

# ***ROUTE RIDER'S SURVEY ANALYSIS***

## Business Types

32

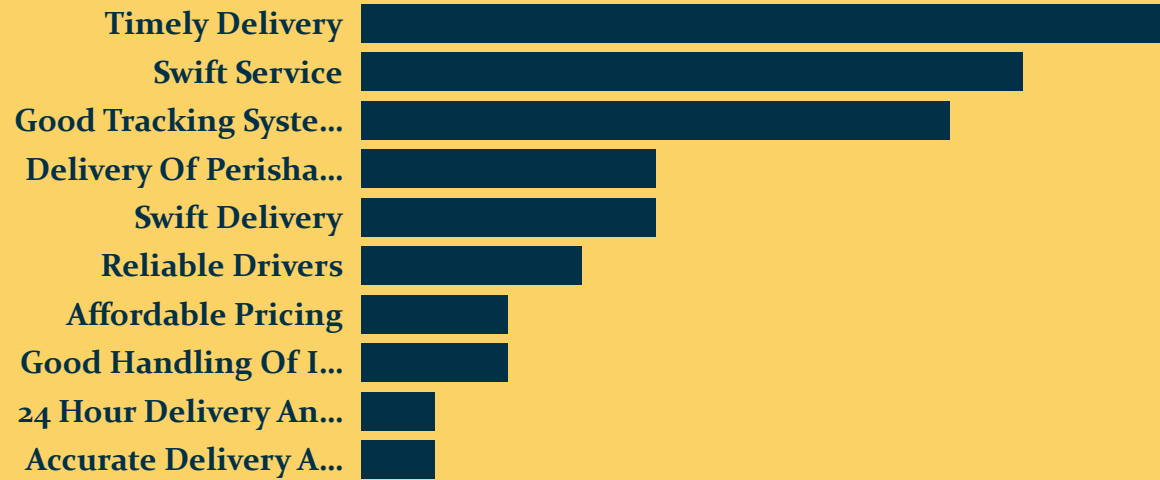
## Locations

16

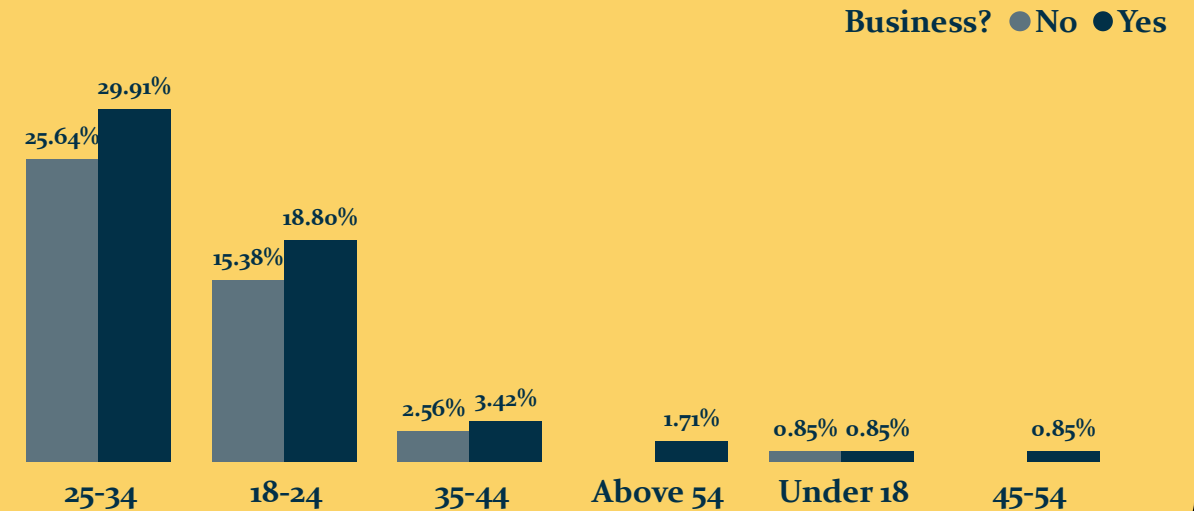
