

//RIDE4ALL
Omdat iedereen met plezier moet rijden

BI Analytics

Filters Pane

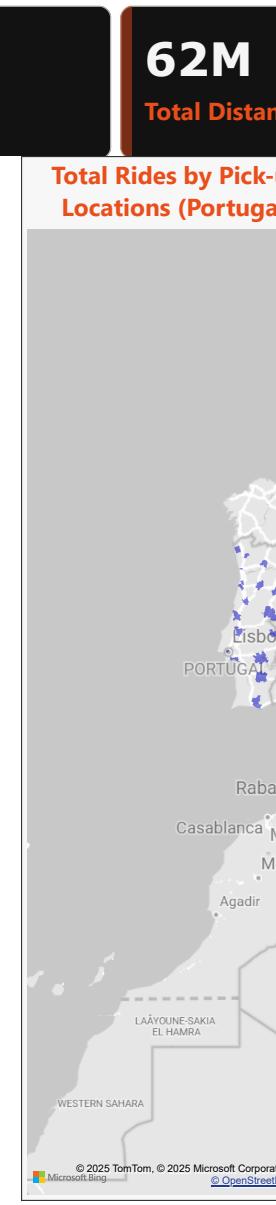
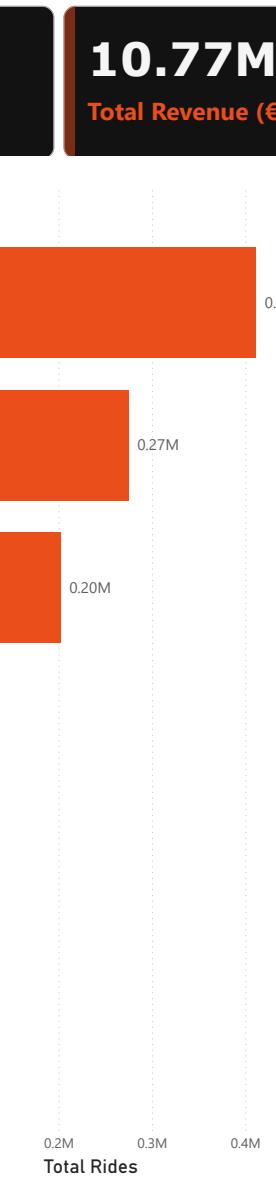
Month Plus Year Trend
All

Day Name
All

Locations
All

RESET

→



 **1.05M**

Total Rides

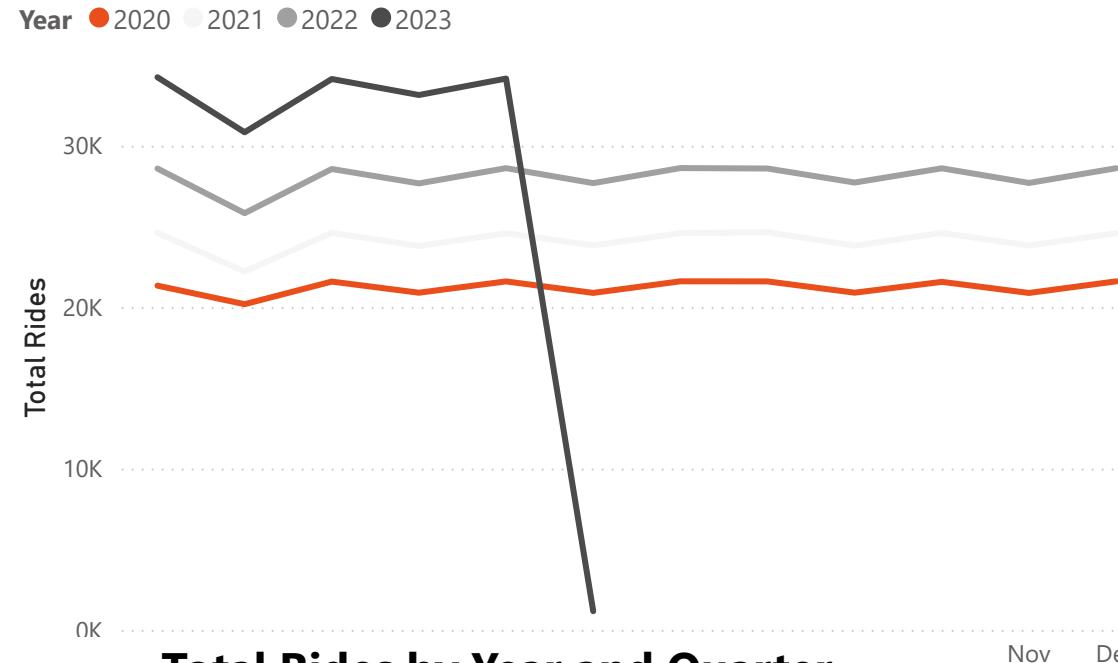
 **16.12**

Avg Fuel Efficiency (km/L)

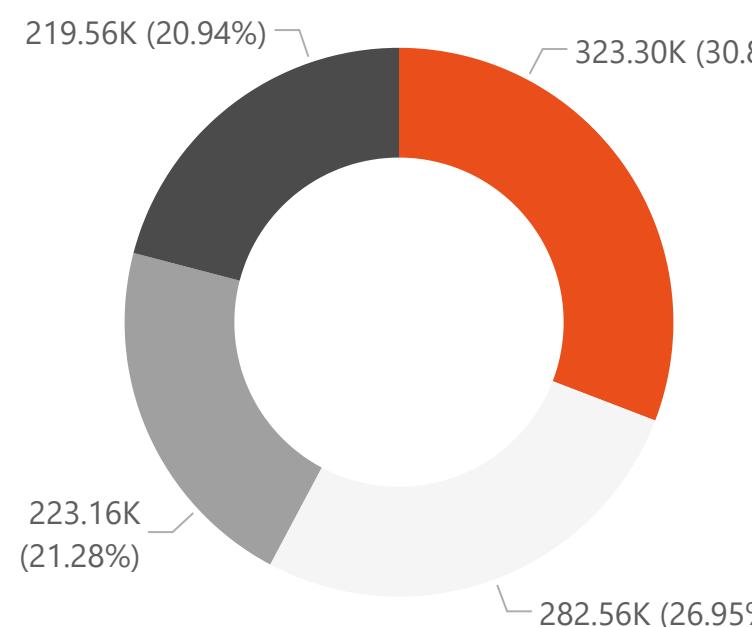
10.77M

Total Revenue (€)

