

BY Maggie Wu

Visualization & Modelling with Power Bi & Tableau

BY Maggie Wu

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Overview

Time
perspective

Location
perspective

Didi Usage Report

Overview1
Monthly

Overview 2
Ranking

Overview 3
Change

Date



Team

所有

Dept. *

所有

员工组

所有

用车类型

所有

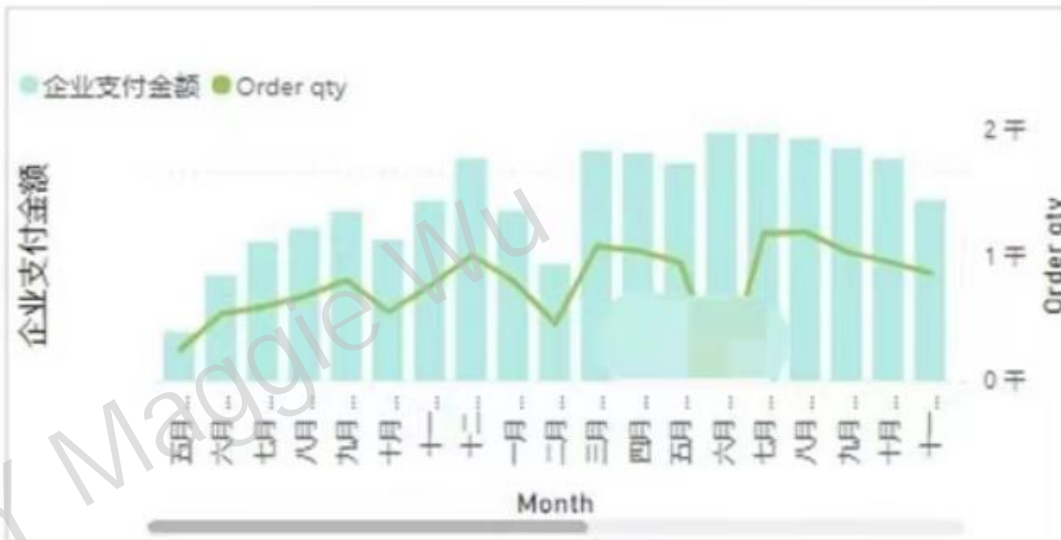
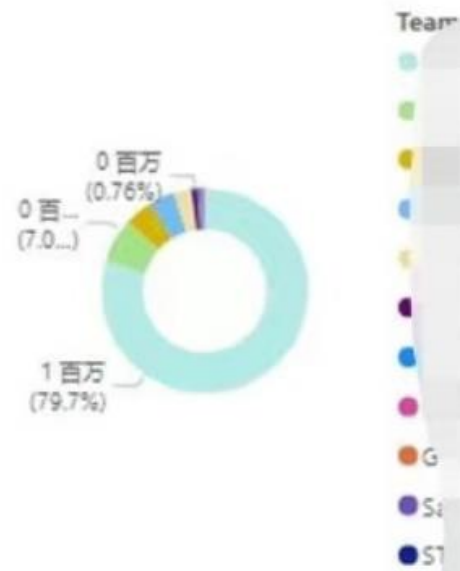
Overview

Time
perspective

Location
perspective

Back

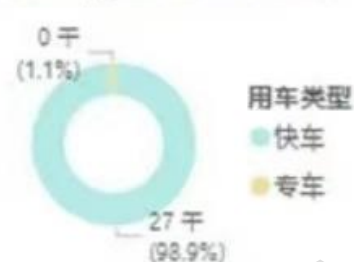
Order sum CNY(按 Team)



Order sum CNY(按 用车类型)



Order qty(按 用车类型)



