stakeholders of this case study are the Cyclistic executive team, the Cyclistic marketing analytics team and Lily Moreno the director of marketing.
3. **Statement of the Business task**
      - Work with the analytics team to help create Cyclistic marketing strategy identifies the behavior and trend within the data, with the goal to convert casual riders into annual members. Create data insight through visualization recommendations Cyclistic executives will approve.

PHASE 2: PREPARE

Objectives:
1. **Download data and store it appropriately**
      - The data is stored both locally and on the github for data redundancy, and data is password protected for security measure.
2. **Identify how it's organized.**
3. **Sort and filter the data.**