## Number of Respondents

117

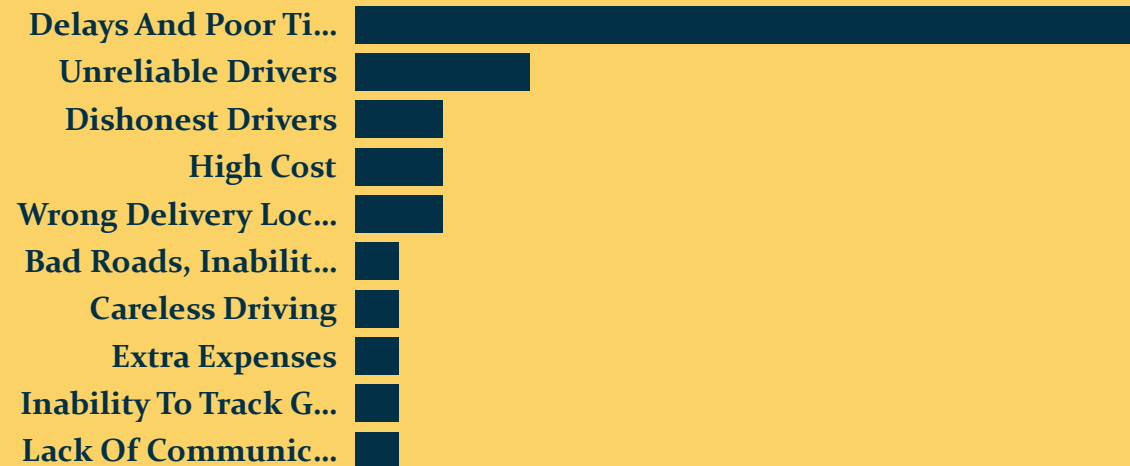
### 1: Top 10 Features/ Services users would like to experience



