USERS INSIGHTS
Know more about your customer

V+

Gender ▾

Week ▾

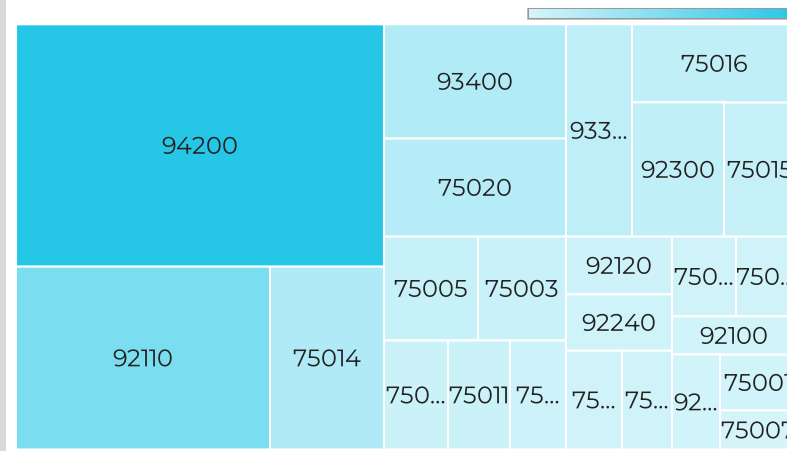| Total time spent (mins)	CVR	Total Riders	Total Rides
41,392	3.98	61	2,839

OUR ANALYSIS

1. Highest users are based on Ivry–sur–seine (94200) and Clichy(92110).

2. Based on the analysis of preference of vehicle type we found that the users between the age group 18–25 prefers non electric vehicles compared to the other age group.
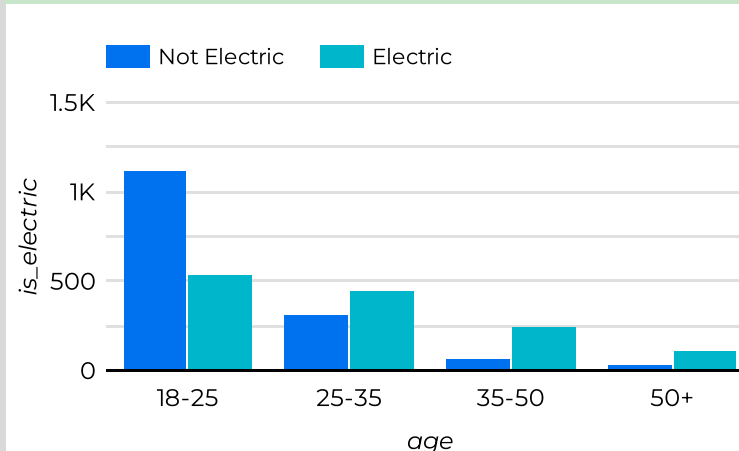
3 . Most of the users are not students.

4. Youngsters within the age group of 18–35 are using the vehicles for a longer duration of time. Thus the main target age group for customer retention and acquisition should be mainly within this age group.
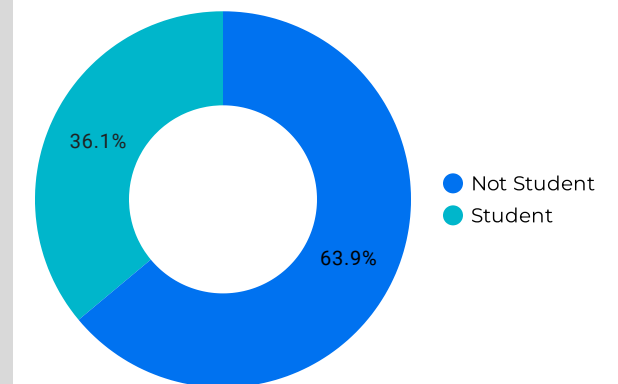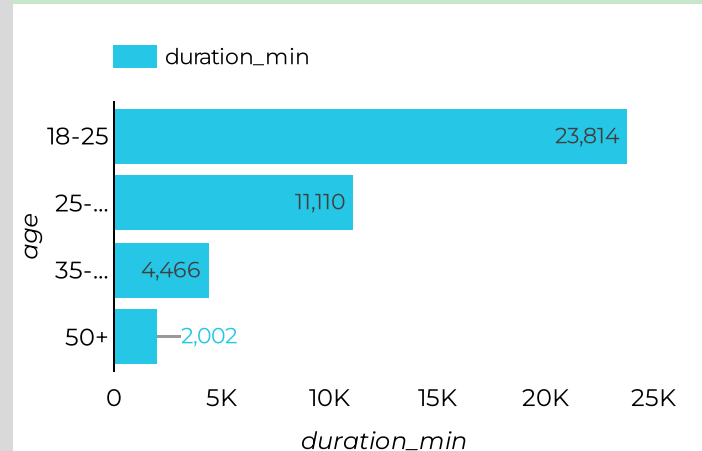
1. Categorization of users by Zipcode

