

## Conclusion and recommendations

### Conclusion:

In conclusion, member and casual riders differ in terms of the proportion of rides taken, ride duration, riding patterns based on weekdays vs weekends, seasonal variation in bike usage, and bike preferences. Member riders appear to be more consistent and focused on commuting or personal errands, while casual riders take longer rides, use bikes more for leisure, and exhibit preferences toward electric bikes.

### Recommendation:

Following are the reasons why casual riders should buy annual membership:

1. **Cost-effectiveness:** Highlight the cost benefits of becoming a member. Emphasize that regular riders can save money in the long run by opting for a membership instead of paying for the individual rides. Use digital media platforms to showcase membership plans, discounts, and promotions, making it clear that joining as a member offers financial advantages.
2. **Convenience and flexibility:** Position the membership as a convenient and flexible option for casual riders. Emphasize the ease of unlocking and using bikes, the freedom to pick up and drop off bikes at various locations, and the flexibility of riding anytime. Utilize digital media to demonstrate the user-friendly nature of the membership system, including more mobile apps, for easy booking and tracking.
3. **Community and social aspects:** Highlight the sense of community and belonging that comes with being a member. Showcase testimonials or stories from existing members, demonstrating the positive experiences and connections they have made. Utilize digital media platforms to foster engagement and interactions among members, such as creating online forums or social media groups for sharing experiences and organizing group rides.