**Conclusions**

* **Leverage Weekend and Seasonal Trends**
* Launch **weekend-specific membership promotions**, such as discounted rates for annual memberships purchased on Saturdays or Sundays.
* Organize **special events or rides** in September to attract casual riders and promote memberships during peak usage.
* **Focus Marketing Efforts on Electric Bikes**
* Introduce an **“Electric Bike Perks Program”** for annual members, such as extended ride times or exclusive access during busy periods.
* Promote electric bike usage in **targeted digital ads** to casual riders.
* **Optimize Popular Stations and Routes**
* Set up membership kiosks or banners at Streeter Dr & Grand Ave and other popular stations to encourage sign-ups.
* Provide discounted memberships for tourists, highlighting benefits like unlimited rides and ease of access to major attractions.
* **Target Day-Specific Campaigns**
* Customize in-app notifications or emails to casual riders who frequently ride on these days, offering one-day membership trials or incentives.
* **Promote Shorter, Efficient Rides for Busy Riders**
* Run winter campaigns emphasizing membership benefits during colder months, such as access to bikes at reduced rates for short rides.
* **Capitalize on Monthly Patterns**
* Introduce a **summer membership drive**, offering perks like ride extensions or partner discounts for annual members during peak riding months.