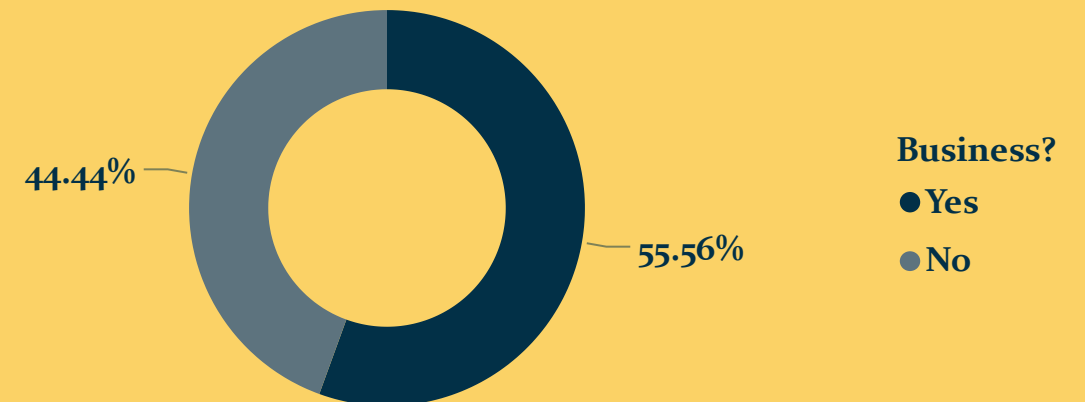
### 3: Age Range and Business Owners



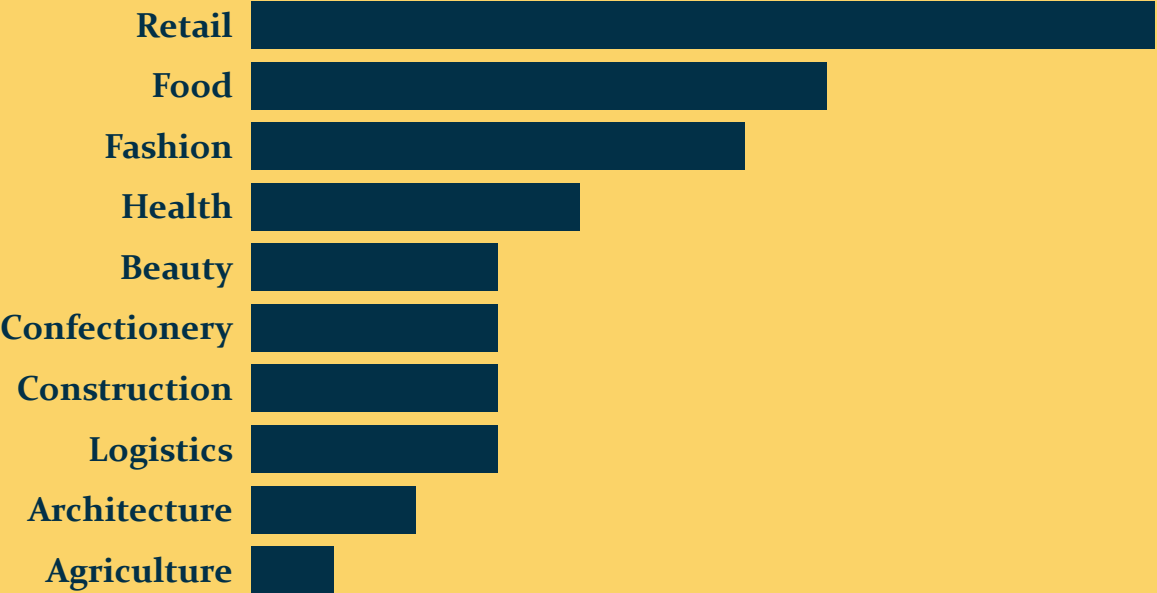
### 2: Top 10 Bad Experiences(s) description