3. Total number of students vs non students

- Not Student
- Student

36.1%
63.9%

2. Comparison of electric and non electric vehicles by age category

Legend: Not Electric, Electric

y-axis: is_electric (0, 500, 1K, 1.5K)
x-axis: age (18-25, 25-35, 35-50, 50+)

4. Time duration spent per each age category

Legend: duration_min

age	duration_min
18-25	23,814
25-...	11,110
35-...	4,466
50+	2,002

x-axis: duration_min (0, 5K, 10K, 15K, 20K, 25K)

CAMPAIGN MARKETING INSIGHTS

V+

Gender	▼
Age	▼

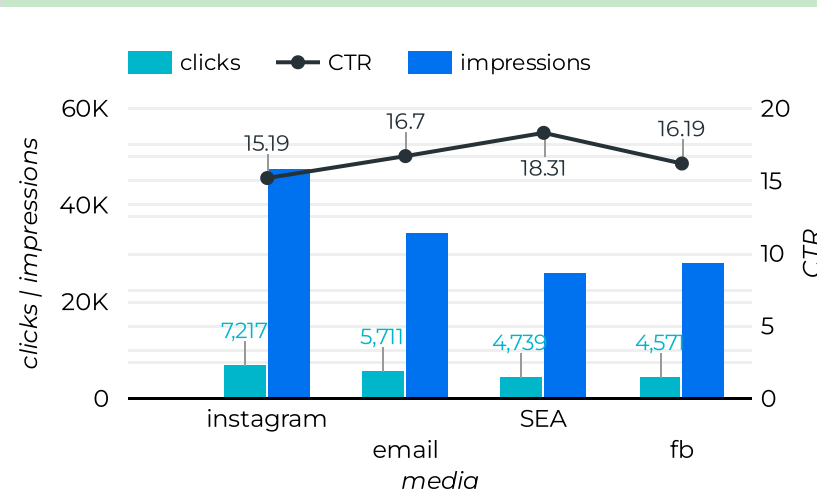| Impressions	Cost	CPC	Total Signups
135,810	15,963.00 €	0.72	172

OUR ANALYSIS

1. From the media analysis we concluded that Instagram is the media that generates the highest number of impressions and clicks and sea generates the highest rate of CTR.

2. The analysis revealed that campaigns 2, 3, 1, 4, and 6 have a high cost of over 1500 Euro, but they also generated the most signups .On the other hand, campaigns 14, 11, 12, and 13 were found to be the least performing campaigns.
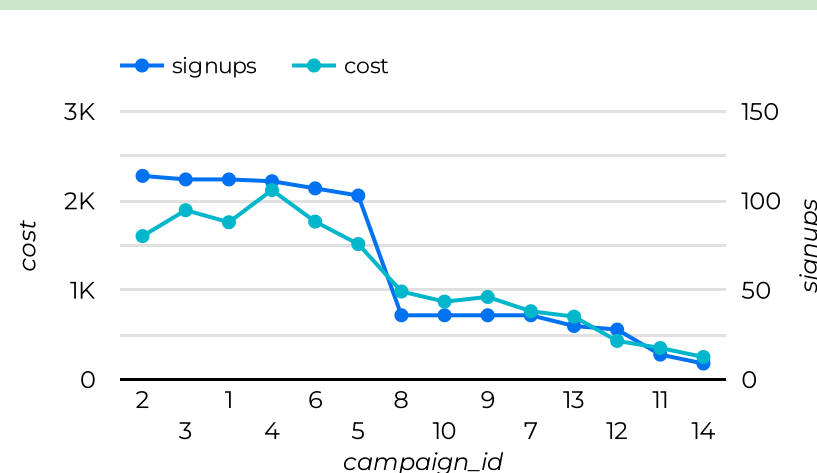
3, Highest Cost per Signup is from SEA and the lowest is from Instagram.
Whereas, the highest CPC is from Instagram and the lowest is from email.

4. Based on the data, we found that majority of the signups are done during the weekends.

### 1. Clicks, Impressions and CTR by media

legend: clicks, CTR, impressions

media	clicks	CTR	impressions
instagram	7,217	15.19	
email	5,711	16.7	
SEA	4,739	18.31	
fb	4,57	16.19	

2. Cost and signups by campaigns

legend: signups, cost

campaign_id: 2, 3, 1, 4, 6, 5, 8, 10, 9, 7, 13, 12, 11, 14

3. Cost per Signup and CPC by media

media	Cost Per Signup ▼	CPC
SEA	19.59	0.72
fb	18.95	0.71
email	18.26	0.64
instagram	16.69	0.78

