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| **Number of User by Hour Insights** | | | |
| **Key Observations** | **Description** | **Implication** | **Possible Actions to increase  membership sign up/ retention** |
| **Morning Rush** | **\_Member usage begins with a significant increase from 5 AM to 8 AM.  \_Casual usage trends also upwards from 5 AM to 8 AM.** | **Members, likely comprising daily commuters, show a spike in usage during the early morning hours. This aligns with typical commuting times, indicating that members rely on bike sharing for their daily work commute.** | **Members Retention: early morning incentives or discounts can further boost ridership.** |
| **Midday Trends** | **\_member usage experiences a slight decrease from 8 AM to 10 AM, rises gradually from 10 AM to 2 PM, and reaches its peak between 2 PM and 5 PM \_Casual with a minor dip around 8-9 AM, the usage statedly increases every to the pick of 5 OM.** | **Casual riders exhibit a continued upward usage trend. This could suggest that casual riders use the service for leisure activities, errands, or spontaneous trips.** | **Casual user membership promotion: Offering hourly or half-day passes might appeal to casual riders to increase their intention to use bike share more frequently. Promotional activities targeting casual riders can be scheduled around midday.** |
| **Evening Rush** | **\_Member usage shows the highest point at 5 PM \_Casual user usage also shows the highest point** | **For members, 5 PM pick is aligned with the typical return commute time.  For casual users, the pick at 5 PM could be attributed to return commutes from their trip, or evening outings, such as dinner plan.** | **Both member retention & promotion activities.** |
| **Late Evening Trends** | **\_Member usage: after 5 PM, there's a steady decline until 3 AM, which is the lowest point, followed by a slight increase at 4 AM. \_Casual rider: after 5 PM, here's a consistent decline until it reaches the lowest point at 3 AM.** | **Member usage dramatically decreases after 5 PM, reinforced the analysis that majority member user uses the bike for daily commute.  After 5 PM decline could indicate casual user use alternative transportation for return trip after evening outing.** |  |
| **Late Night Trends** | **Between 12 PM and 4 AM, there is a nearly equal distribution of both member and casual riders** | **Both members & casual users only use the bike necessary & convenient.** |  |

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| **Weekend** | **\_Member usage is at its low on Sunday & Saturdaty.  \_Casual usage peaks on weekends.** | **Members who are likely daily commutes, exhibit reduced usage on weekends, which aligns with typical work commuting patterns. This suggests that members primarily rely on bike sharing for their daily work commutes.  Casual users predominantly use bike share for weened recreational and leisure activities.** | **To attract casual riders, consider offering one-or two day passes as standalone options or as part of family membership bundle. Plan promotional activities during weekends, timed to coincide with recreational events and activities.** |
| **Weekdays** | **\_Member usage consistently remains high from Tuesday to Thursday, with slightly lower usage on Monday and Friday.  \_Casual user usage remains steady throughout the weekdays.** | **same as above** | **Consider scheduling membership-related activities during the high-usage days from Tuesday to Thursday.** |
| **Spring Month** | **\_Member usage start high in spring month and peak at march.  \_Casual user usage experiences a steady increase in spring month and peak in March.** | **Both member and casual users trend line from January to April, suggesting that spring months are conducive to bike rides.** | **Explore promotional plans for both members and casual users in spring months.** |
| **Summer Month** | **\_Member usage saw a drop from March to April and the downward trend continued to June.  \_Casual user usage declined from March to April but began to rise from April to June.** | **In April, members experienced a more pronounced drop in usage compared to casual riders. This trend continued until June for members, while casual usage increased during the same period. This divergence may suggest members were on vacation or exploring alternative transportation options. It could also hint at membership attrition, even during the summer months, when the weather is conducive to bike rides. Conversely, casual users showed a consistent increase in summer usage, reflecting their engagement in outdoor activities.** | **The substantial decline in member usage serves as a warning sign for membership retention. It is crucial to investigate the underlying reasons behind this significant drop.** |
| **Fall Month** | **Both member and casual user usage increase from June to July.  Note. July is the only month to represent Fall Month** | **User types have similar increase usage.** |  |
| **Overall** | **At the beginning of 2023, there was an initial difference of almost 89,000 usages between members and casual users. While both user types exhibited similar trend lines moving forward, member usage dropped from March to April, and the continued decline from April to June caused the two usage trends to converge. By June, the number of members and casual usage difference were about 3700.** |  | **The substantial decline in member usage serves as a warning sign for membership retention. It is crucial to investigate the underlying reasons behind this significant drop.** |
| **Casual** | **Spring months have the longer ride length** |  |  |
| **Member** | **Ride length slightly increases in summer months.** |  |  |
| **Casual** | **Longer rides on weekend.** |  | **Promotion such as members getting a free bottle of water after 20 mins ride would give incentive to casual rider to join membership.  This could turn into cross marketing with drink company when they lunch a new product.** |
| **member** | **The average ride length for members is between 10 to 15 minutes consistently throughout the day.** | **The consistency of average ride for each hour aligns the pattern that members use bike share for regular daily commutes.** |  |
| **Casual** | **Casual users' average ride length is between 13 to 30 minutes. During late night, from 1:00 AM to 5:00 AM., Casual users tend to have longer ride. Wright Linds. Keep increasing from 6:00 AM to. 4:00 PM. Then slightly drop from 5:00 PM to midnight.** |  |  |