Total Rides by Month and Year

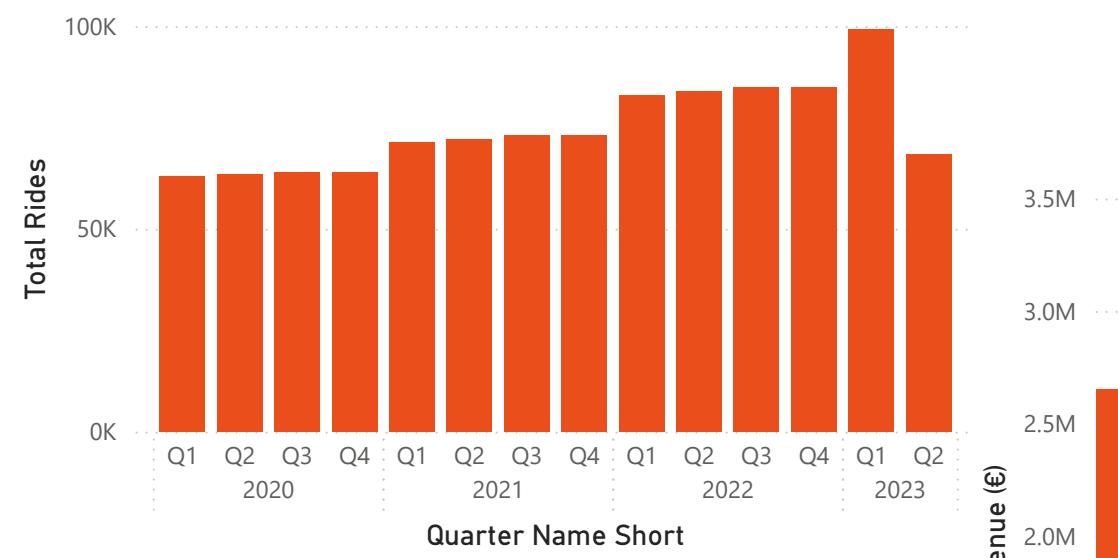


Ride distribution by Season

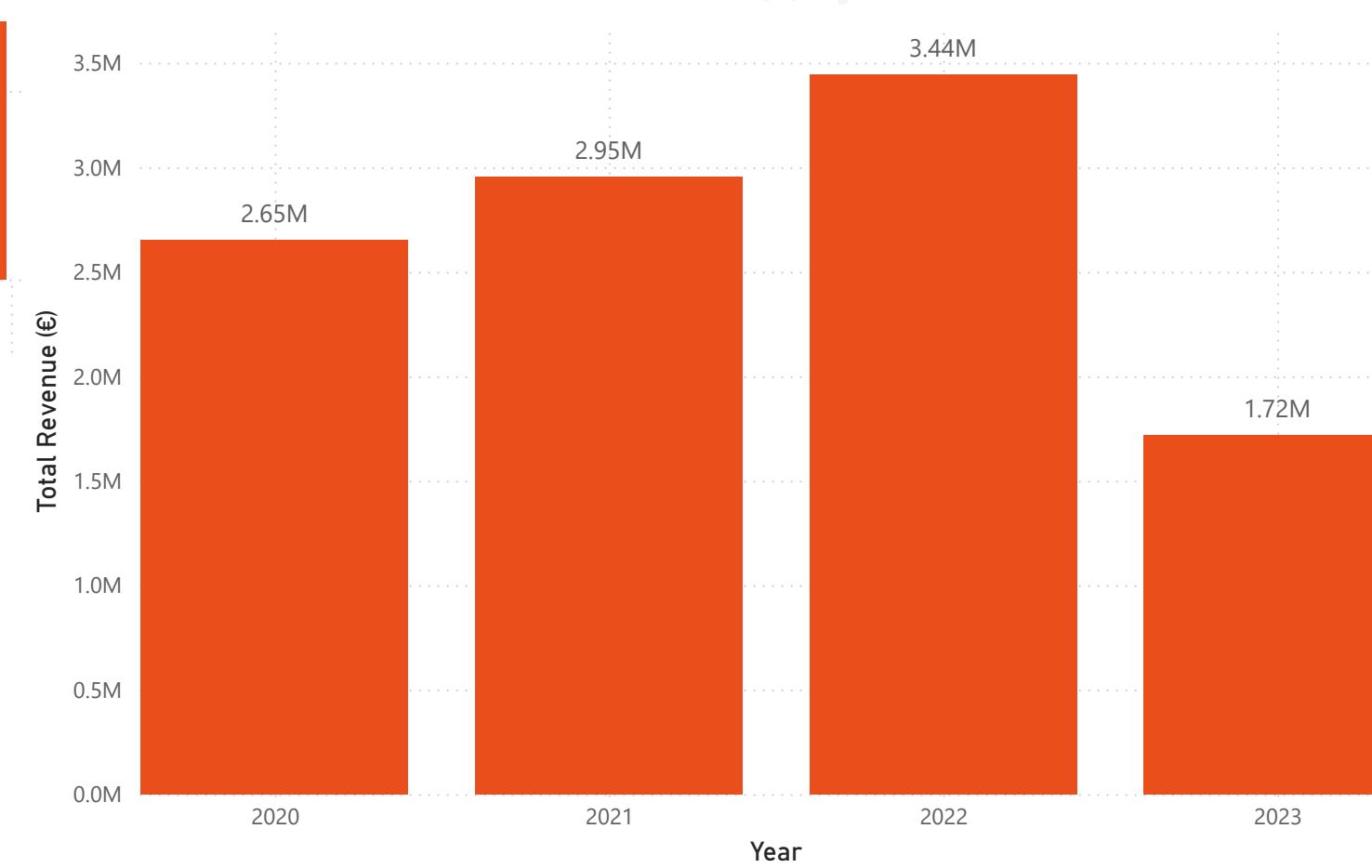


Category
● Spring
● Winter
● Summer
● Fall

Total Rides by Year and Quarter



TOTAL REVENUE (€) BY YEAR



Decomposition Tree of total Rides across Regions and Districts