### 4: Business



5: Top 10 Business Type

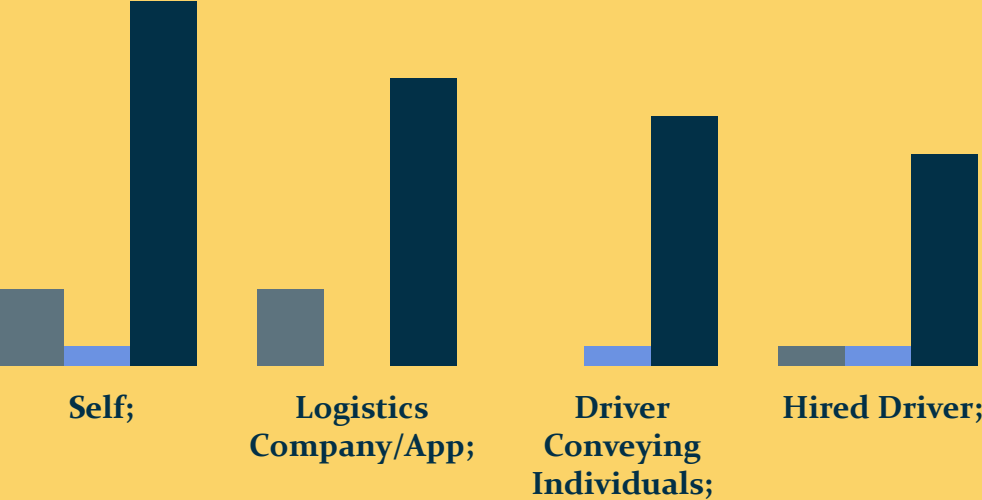


7: Top 10 Means of transportation

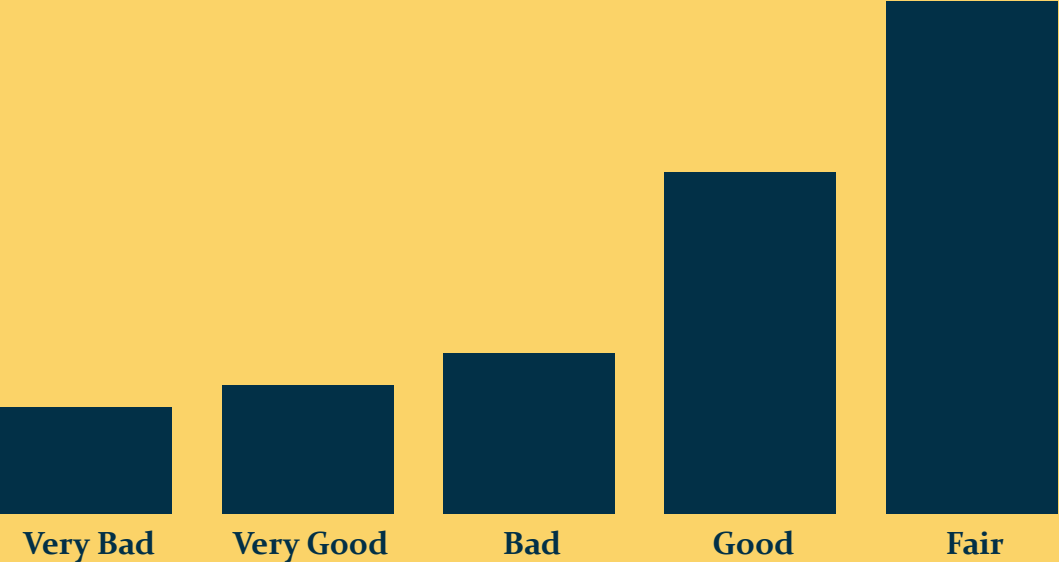


6: Means of transportation and Book a ride

Book a ride? ● Maybe ● No ● Yes

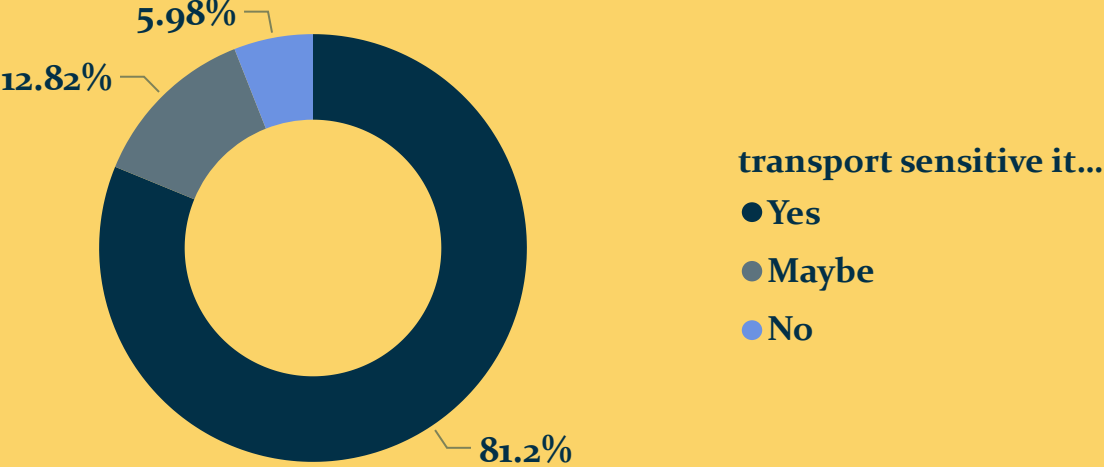


8: Experience ratings



Location	%GT Count of ID
Lagos	56.31%
Enugu	23.30%
Abuja	3.88%
Oyo	3.88%
Kaduna	1.94%
Ogun	1.94%
Abia	0.97%
Accra	0.97%
Total	100.00%

