# Top 3 Recommendations

## Recap on business task

* Understand how casual riders and annual members use Cyclistic bikes differently and design a new marketing strategy to convert casual riders into annual members.

## Conclusion on findings

* The main difference in member and casual user is that usage of our shared bikes for commutation weighs heavily among member users, whilst this proportion is relatively small in casual users. If we want to convert casual users into member users, we should construct a strategy to nudge them towards using our shared bikes as mean of commuting

## Top 3 recommendations

Next steps we should take based on the findings:

1. Make ads that suggest our shared bikes as good commuting method.
2. Carry out marketing events that push users to try using our shared bike to commute, such as free trial subscription for membership, or discounted rides on weekdays(possibly commuting hour). Given that casual users have a huge discrepancy with member users on around 8 a.m., we should prioritize this time period.
3. Target areas where public transportation is less convenient.