10K
Unique
Customers

56.14%
% Customers
Male ♂

43.86%
% Customers
Female ♀

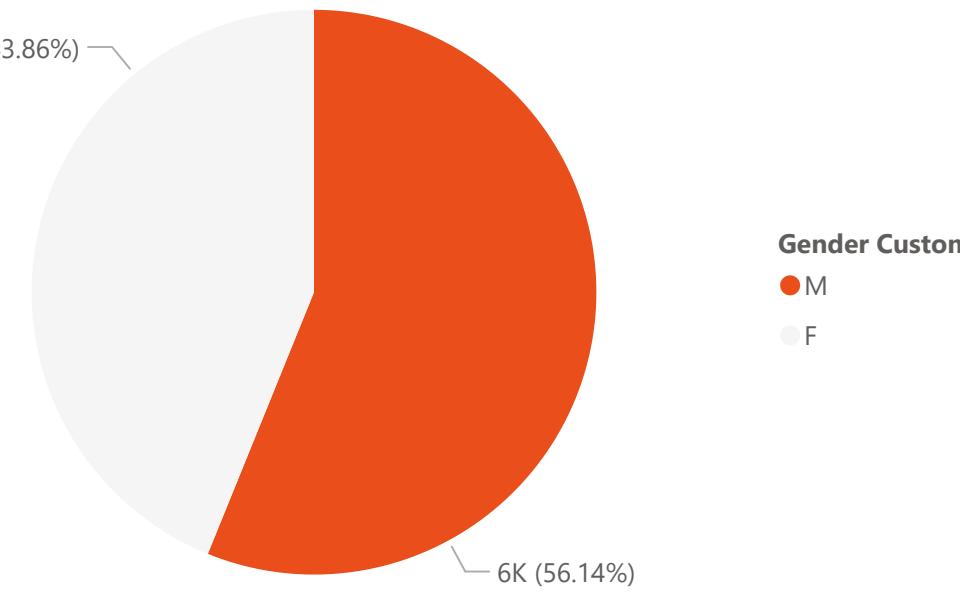
34.93%
% High Risk
Customers

745
Avg Recency

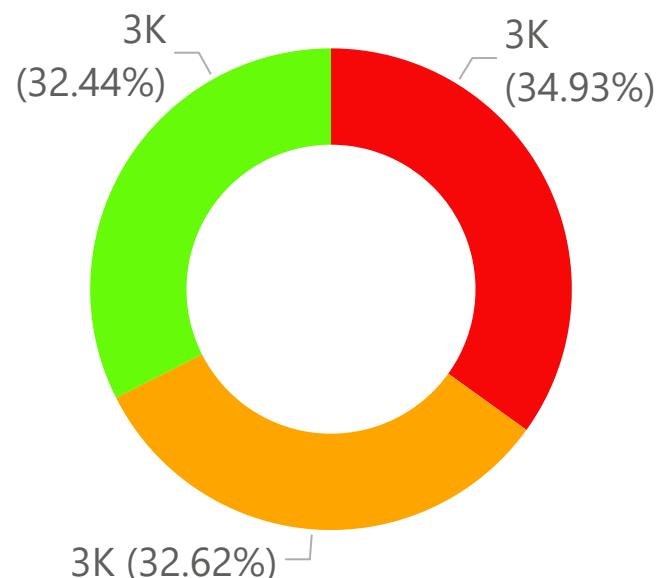
105
Avg Frequency

1K
Avg Monetary

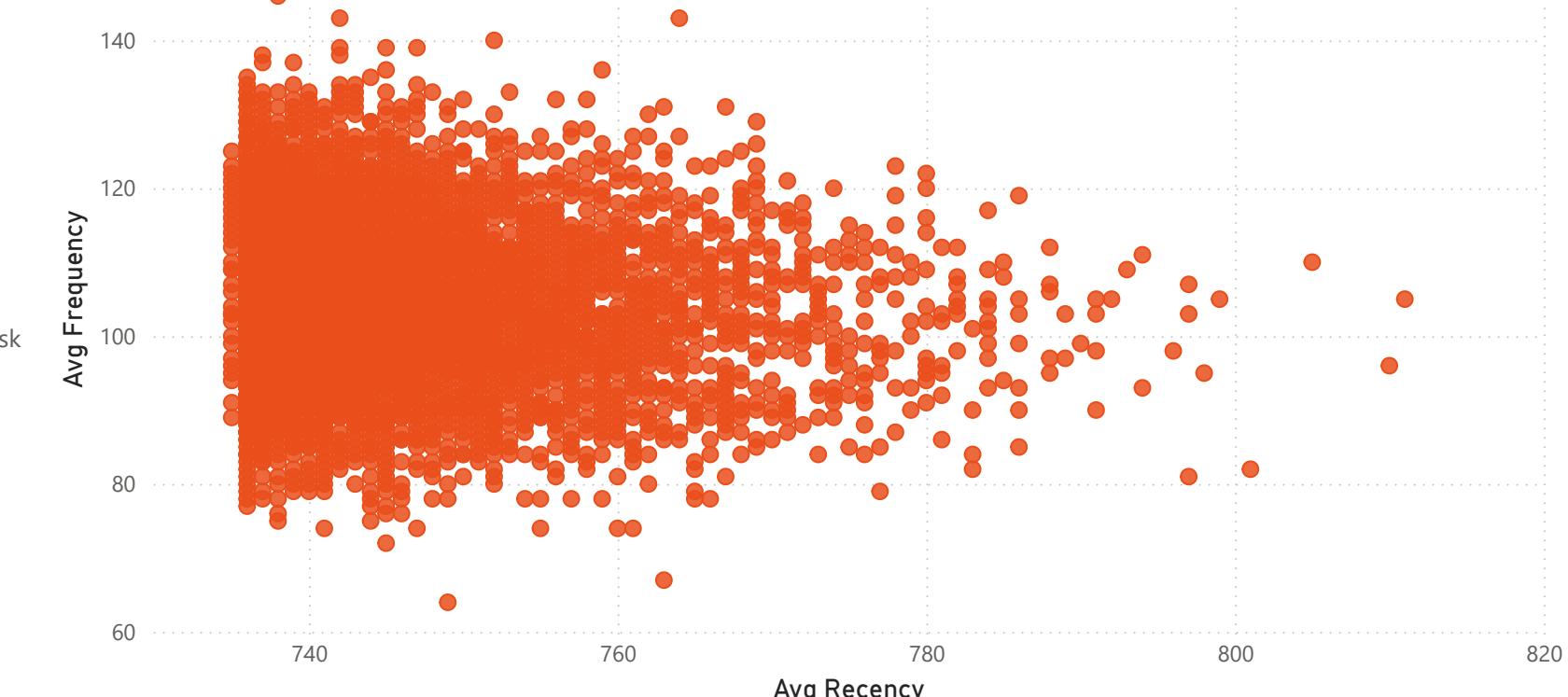
