

## **Recommendation:**

After reviewing and analyzing the dataset we can observe some point, where Yulu can start to work on that point:

- 1. Discount based on time:** We have seen that the rent of cycles depends on time, it's high in evening time and the peak time is in afternoon. So, based on this analysis, Yulu can make strategy to implement time-based pricing or time-based discount. It can encourage customers to rent cycles during less busy time or off-peak time.
- 2. Discount based on User:** Around 81% users are registered and the remaining 19% are casual users. So, Yulu can start loyalty program to increase the use of cycles for registered user more and also besides that they can start referral offers or reward offers for registered users that will also help to increase the percentage of registered users. For casual users, Yulu can introduce some promo code type offer, like first rent free or first 30 min free.
- 3. Promotion based on season:** As per data, in fall and summer season, the demands of cycles are high. So, Yulu can offer seasonal discounts or special packages to attract more customers during these periods.
- 4. Action based on weather:** As per data, the rental of cycles decreases with bad weather. So, Yulu, can offer weather-specific discounts to attract more customers during these favorable weather conditions.  
Besides that Yulu can start weather forecast update section in their app with the collaboration with weather service. That can help customers to showcase the ideal biking conditions, also helping Yulu to increase the popularity among peoples.
- 5. Action based on humidity, temperature:** Since humidity levels are generally high and temperature is often below 28 degrees Celsius. For considering the benefits of customers and also for convenience of customers, Yulu can provide facilities like umbrellas, rain jackets, or water bottles. These can make a positive customer experience and encourage repeat business.
- 6. Action based on month basis:** We can analyze from data that month wise demands of rental cycles changes. It is higher during the period of May to October and very lower during the period of January to March. So, based on demand, Yulu can adjust the inventory. That will reduce the cost of maintenance during the period of lowest demand.

7. **Customer's feedback and Reviews:** Yulu should focus on encouraging users to provide feedback and reviews based on their ride experience. These feedbacks can help identify areas for improvement, understand customer preferences, and also help to better understanding the area of promotion or discount.
8. Using social media platforms to promote the electric cycle's rental services. Highlight customer testimonials, and engage with potential customers through interactive posts and contests.
9. Focus on targeted advertising campaigns to reach specific customer segments and drive more bookings.

As per my point of view, those are the key points where Yulu should focus on and those can help Yulu to increase the number of customers, as well as profit and also helping them to expand their business.