



V+ Dashboard Rider Activity & Campaign Analysis

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Global Overview

Users

town

☒ is_student_adjust...

☒ Student

☒ Non-Student

Subscriptions

☒ user_type

☒ yearly

☒ monthly

Rides

☒ ride_month

☒ January

ride_start_week

Total Users



61

Total Used Bikes



2,839

Total Bike Rides



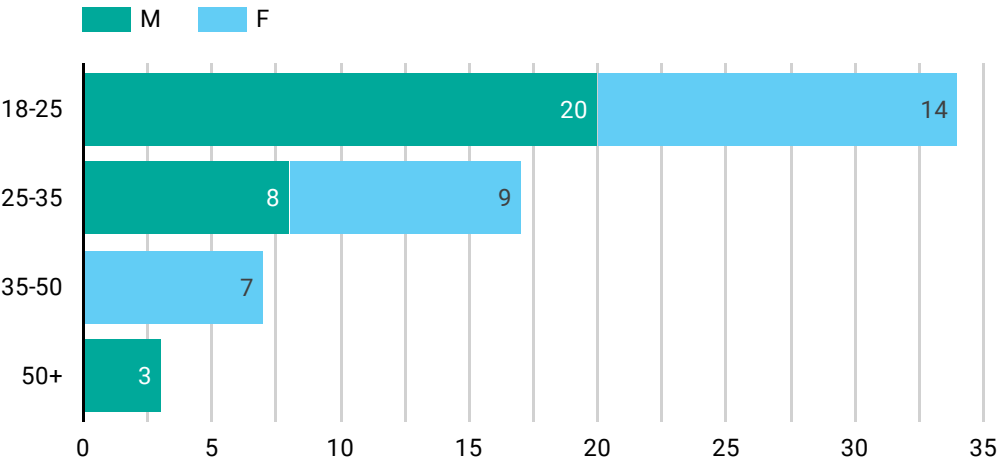
2,951

Average Ride Duration

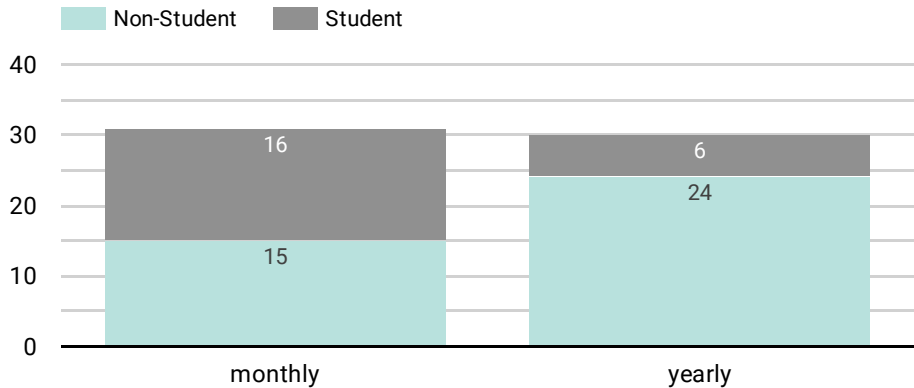


14.4 (min)

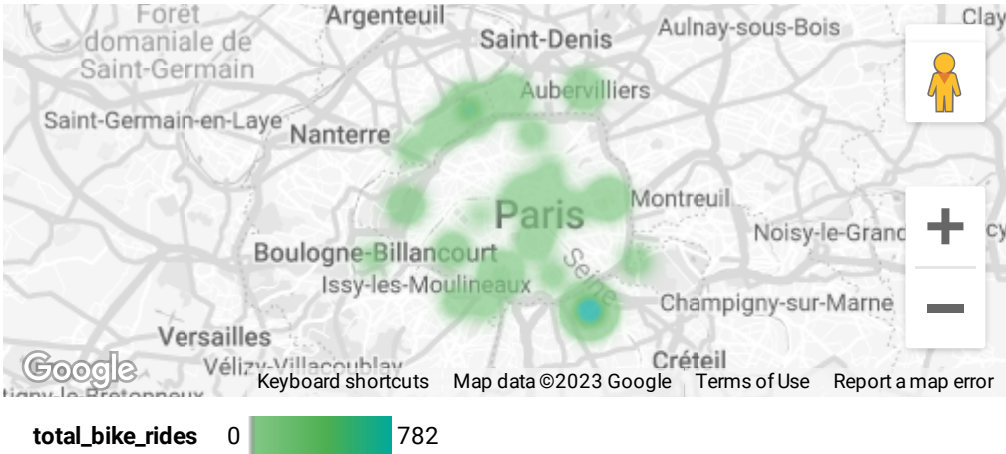
User Distribution by Age & by Gender



V+ Subscription Distribution



Total Bike Rides Repartition



| | town | total_bike_rides |
|----|--------------------------|------------------|
| 1. | IVRY-SUR-SEINE | 782 |
| 2. | CLICHY | 433 |
| 3. | PARIS-14E-ARRONDISSEMENT | 210 |
| 4. | PARIS-20E-ARRONDISSEMENT | 163 |
| 5. | SAINT-OUEN | 160 |
| 6. | AUBERVILLIERS | 121 |
| 7. | LEVALLOIS-PERRET | 104 |

