UniJagung Consultation Co.
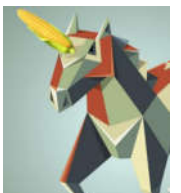
Maximizing Social Impact
Maximizing Profit
Thru New Data Insight

Problem Statement

(In the context of Low Carbon Mobility)

Number of cars are on the rise.

Congestion is here to stay.

Time stuck in a congestion is a significant fraction of commute time for city drivers. Worse is when most of the car carbon emission is a result of the car sitting still doing nothing.
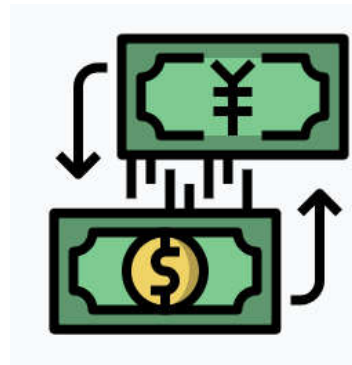
What can GoCar do ?

Stop Guessing, Start Leveraging

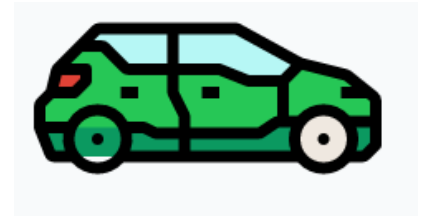# Multiple Domain Insight: Multiple Datasets

CRM

Demographic by APRU, Gender

Boost

Purchase behavior

POI & Event Log

Lead behaviour identification

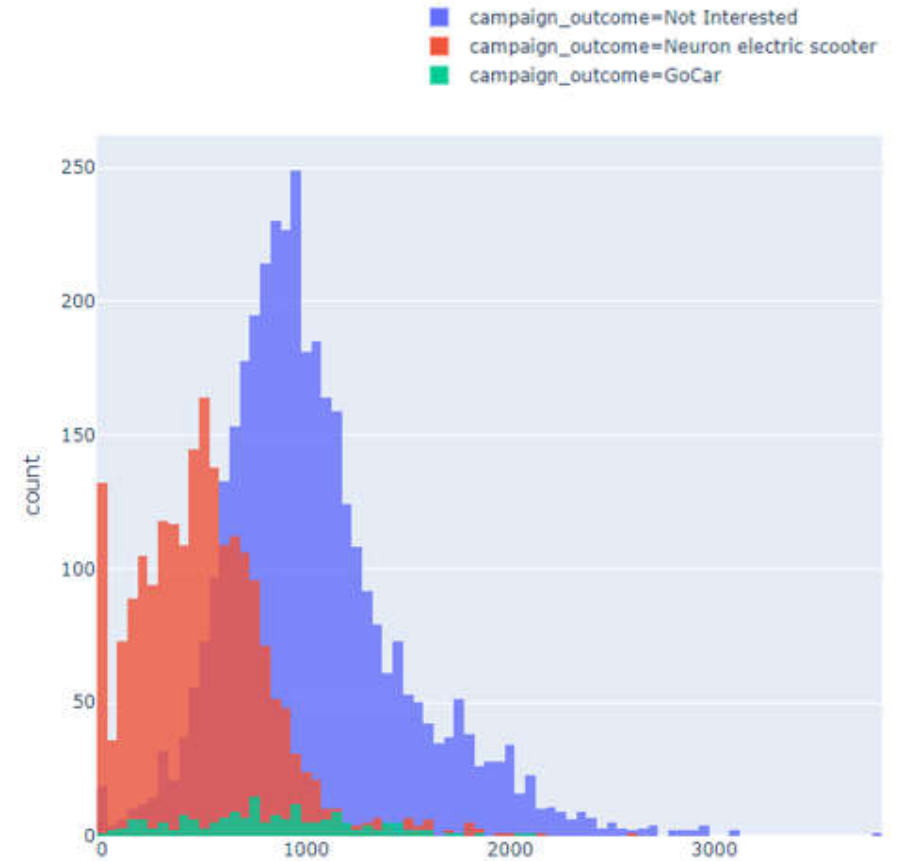## GoCar Campaign

Shared mobility preference

Opportunities

- Identify potential customers for GoCar. Targeted marketing/promo campaign results in stronger participation

- Identify optimal location for GoCar sharing station based on customer route prior and after GoCar service.