Distribution of Customers by Gender



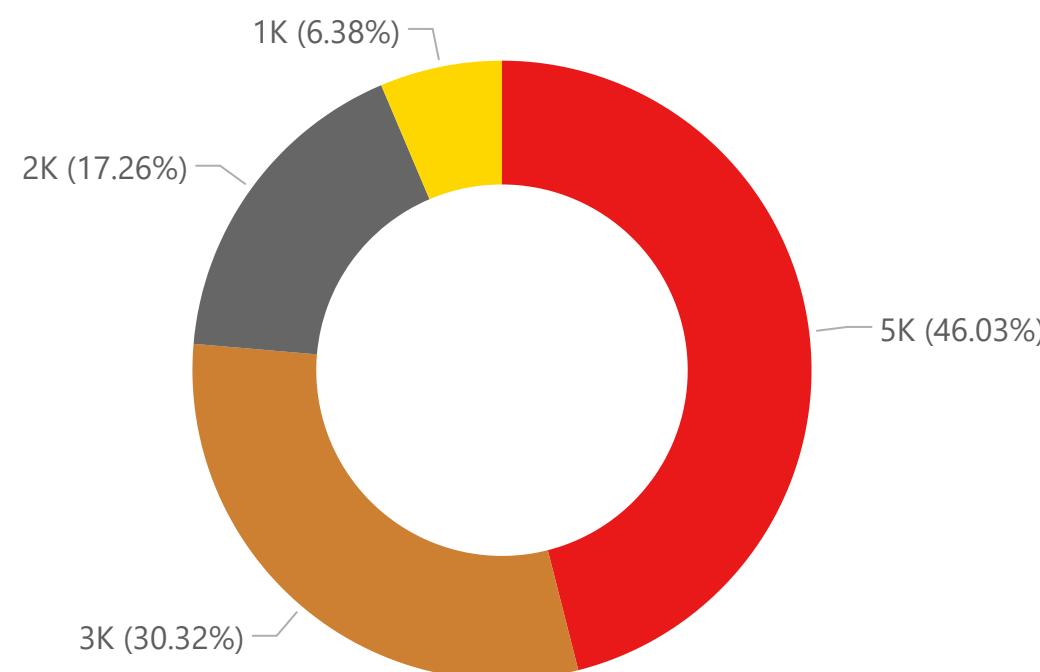
Churn Risk Distribution



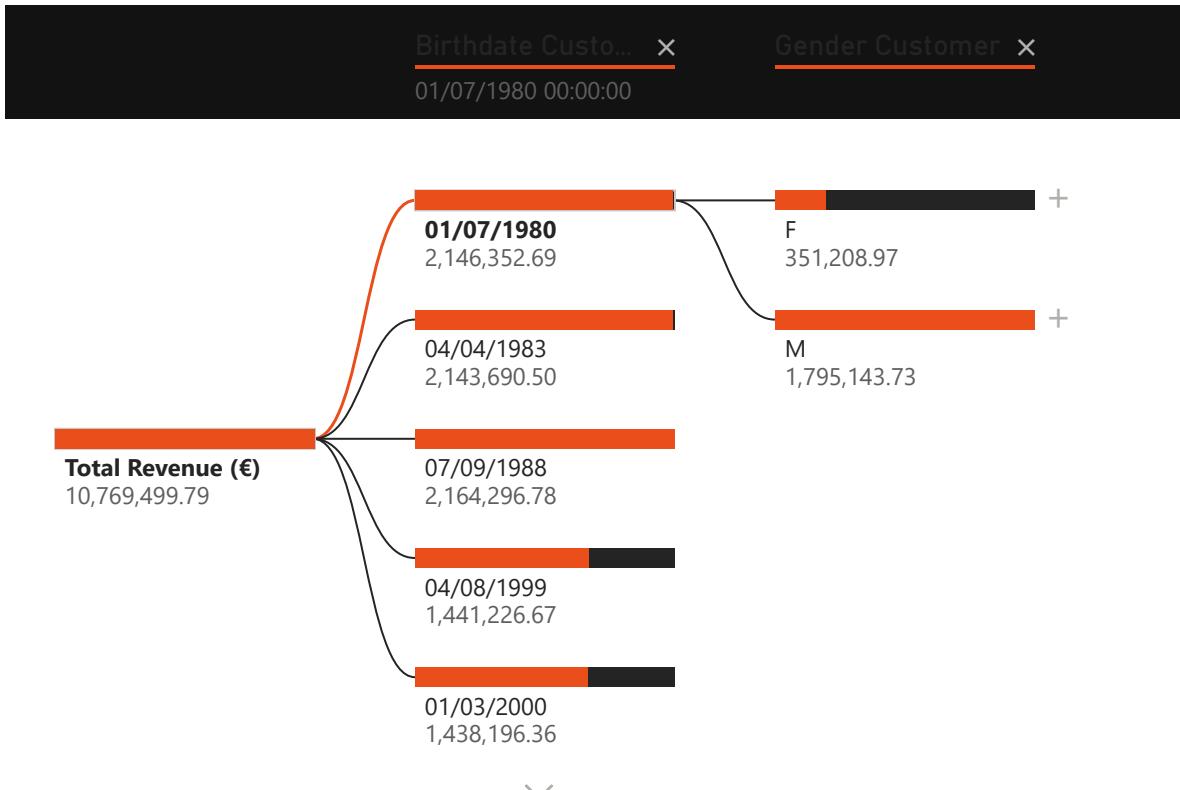
Scatter plot for Avg Recency and Avg Frequency



Customer Segmentation (RFM)



Decomposition of Total Revenue by Birthdate and Gender



Top 10 Customers Total Spend (€)