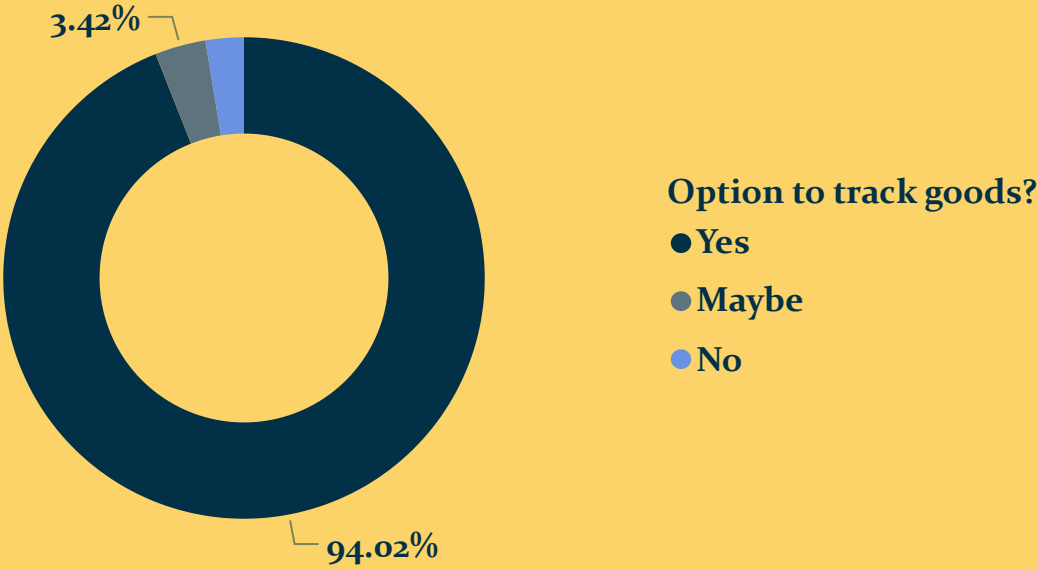
9: Option to transport sensitive items



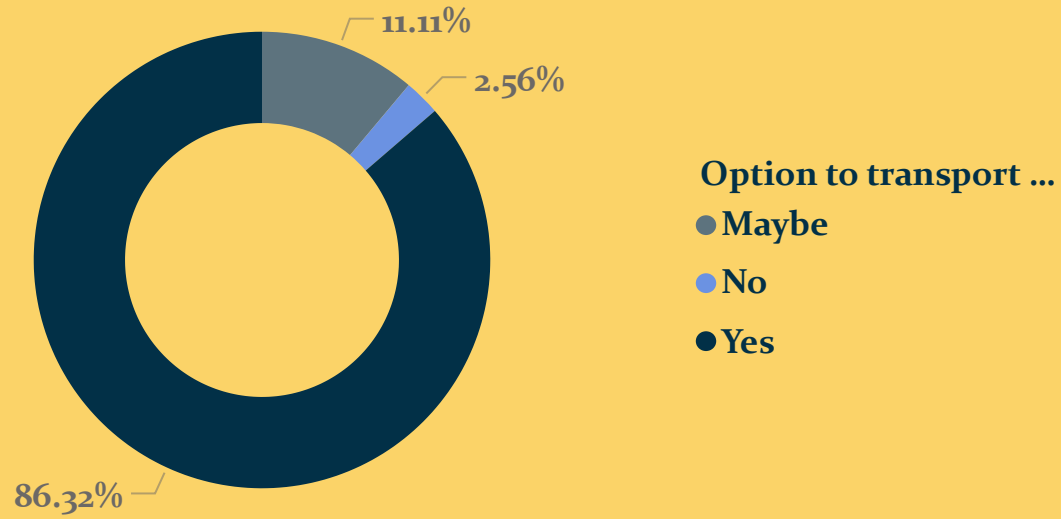
Locations