- Collaboration with high potential merchant where GoCar customer frequent for promotional event/campaign for visibility.
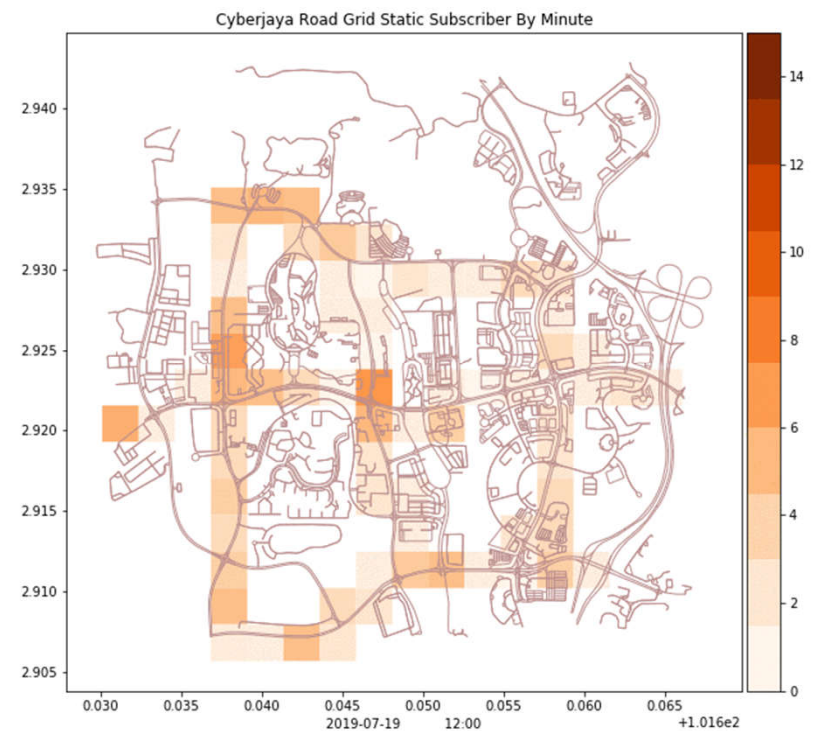
Business Impact

Business Impact

Targeted Marketing

- Money & Effort spent at the right place
- Understand customer demographic, routine and behaviours
- Improve customer retention

Legend:
- campaign_outcome=Not Interested
- campaign_outcome=Neuron electric scooter
- campaign_outcome=GoCar

Business Impact

First to know:

- Tracking customer mobility anonymously.
- Machine learning identify breakdown pattern before being notified
- Proactive customer service care

Cyberjaya Road Grid Static Subscriber By Minute

Business Impact

At the right place:

- Building GoCar sharing station at where it matters.

- Identify high density intersection of user trajectory for planting infrastructure.

Social Impact

Social Impact

Reduce Car Ownership

- Encourage public transportation
- Improve traffic thru better adoption on public commute
- Less traffic less emission

Social Impact

Affordable mobility

- Pay per use
- Reduce commute time
- Changing spending behaviour

Implementation

Data Driven Implementation

Multi-domain Datasets

Descriptive

Predictive

Prescriptive

Analysis

Data Driven Decision

Business & Social Impact

Descriptive Analysis:
- Describe customer demographic, buying behaviour, habit and routine
- Dataset:[CRM, Boost Transaction, Event Log, POI]

Predictive Analysis:
- Predict potential customer for marketing strategy.
- Forecast region density for potential GoCar station placement.
- Dataset:[CRM, Boost Transaction, Event Log, POI, Past GoCar Campaign Result)

Prescriptive Analysis:
- Journey anomaly detection based on event log and prescribe recommendation
- Dataset:[Event Log]

Business Model

Key Partners
- Government
- Telco
- Electronic payment service like Boost, Fave, etc

Value Proposition:
- Convenient affordable on demand car for hire.
- All inclusive(except fine), just order and drive.
- Enjoy exclusive discount with our partner merchant.

Revenue Stream
- Pay per use on GoCar services
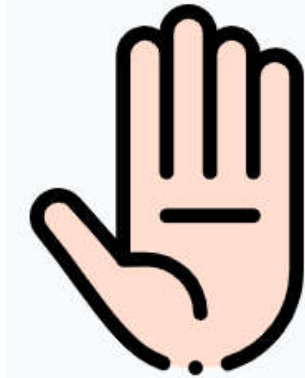
Channels for customer attraction
- Discounted rate with subscription plan for regular customer
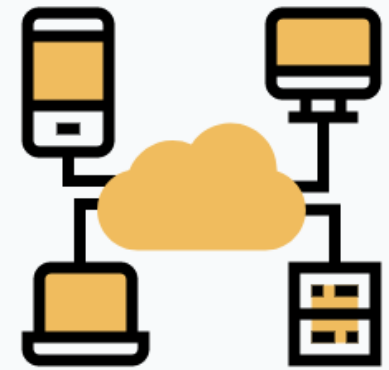- Gamify rewards when user spends with GoCar and Client.