Customer Name	Total Revenue (€)	Total Rides
Cliente 627	2,133.62	100.00
Cliente 2819	2,063.14	124.00
Cliente 3006	2,037.62	126.00
Cliente 860	2,029.48	132.00
Cliente 6270	2,022.06	113.00
Cliente 2306	1,960.11	112.00
Cliente 3827	1,932.33	108.00
Cliente 1271	1,921.45	110.00
Cliente 9185	1,920.30	111.00
Cliente 8054	1,911.70	99.00
Total	19,931.79	1,135.00



105

Avg Rides per Customer

52

Avg Ride Duration (min)

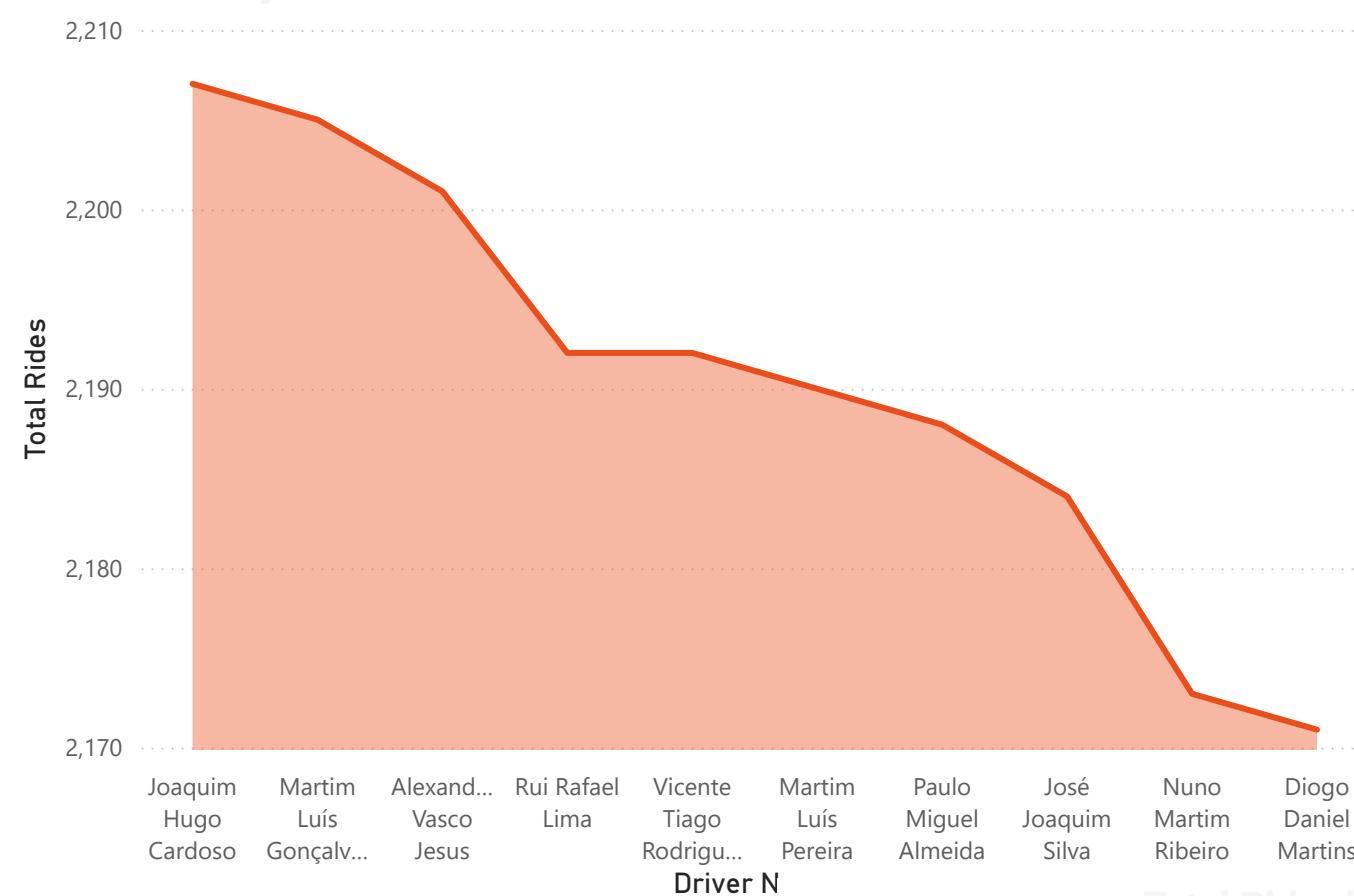
58.72

Avg Rides Dist. (Km)