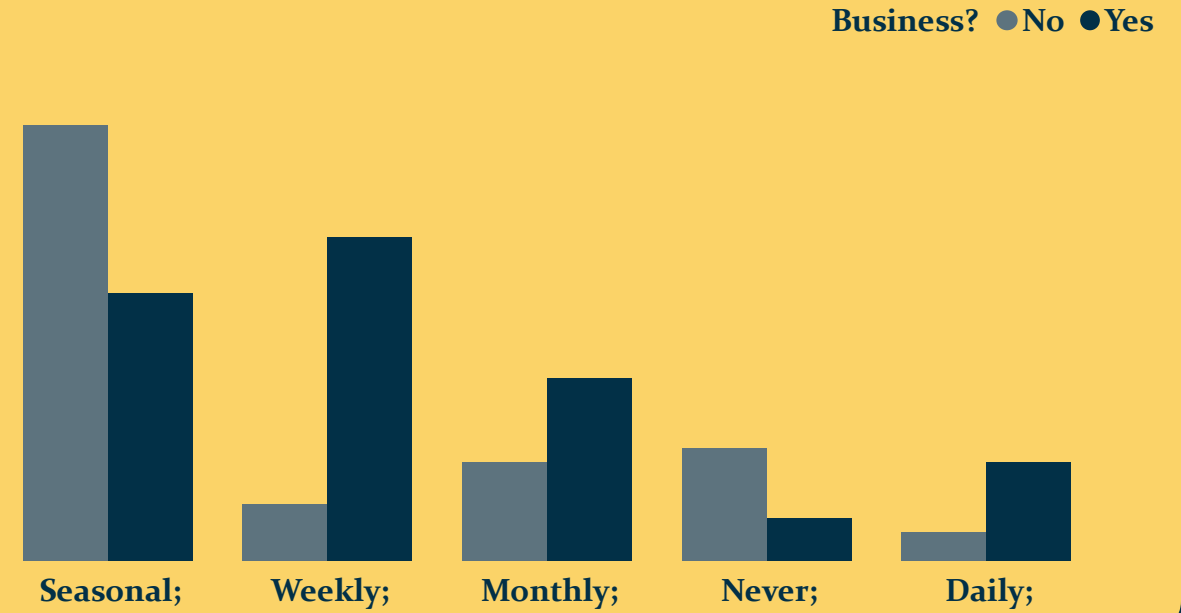
10: Option to track goods



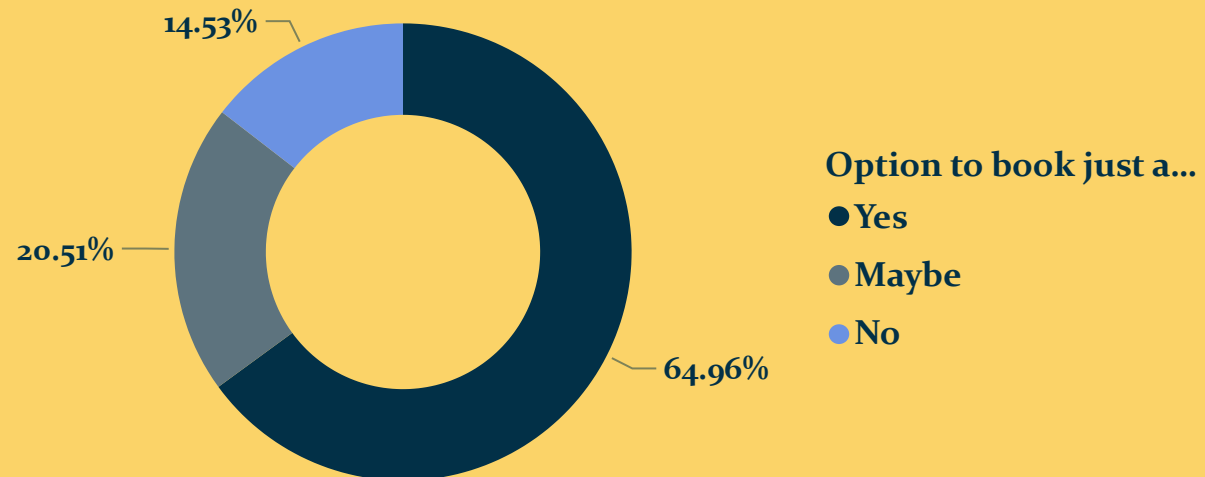
11: Option to transport any quantity of Items