27.090

Order qty

1.507.3

Order sum CNY

55.65

Ave. comsu./order

30.4

日均单量

1,692

日均消费金额

891

下单天数

Total rank

Overview1
Monthly

Overview 2
Ranking

Overview 3
Change

Details 1

Date

Y Q M W D

年

202

2020

2021

2022

2023

2024

Team

▼

Dept. *

▼

员工组

▼

用车类型

▼

所有

▼

所有

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所有

▼

所有

动态占比
自动计算

自动排名

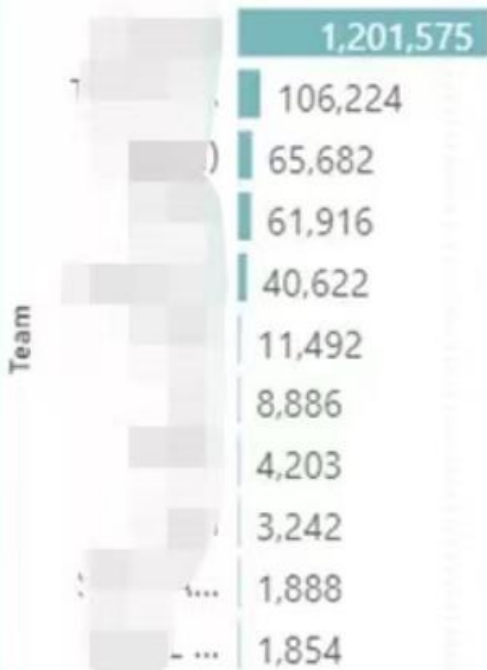
Overview

Time
perspective

Location
perspective

Back

Order sum CNY(按 Team)



0 百万

1 百万

Order sum CNY

Order qty(按 Team)



0 千

20 千

Order qty

Team	Order sum CNY	%	Total rank
日 S		79.70%	1
日 S		58.54%	1
日 S	168,168	11.15%	2
日 S	144,234	9.57%	3
日 S	6,589	0.44%	4
日 S			
日 S		7.05%	2
日 S	51,702	2.10%	1
日 S	30,312	2.01%	2
日 S	28,426	1.89%	3
日 S	9,559	0.63%	4
日 S			
日 S	5,319	0.35%	5
总计	94	100.00%	

Overview 1
Monthly

Overview 2
Ranking

Overview 3
Change

Date

Y Q M W D
年

202...

2020 2021 2022 2023 2024

Team

所有

Dept. *

所有

员工组

所有

用车类型

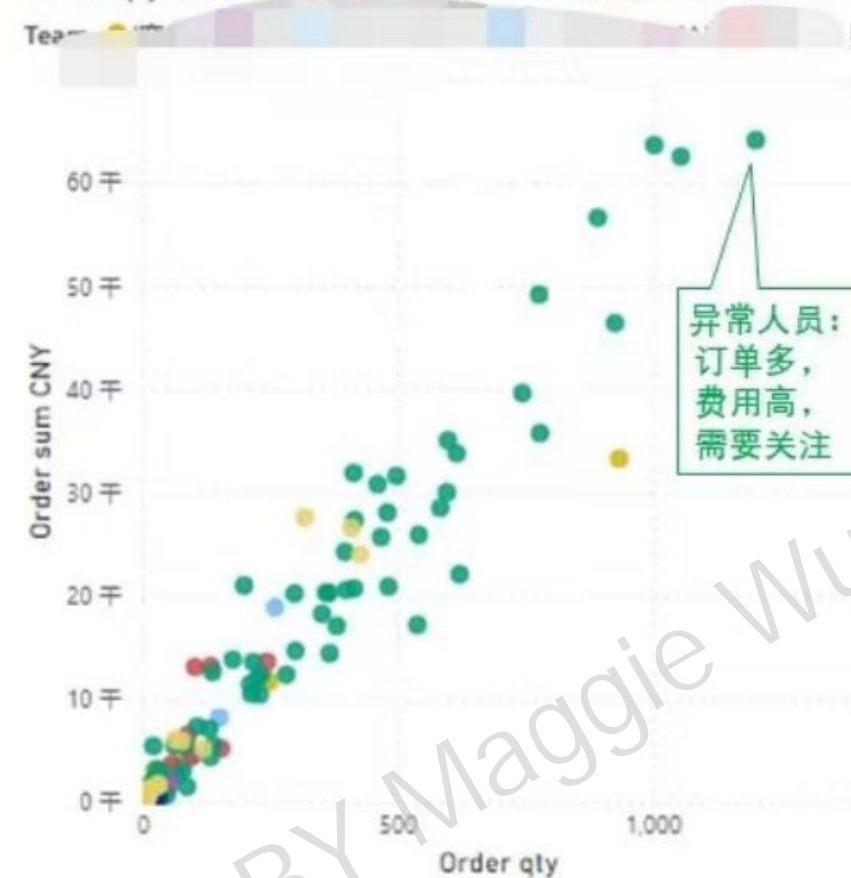
所有

动态同比、环比
自动计算

Compared with last month

年	Total sum CNY last month	Total sum CNY current month	Total sum_diff%	Change	Same period	订单金额
2020	224,669	278097	19.21%	▲		2
2021	614,605	621557	1.12%	▲	278097	6
2022	504,947	485330	-4.04%	▼	621557	4
January	60,380	47362	-27.49%	▼	40687	
February	47,362	41038	-15.41%	▼	28608	
March	41,038	42429	3.28%	▲	55295	
April	42,429	27275	-55.56%	▼	54718	
May	27,275	36252	24.76%	▲	52252	
June	36,252	39353	7.88%	▲	59678	
July	39,353	52101	24.47%	▲	59593	
August	52,101	46532	-11.97%	▼	57978	
September	46,532	40153	-15.89%	▼	55746	
October	40,153	33308	-20.55%	▼	53281	
November	33,308	38761	14.07%	▲	43240	
总计	1,344,221	1384984	2.94%	▲	899654	1,3