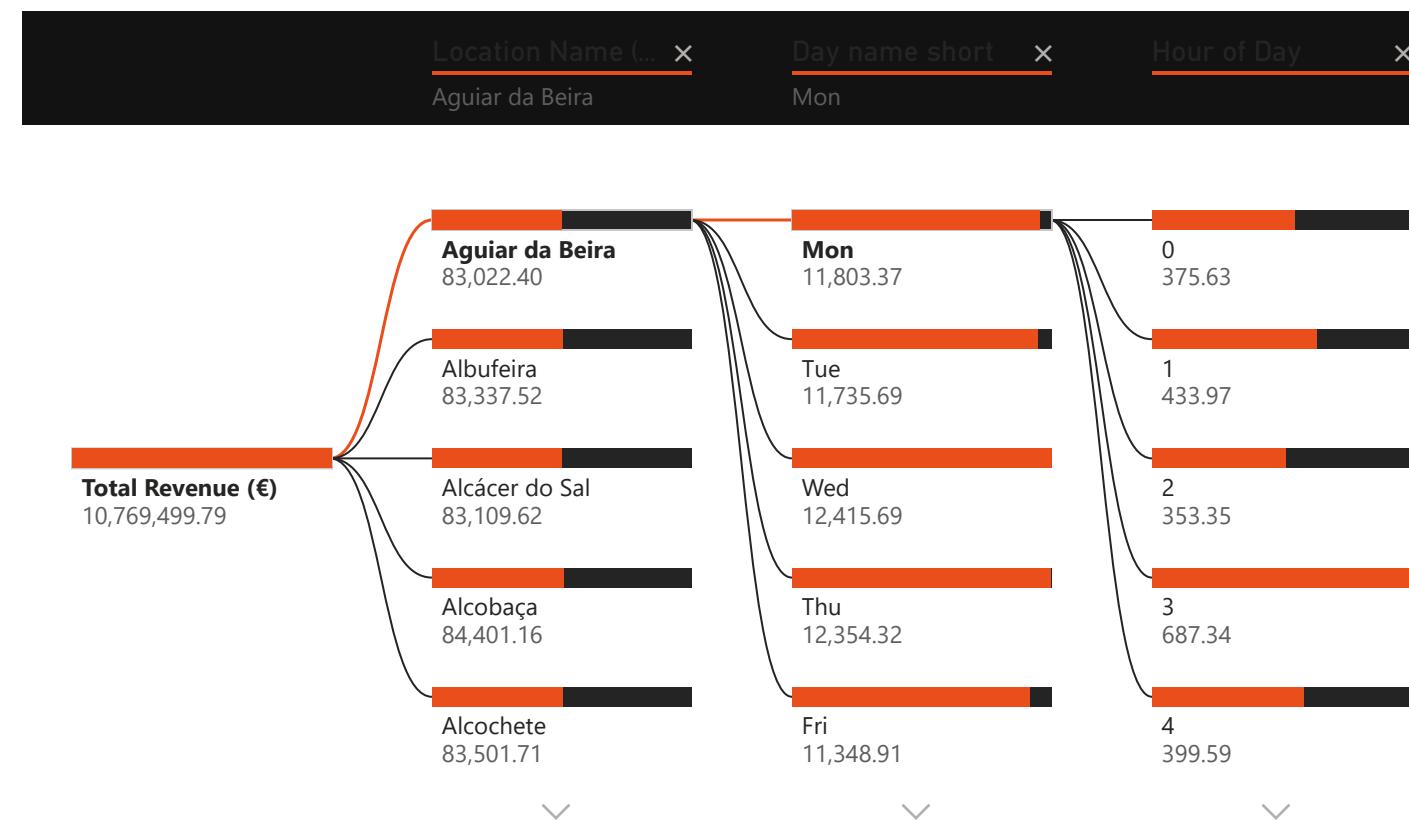
€ 1.08K

Average Ride Cost (€)

