Recommendation

1. Increase the number of docked bikes

From the analysis, docked bikes has been the most popular type of all kinds of bikes, for both members and casual users. Increasing the number of docked bikes can be one of the ways to increase the number of members as docked bikes are the most popular to the members. Also, lacking of docked bikes can be one of the reason people do not join the membership since the available docked bikes are not enough for some of the stations. Increase the number of docked bikes in the top 5 stations from the findings can be one of the solutions to attract more people to join the membership.

1. Introduce new membership scheme

From the findings, casual users usually take the services on weekend. A new membership scheme can be introduced to meet this specific demand: a membership with lower price but unlimited usage on weekend. This membership scheme targeted on these casual users, to attract them to join this new membership scheme.

1. Increase the number of classic bikes

From the findings, although the number of usages of classic bikes are not significant, the proportion of usage from members are much higher than casual users. Increase the number of classic bikes can meet the demand of members riding classic bikes.