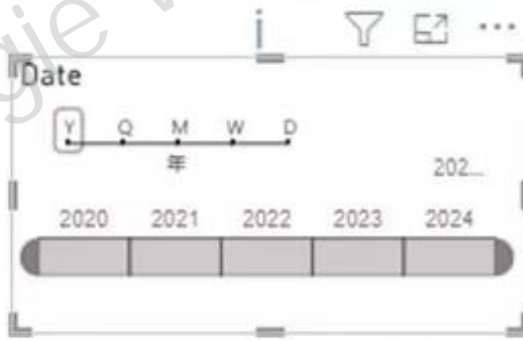
Order qty 和 Order sum CNY(按下单人姓名 和 Team)



Distance
Distribution

Active User

Order Frequency



Team

所有

Dept. *

所有

员工组

所有

用车类型

所有

超过100公里的订单占三分之一，合理打车？

占 group distance 的 %GT

线性回归预测

Forecast 3 months later

Order sum CNY(按 Date)



Order qty(按 Date)



Order value > n CNY

300

4.19%

Order value > n CNY %

单笔订单超过300元



Total KM(km)

KM/order(km)

Consum./km(CNY)

BY Maggie Wu

Distance
Distribution

Active User

Order Frequency

Details 1

Date

Y Q M W D
年

202...

2020 2021 2022 2023 2024

Overview

Staff qty、Member qty 和 Active member

100%

Staff qty

Member qty

Active member

25.2%

动态计算
活跃用户

Team

▼

员工组

▼

所有

▼

所有

▼

Dept. *

▼

用车类型

▼

所有

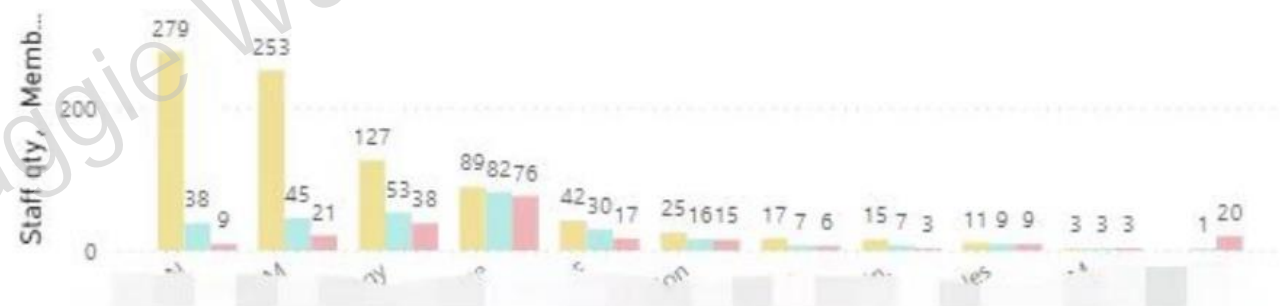
▼

所有

▼

Staff qty、Member qty 和 Active member(按 Team)

Staff qty Member qty Active member



Time
perspective

Location
perspective

Back

Date _____

Y Q M W D

年

202...

	2020	2021	2022	2023	2024
1. Revenue	100	100	100	100	100
2. Operating Expenses	70	70	70	70	70
3. Operating Income	30	30	30	30	30
4. Non-Operating Income	0	0	0	0	0
5. Income Before Taxes	30	30	30	30	30
6. Taxes	10	10	10	10	10
7. Net Income	20	20	20	20	20
8. Dividends	10	10	10	10	10
9. Retained Earnings	10	10	10	10	10

Team

员工组

所有

所有

用车类型

用车城市

根据用车
地理位置，
金额分布

用车城市

Team

订单汇总金额M

39,336

Overview

Time perspective

Location perspective

Back

订单汇总金额M(按用车城市 和 Team)



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Visualiztion & Modelling with Tableau