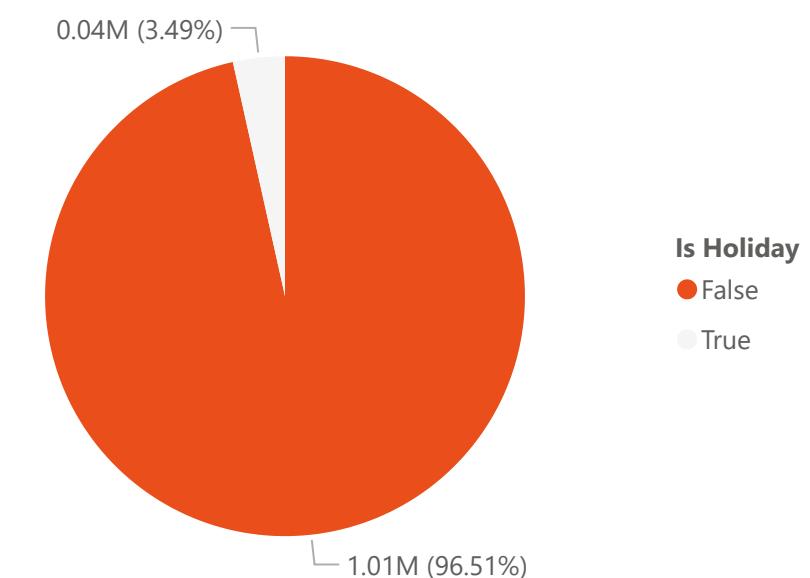
Total Rides by Driver Name



Decomposition by Location, day of the week and Hour of the Day



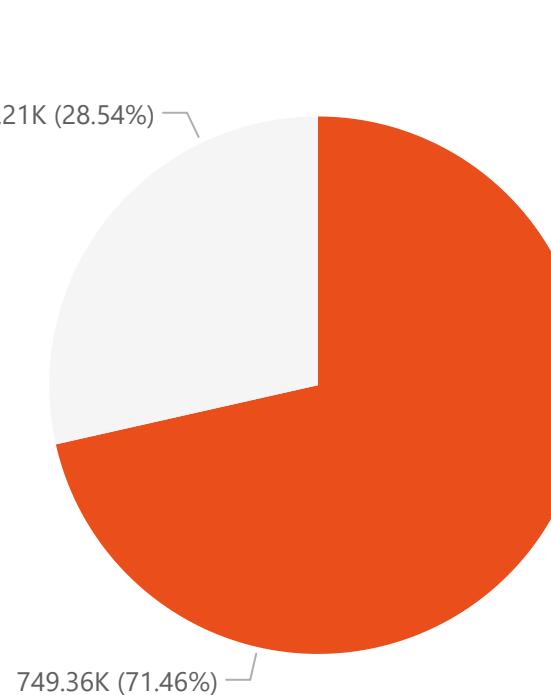
Total Rides by Holiday



Matrix - Hour of Day by Top Ride Count

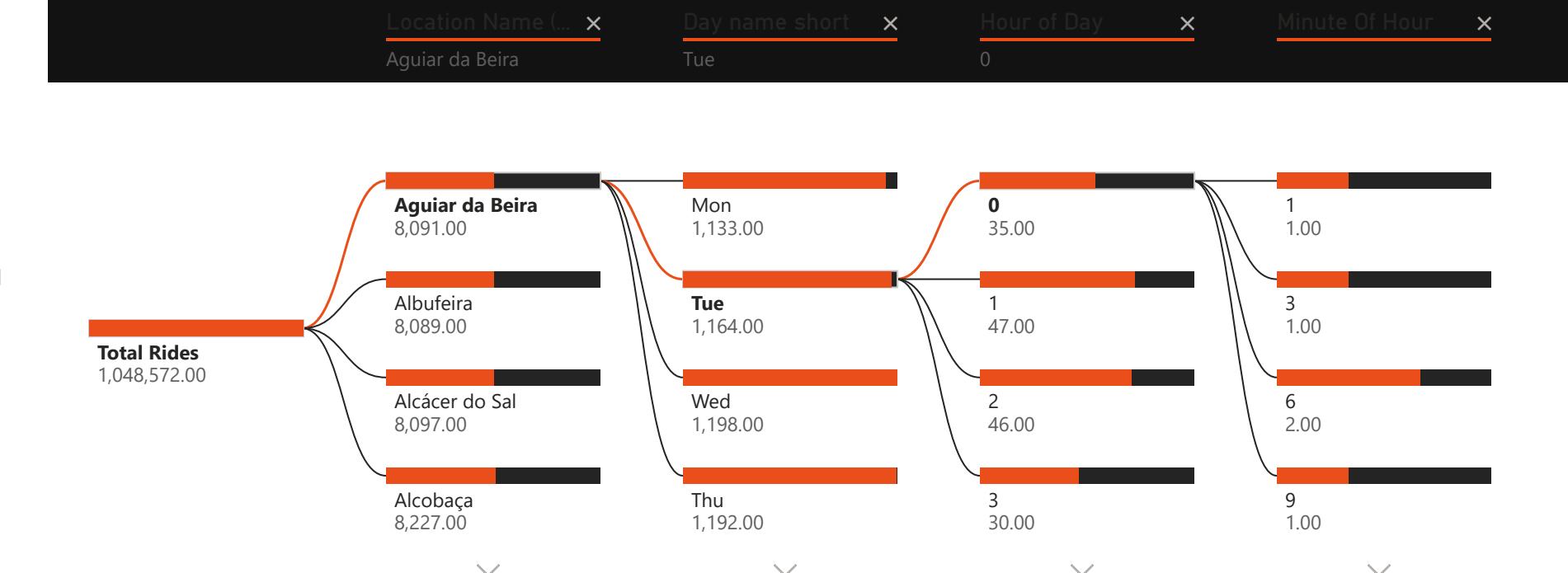
Hour of Day	Total Rides
20	49,183.00
8	49,116.00
15	48,312.00
17	48,292.00
16	48,277.00
14	48,276.00
18	48,253.00
13	48,251.00
10	48,227.00
11	48,227.00
12	48,205.00
19	46,897.00
21	46,883.00
Total	1,048,572.00

Total Rides by Weekend



Is Weekend

- False
- True



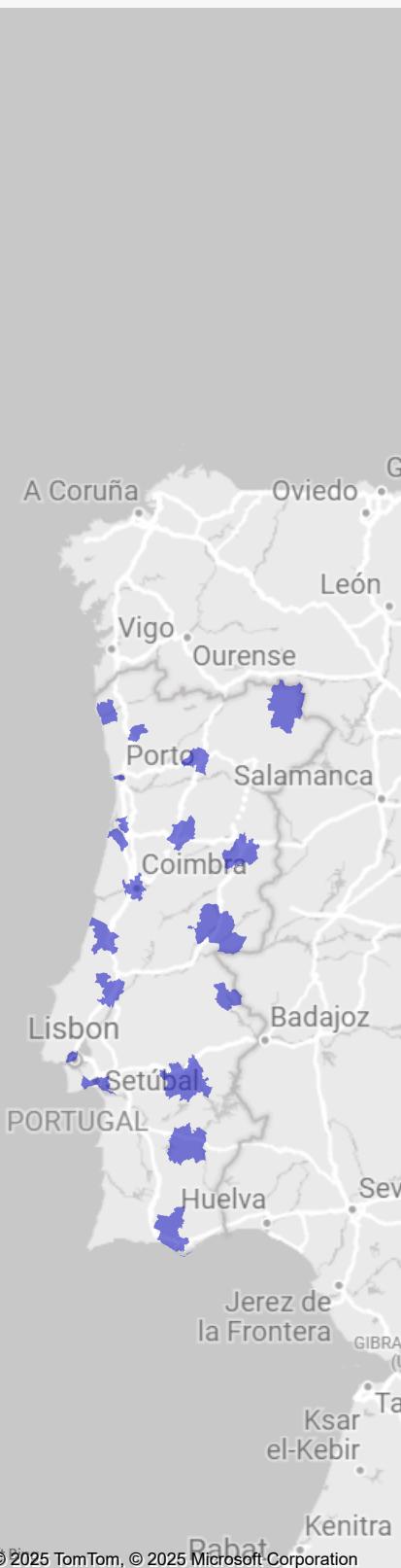


996
Unique Drivers

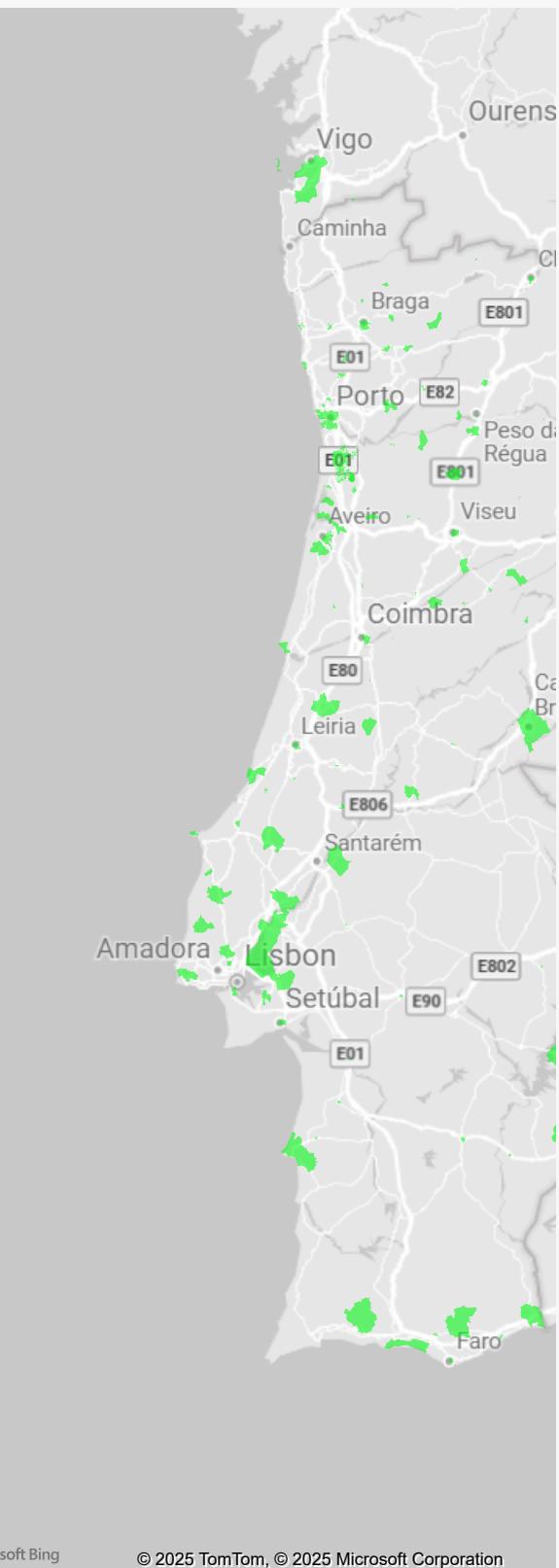
50.00%
% Drivers Female ♀

50.00%
% Drivers Male ♂

Total Rides by Pick-up Locations (Portugal)