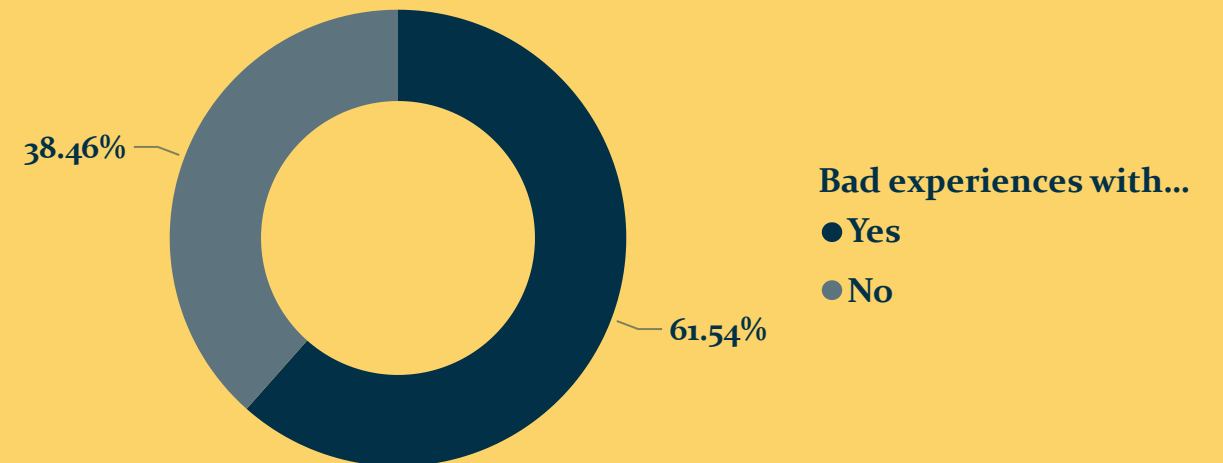
14: Frequency of usage and Business



12: Option to book just a vehicle for private logistical needs



15: Bad experiences with logistics services?



## BUSINESS INSIGHTS

- Users complained more about the delays they have had with logistics(Visual 1) and would, as expected be interested in services that demonstrate timely delivery and swift services( Visual 2)
- The age of most respondents fell in the range of 25-34, with 25.6% owning business and 25.7% not owning business, as shown in Visual 3 .
- We could glean from the responses in Visual 5, that our respondents have business types in different sectors such as Agriculture, Food, Logistics, Health, Beauty, Retail, Confectionary with the highest in Retail.
- Our responses also showed that those who had transported items by themselves in the past would still like the option to use a logistics service. as seen in Visual 6 and 7.
- From visual 8, we had more respondents reporting that they have had Fair experiences with logistics services which goes to show that although they might have had a few bad experiences with logistics services, they are still very much interested in it and would love it to be improved.
- We had more respondents from Lagos state, Nigeria fill our survey. Other locations included Abia, Abuja, Enugu, Capetown in South Africa, as seen on the Table and Map.

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- From Visuals 9-12, we could glean that a large number of our respondents were highly interested in the services we have to offer such as transportation of sensitive items, private logistics, tracking of goods, etc.
- From Visual 14, we could see that business owners use logistics services daily and more frequently, as compared to non-business owners that use the service more in special seasons such as Christmas, Valentine, etc. Either way, logistics services are always in use.

## RECOMMENDATION AND CONCLUSION

The insights drawn from the survey analysis lets us know that Route Rider as a logistics service will be well received by the market. Route Rider will ensure that the major problems faced by users are solved.

Hence, our services would include features such as private booking, tracking of goods and drivers, transportation of sensitive materials, and transparent communication.