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Tableau

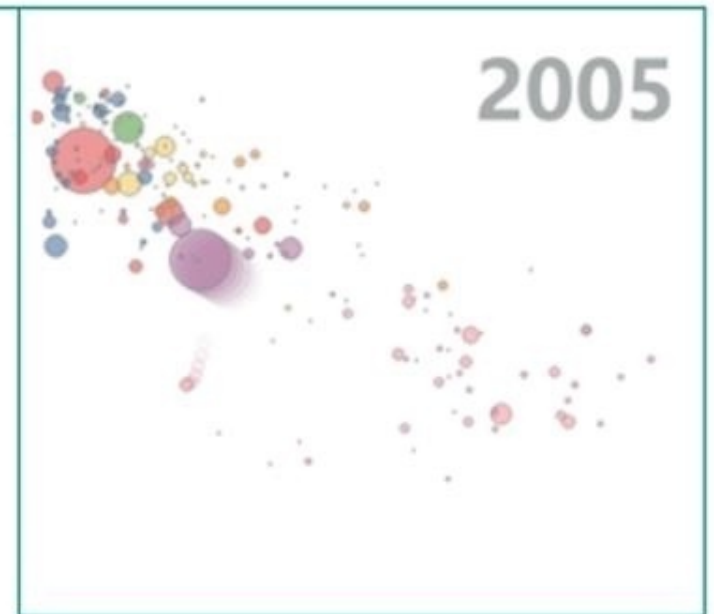
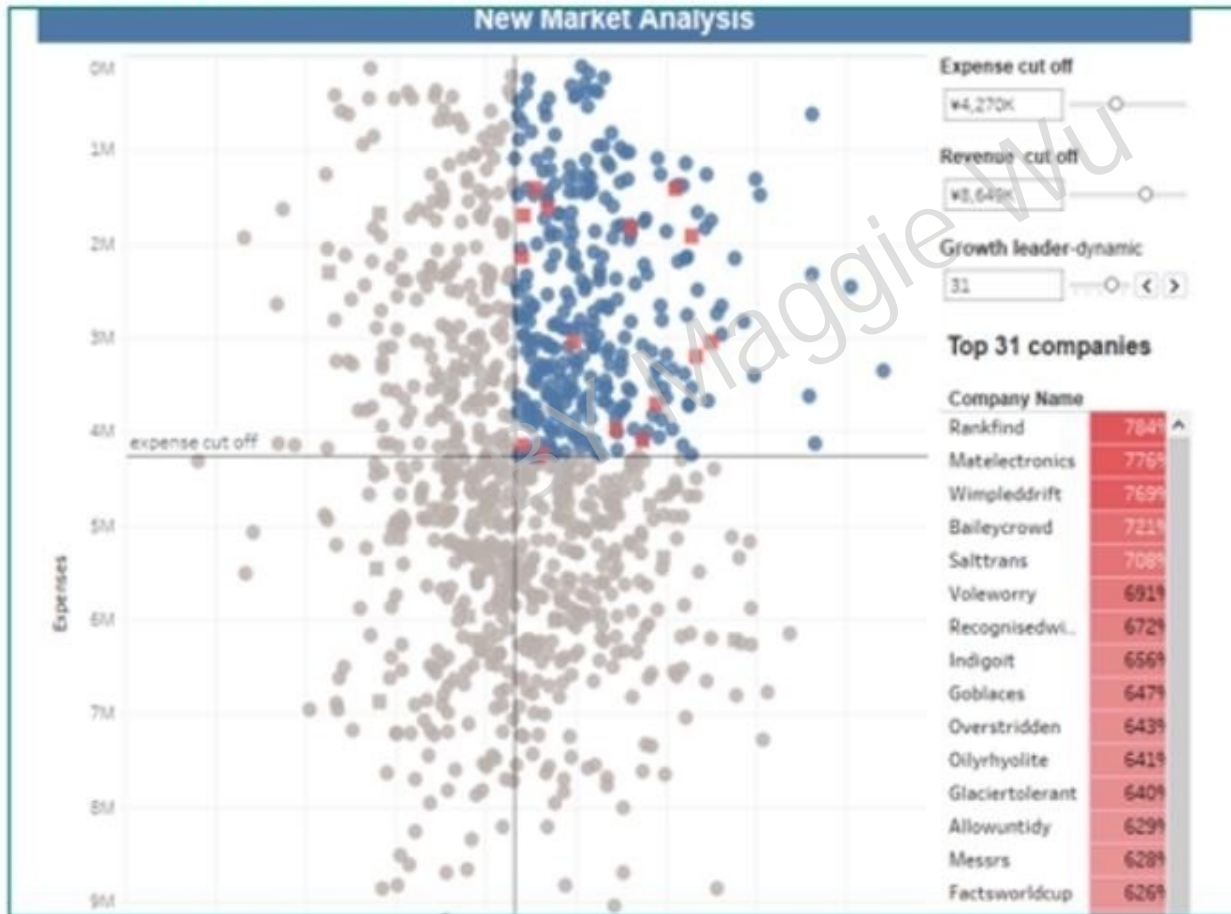
Tableau1

