**Recommended Marketing Strategies**

1. Offer discount for University of Chicago students to target complete University population.

* Though Cyclistic enjoys a large percentage of its student population as members, there are still customers who rely on Cyclistic to get to school and back. By implementing an annual discount ($80/yr. Instead of $100/yr.), Cyclistic may increase memberships overall and greatly increase revenue.

1. Offer a discount for new members when they pair bundle with partnered fitness app subscription.

* A large portion of casual customers exhibit trends/characteristics which resemble those of weekly exercise riders. By taking advantage of this, Cyclistic can not only expand its image, but can also capitalize on a significant portion of casual customer base usage. Recommended bundle proposal: Fitness App: $$$/yr., Cyclistic: $75/yr.

1. Increase pricing for E-Bikes by 15¢/min for casual customers (promote membership to eliminate extra fees for E-Bikes). Offer 5¢/min discount if E-Bike is returned to the starting point.

* Capitalizing on multiple facets, this strategy would firstly increase overall charges for customers who use E-Bikes on weekends as a leisure activity. By charging an additional 15¢/min, the average casual customer will owe an estimated $144.3 annually extra if they ride once a weekend. This amount is insufficient to drive away customers, as for the standard ride of 18.5 min, it will only cost an extra $2.78. The primary responses will be to either purchase a membership ($144.3 per year saved just in E-Bike fees), or ride a classic bike. From previous recommendations, we know the exercise group will most likely occupy the classic bikes during weekends, leaving the more leisurely casual customers with no bikes. To combat this, offering a 5¢/min discount (new amount is 10¢/min) would encourage riders to return their E-Bikes to the original starting point (most likely “Streeter Dr. & Grand Ave.”) and would retain the additional fee for utilizing E-Bikes at all, thus promoting membership. If this strategy is adapted, new E-Bikes should be allocated to “Streeter Dr. & Grand Ave.” station.