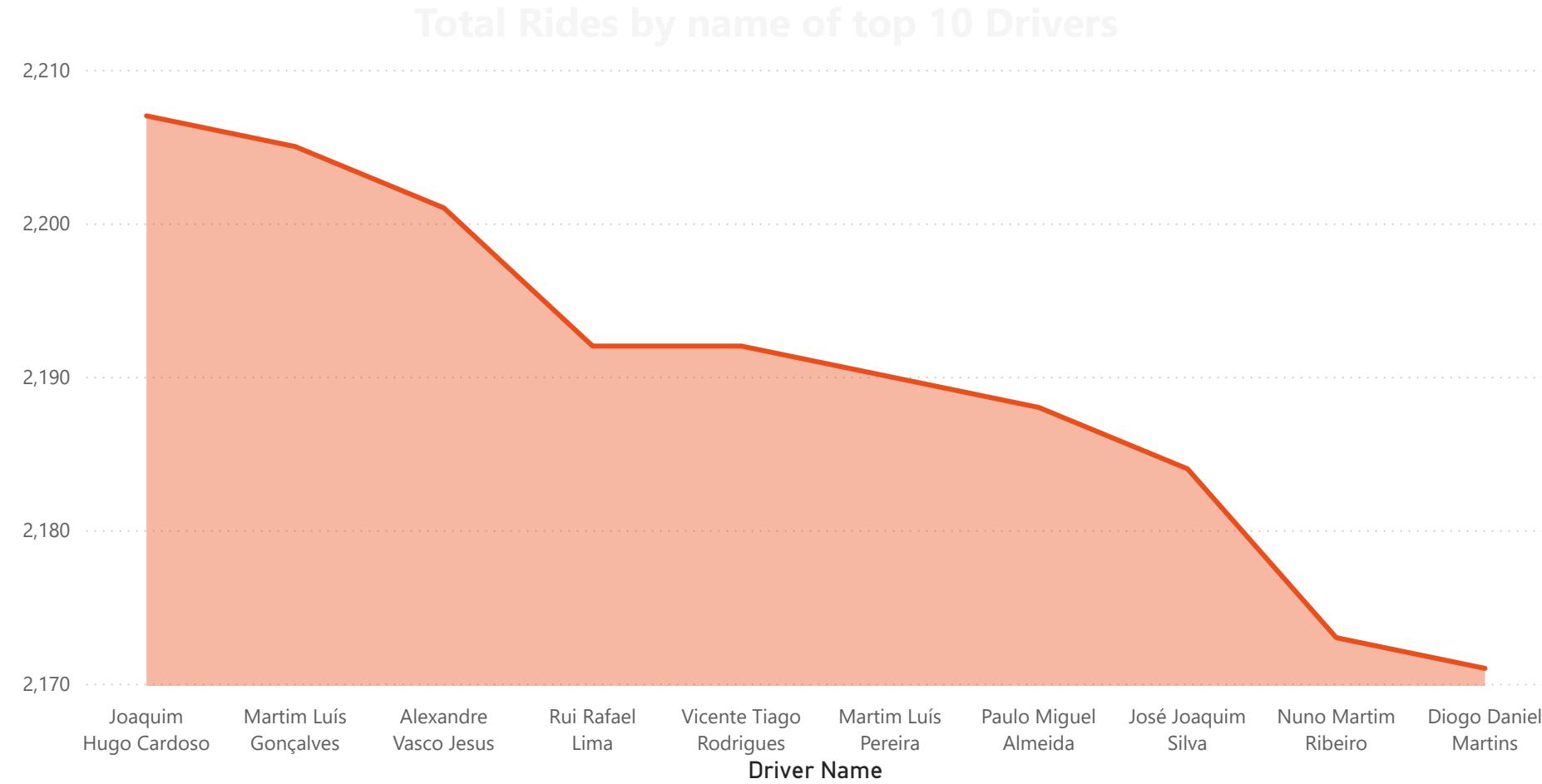


Total Rides by Drop-off Locations (Portugal)



Matrix for Location and Total Ride

Location Name (Municipality)	Total Rides
Aguiar da Beira	8,091.00
Albufeira	8,089.00
Alcácer do Sal	8,097.00
Alcobaça	8,227.00
Alcochete	8,069.00
Alenquer	8,088.00
Almada	8,088.00
Alpiarça	8,016.00
Alvaiázere	8,063.00
Alvito	8,063.00
Amarante	8,105.00
Anadia	8,145.00
Angeja	8,002.00
Aveiro	8,046.00
Avis	8,081.00
Azambuja	7,946.00
Barcelos	8,177.00
Beja	16,158.00
Benavente	8,159.00
Braga	8,224.00
Bragança	7,967.00
Cabeceiras de Basto	7,970.00
Caldas da Rainha	8,043.00
Caminha	8,043.00
Cantanhede	8,203.00
Carrazeda de Ansiães	8,247.00
Castelo Branco	7,986.00
Castelo de Paiva	7,917.00
Castro Daire	8,191.00
Castro Marim	8,016.00
Chaves	8,070.00
Cinfães	8,067.00
Coimbra	8,025.00
Constância	8,051.00
Coruche	8,068.00
Covilhã	8,153.00
Elvas	7,965.00
Entroncamento	8,009.00
Esposende	8,211.00
Total	1,048,572.00



Decomposition Tree of total Revenue across Districts