Tableau2

Tableau3

Tableau4

New Market Development



Tableau

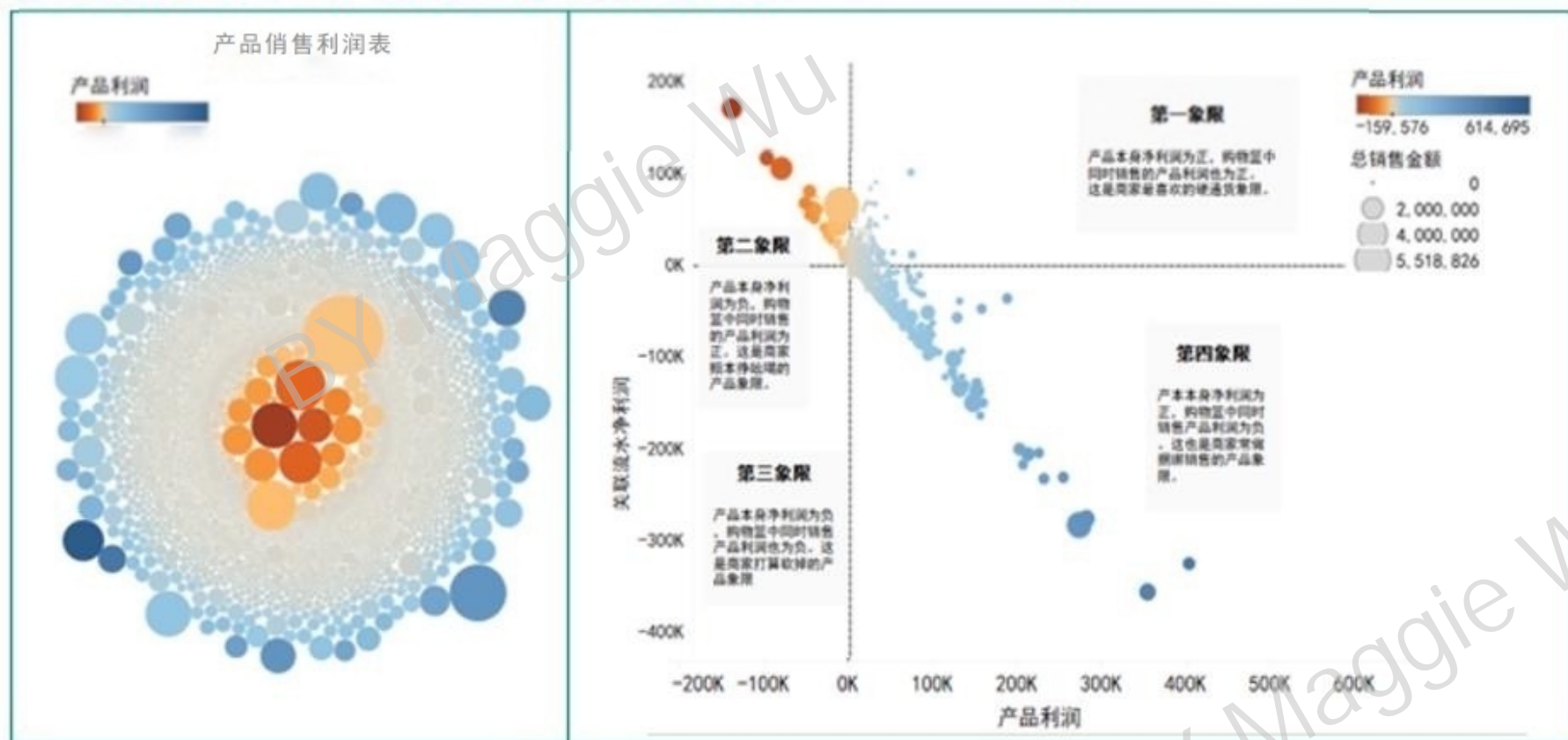
Tableau1

Tableau2

Tableau3

Tableau4

Product Sales Strategy with Cluster Analysis



Tableau

Tableau1

Tableau2

Tableau3

Tableau4

Customer Analysis with RFM model