4. Comparison of signups by week and weekends

legend: signups

	signups
Weekend	142
Week Day	30
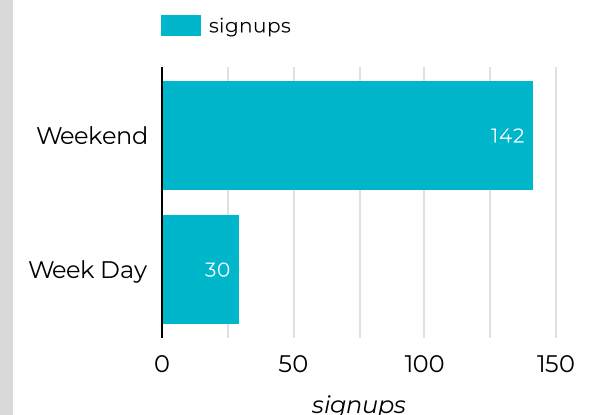
REVENUE ANALYSIS

Gender ▾

Is Student ▾

Average Revenue
59.18 €
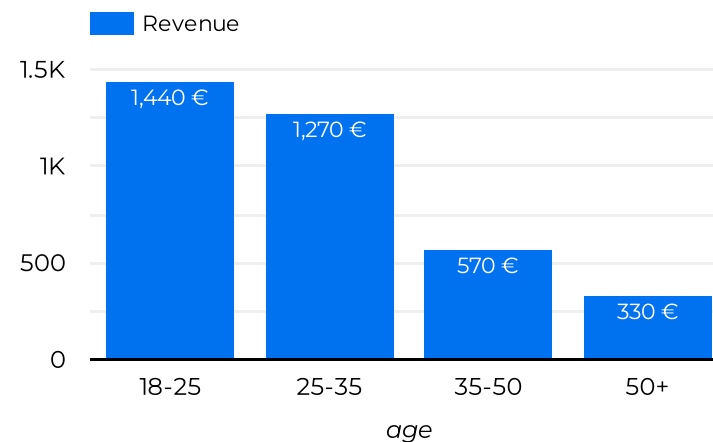
Total Revenue
156,994.00 €

OUR ANALYSIS

1. Age group 18–35 generates the highest revenue.

2. The revenue generated across all weeks was quite consistent. Although, Week 4, generated the highest revenue.
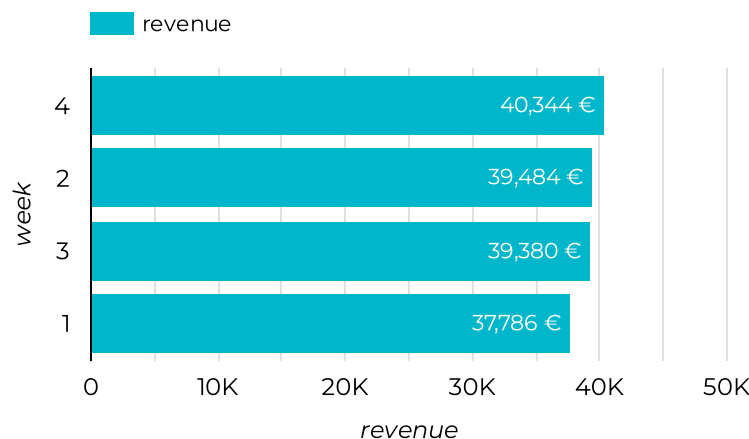
3. The highest revenue is generated from non electric vehicles and from the age groups 18–25.

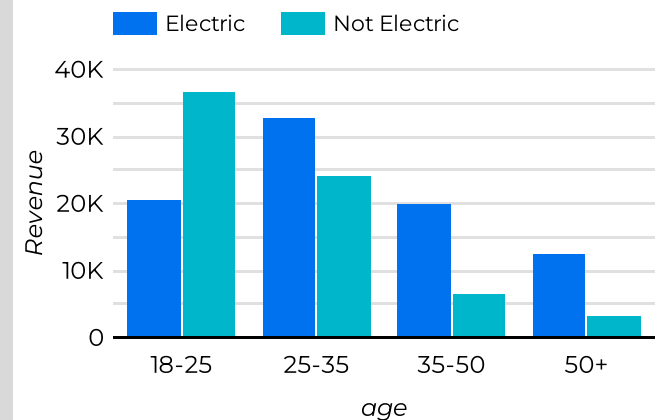4. Highest revenue is generated from Ivry–sur–Seine (94200).

1. Revenue distribution by age group

Legend: ■ Revenue

- 18-25: 1,440 €
- 25-35: 1,270 €
- 35-50: 570 €
- 50+: 330 €

(y-axis: 0, 500, 1K, 1.5K — x-axis: age)

2. Revenue distribution by week

Legend: ■ revenue

- week 4: 40,344 €
- week 2: 39,484 €
- week 3: 39,380 €
- week 1: 37,786 €

(x-axis: 0, 10K, 20K, 30K, 40K, 50K — revenue)

3. Revenue distribution and the usage of electric vehicles by age group

Legend: ■ Electric ■ Not Electric

(y-axis: 0, 10K, 20K, 30K, 40K — Revenue — x-axis: 18-25, 25-35, 35-50, 50+ — age)

4. Revenue distribution by location

	zipcode	Revenue ▾
1.	94200	860 €
2.	92110	380 €
3.	75020	330 €
4.	93400	240 €
5.	93300	230 €
6.	75016	220 €
7.	75014	140 €

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