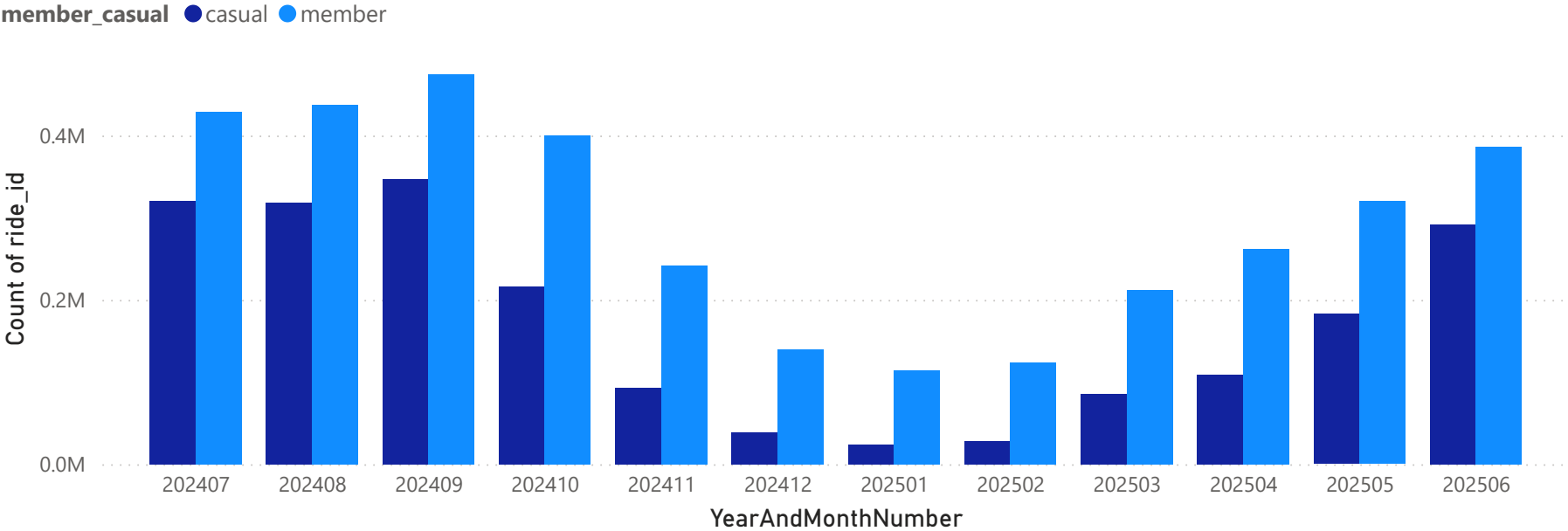
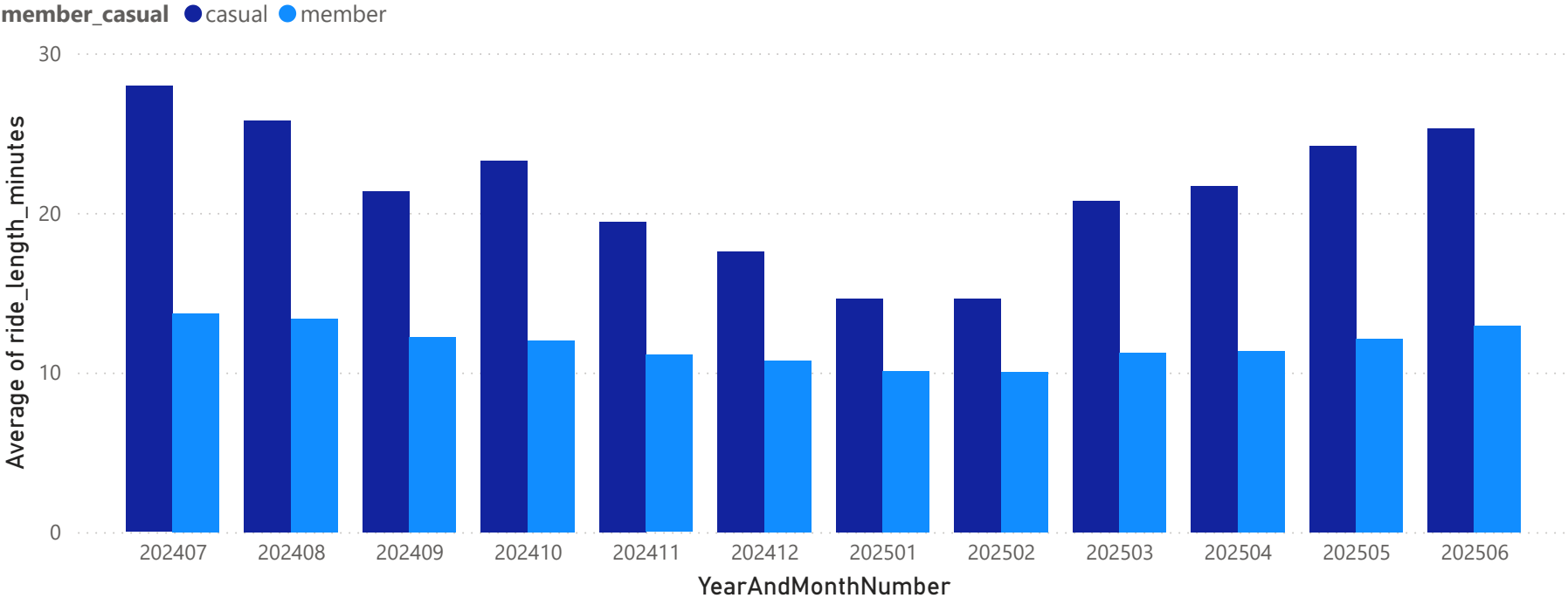


Count of ride_id by YearAndMonthNumber and member_casual



Average of ride_length_minutes by YearAndMonthNumber and member_casual



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 solid opportunity 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 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. As a result, the team identified three guiding questions for the future marketing program:

Three questions will guide the future marketing program:

1. How do annual member and casual riders use Cyclistic bikes differently?
2. Why would casual riders buy Cyclistic annual memberships?
3. How can Cyclistic use digital media to influence casual riders to become members?

Moreno and her team are interested in analyzing the Cyclistic historical bike trip data to identify trends. To kick off the analysis, Moreno **assigned me, a junior data analyst on the marketing analytics team, the responsibility to investigate the first question.** To answer the question "How do annual members and casual riders use Cyclistic bikes differently?"