

Recommendations

- **Strategic Promotions:**
 - Implement weather-based promotions
 - offering discounts during clear and cloudy days when bike rentals are highest, attracting more customers to Yulu.
- **Flexible Pricing and Inventory:**
 - Introduce time-based pricing to balance demand, with lower rates during off-peak hours.
 - Optimize inventory based on seasonal demand, ensuring ample bikes during summer and fall and adjusting during low-demand months.
- **Customer-Centric Approach:**
 - Encourage customer feedback to enhance services and tailor offerings to meet customer expectations.
 - Leverage social media for marketing, showcasing biking experiences, engaging with customers.
 - Running targeted campaigns for increased bookings.