

Possible questions to ask?

**!@REMEMBER@!**

The main question is: How do annual members and casual riders use Cyclistic bikes differently?

- What % of “about 8% of riders use the assistive options” are members? What can we draw from this?
- What % of “about 30% use the bikes to commute to work each day” are members or non members. What can we draw from this?

1. Since MEMBERS ride more than casuals (more often not just longer distances) Why don't we come up with an equation that is like: If casual rides x amount of time or days per week/month we give them a 10~20% discount off of a membership. This is a win win because our strongest supporters are members and our second would be the top% casuals who aren't a members, yet!

DO I KEEP THIS?!. The next one isn't as good as the first and maybe I can find some data to help back this up but what if we give referral codes to all our members that say like 10~20% discount on membership through a referral code that is like you and +1. But only one per current member. I don't know what type of data would back up this claim I think it's just a good idea in general.

2. This is another one I like is the time of day pattern difference between casual riders and members. If casuals ride mostly outside of commuting hours, Cyclistic could test a “Weekend Warrior” or “Afternoon Explorer” membership, with lower cost and targeted at park and city explorers. That way you can shape the membership how you want. Do you “only” use the bikes to commute to work? Then you can join the “Rush Hour” plan. Do you only ever use the bike to explore the city and its parks? Then you can join the “Explorer plan”. Do you do both? The “Bike Life” plan.

3. Last but not least, Do casual riders use electric bikes at a higher(or lower) rate than members? This plan also falls under the idea that we should branch out our membership program tailored towards nonmembers who favor electric bikes/scooters vs classic\_bike. Love the ease of our electric vehicles? Well try our electric membership plan. Or vice versa, If casuals would rather use classic bikes we could have a “Stay fit” membership plan for people who strictly use classic bikes.