Top 3 Recommendations - Convert Casual Riders into Annual Riders

The first recommendation that I would suggest to convert casual riders into annual riders is to incentivize the use of docked bikes. Based upon the data, casual members use docked bikes but annual members do not use docked bikes at all. Incentivization of docked bikes may be accomplished by installing docking stations within the Chicago area to facilitate more docked bikes and by offering the use of docked bikes at a discounted rate.

Based upon the dataset, it is apparent that ridership for casual members is low for the periods of January-May and from September-December. During these periods, it would be best to decrease the fare for casual members in order to increase ridership during this period, which will then sway casual members to become annual members. Also, due to the large volume of ridership from casual members during the summer months of June and July, one can slightly increase the fare during this period. I believe that casual members would pay for the slight increase because they enjoy cycling as a leisurely activity in the Summer.

The last recommendation that I would suggest is to implement a weekend rate and a weekday rate. Based upon the data, the majority of casual members tend to use the service on the weekends and the average ride length is greater than annual members. If a discounted weekend rate gets implemented, ridership amongst casual members will increase, which will persuade a certain cohort of casual members to become annual members. The average ride length for casual members hovers around 20 minutes during the weekdays. A weekday rate can be implemented where if the ride length exceeds 20 minutes, the user will pay a flat rate. This may entice the existing casual members who use the service on the weekdays to eventually opt for an annual membership.