V+

Users & Rides Overview

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age

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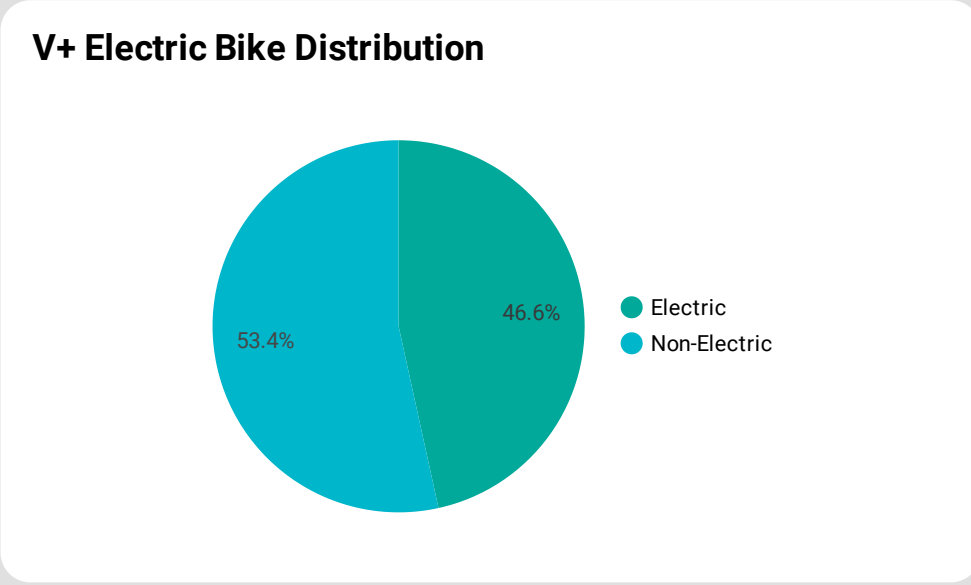
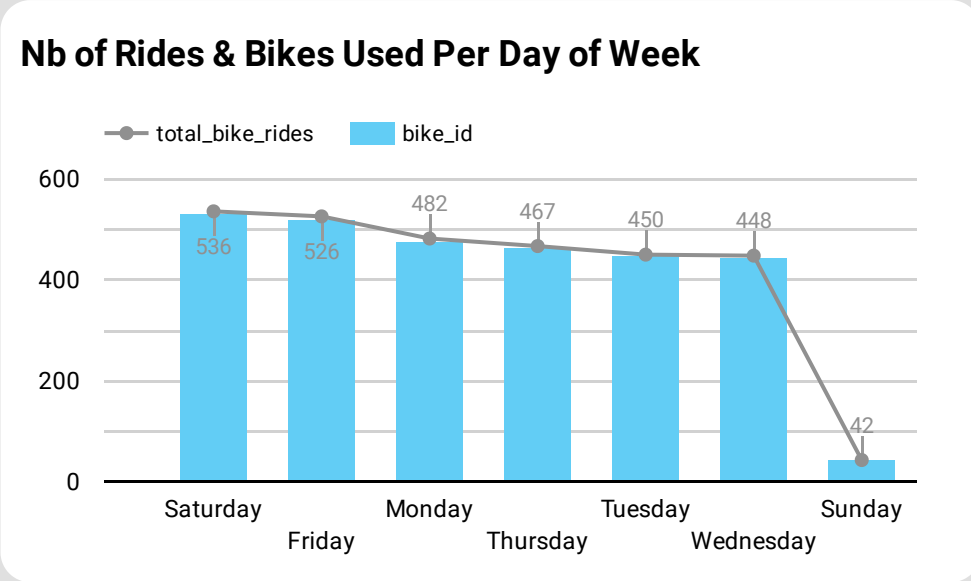
14.4 (min)

Most Active Bike Users

Target Ride Duration Per User Per Month600

| | user_id | total_bike_rides | duration_min | % of max ride duration target |
|-----|---------|------------------|--------------|-------------------------------|
| 1. | 123 | 65 | | 164.67% |
| 2. | 100 | 62 | | 160.67% |
| 3. | 118 | 63 | | 158% |
| 4. | 122 | 58 | | 149.67% |
| 5. | 109 | 59 | | 148.5% |
| 6. | 148 | 58 | | 146.17% |
| 7. | 117 | 61 | | 145.67% |
| 8. | 160 | 60 | | 144.83% |
| 9. | 115 | 59 | | 144.83% |
| 10. | 145 | 59 | | 137.33% |
| 11. | 130 | 55 | | 135.33% |
| 12. | 134 | 51 | | 128.5% |
| 13. | 121 | 49 | | 127.5% |
| 14. | 110 | 53 | | 126.83% |