Governance & Ethics

Censored Sensitive Data

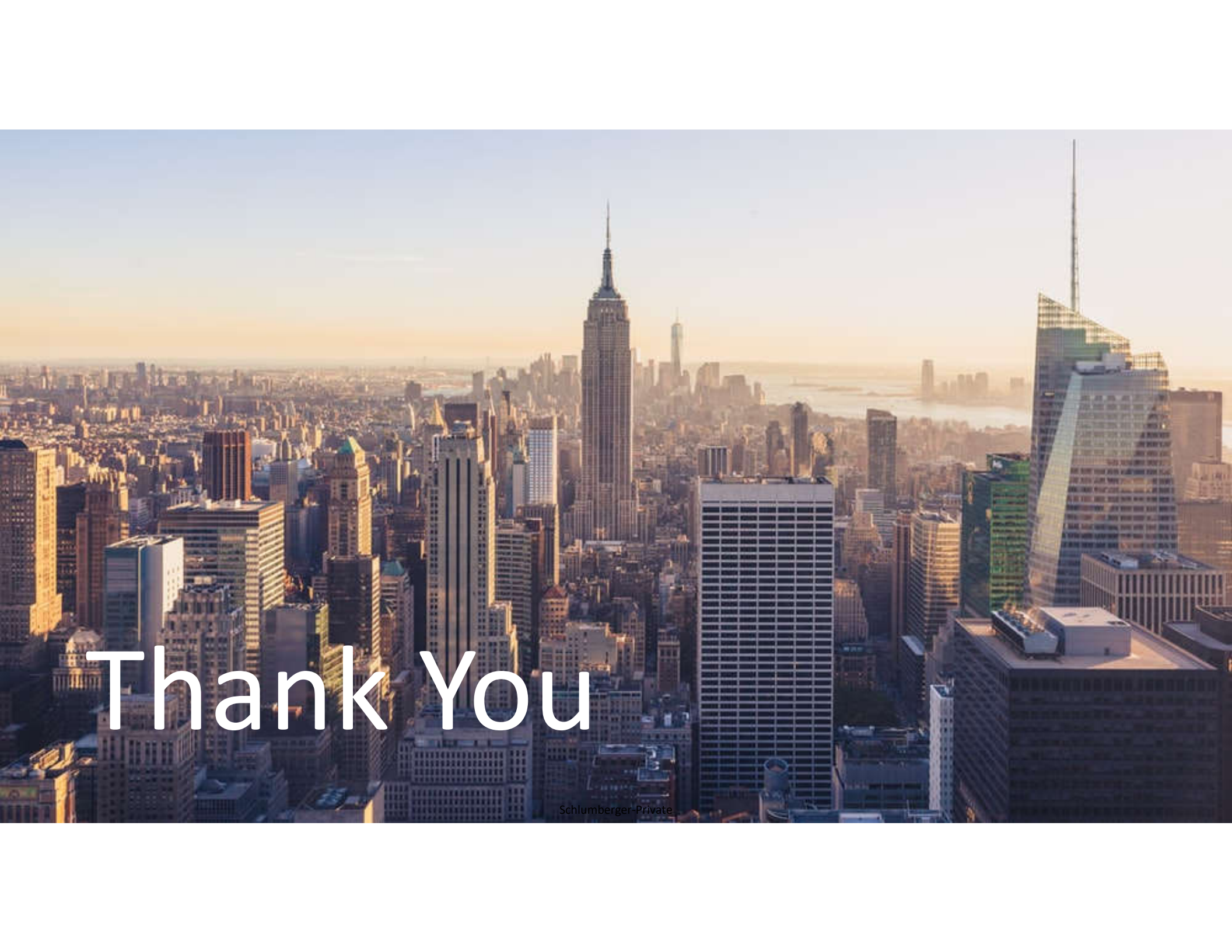No breach to privacy & security!

Bias Mitigation

Everyone is equal!

Open Source Dataset

Foster public contribution

Thank You