This analysis about Cyclistics is focused on answering these questions:

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

Solution:

ASK

Cyclistic needs to decide on the best possible digital media to use in other to influence casual riders to become members. I will attempt to provide an answer to this by first understanding why riders in both categories use the platform.

PREPARE  
In the preparation stage of my analysis, I downloaded the Divvy bikes data for Chicago (November 2021 to October 2022) unto my laptop from the website which is publicly available under this [license](https://www.divvybikes.com/data-license-agreement) . The data is good as it adheres with the ROCCC standards (Reliable, Original, Comprehensive, Current, and Cited).

The data is a collection of CSV files and they all have the relevant columns. The problems with the data so far is consistency: All the files don’t have matching and complete columns. Some observation are incomplete ( having empty cells). All these will be thrashed in the cleaning process.