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V+ Campaign Overview

Users

age

Media Channels

media

email

fb

instagram

sea

Campaign Runtime

campaign_week

weekday_or_weekend

Total Cost



15.96K €

Total Signup



884

CPA

Cost Per Signup



18.06 €

CPM



117.54 €

CPC



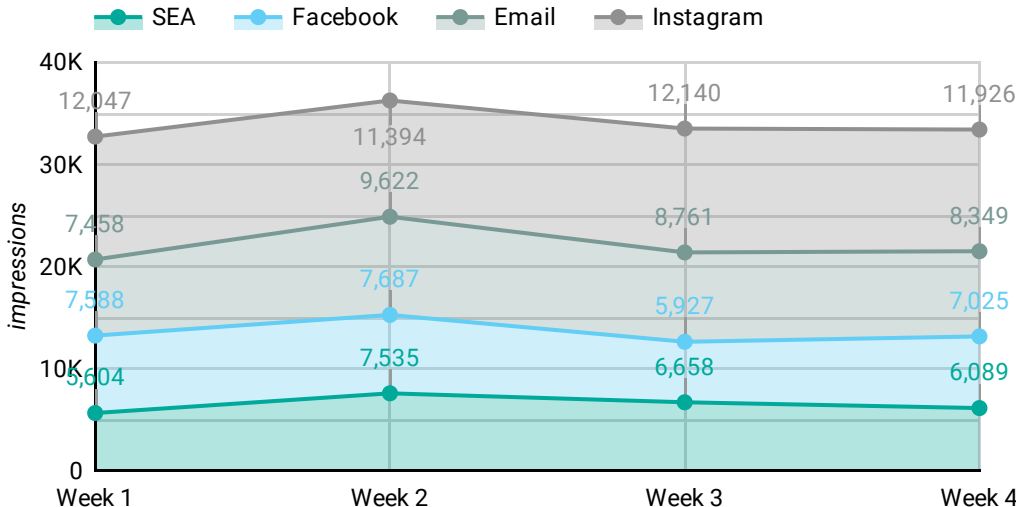
0.72 €

Conversion Rate

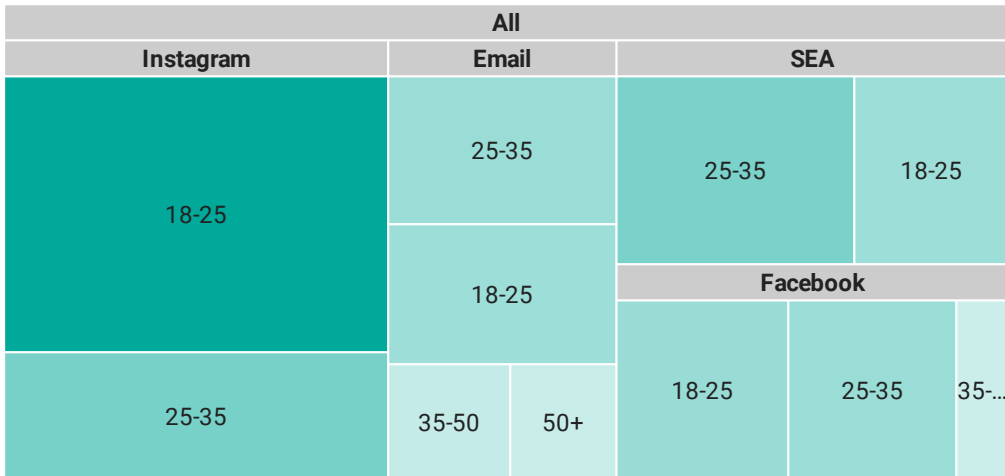


3.98%

Total Impressions Per Media Type Per Week



Total Signups Per Media Type



Campaign Analysis

| campaign_id | media_adjust... | clicks | signups | conversion_rate |
|-------------|-----------------|--------|---------|-----------------|
| 2 | Instagram | 2,433 | 114 | 4.69% |
| 4 | Instagram | 2,370 | 111 | 4.68% |
| 3 | Instagram | 2,414 | 112 | 4.64% |
| 1 | Facebook | 2,429 | 112 | 4.61% |
| 5 | SEA | 2,260 | 103 | 4.56% |
| 6 | Email | 2,368 | 107 | 4.52% |

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Average Cost Per Signup Per Media Type

