



Select your analysis period

1 déc. 2019 - 31 déc. 2019

Customer

351

10.4%

New Customers

27

N/A

AVG # of reservations

1,1

-3.0%

AVG Spending

43,29 €

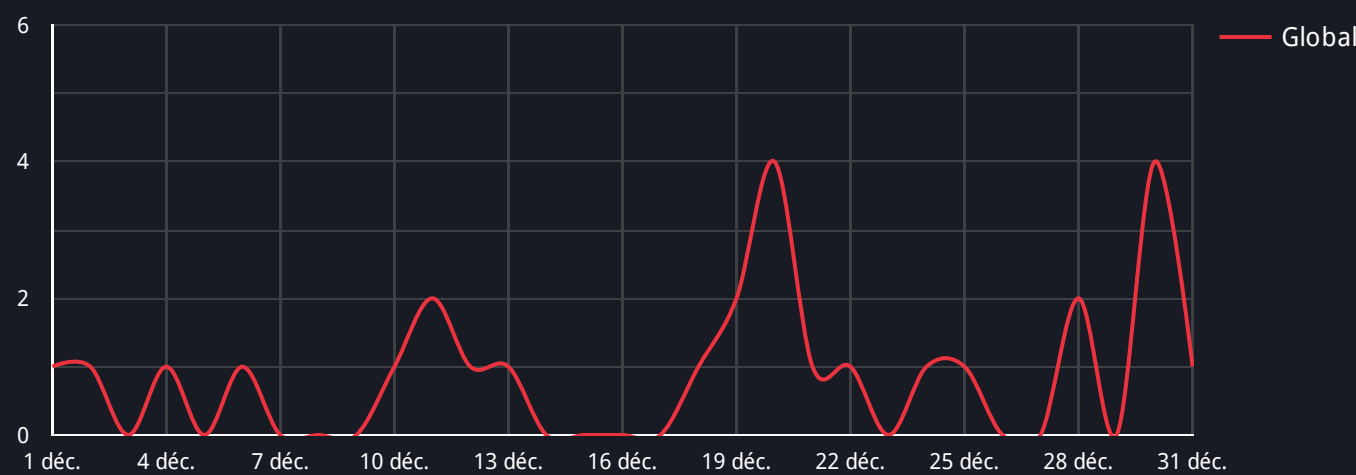
-22.0%

Evolution of the number of new customers

Date Format



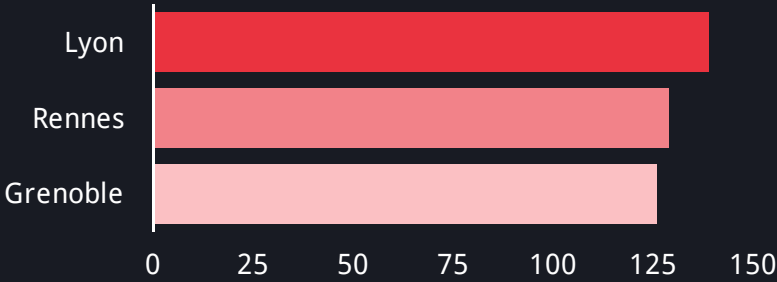
Level of Detail: Global



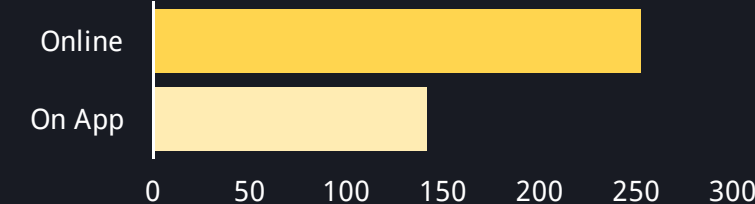
Overview

Choose your metric: # of Reservations

of Reservations per City



of Reservation per Type

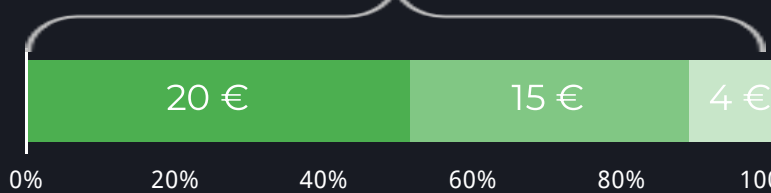


Average Revenue Details

Average Revenue per reservation

39 €

-19.5%



- Hourly Cost
- Kilometer Cost
- Subscriber Cost

Average Travel Time

210

-6.7%

Average Travel Distance

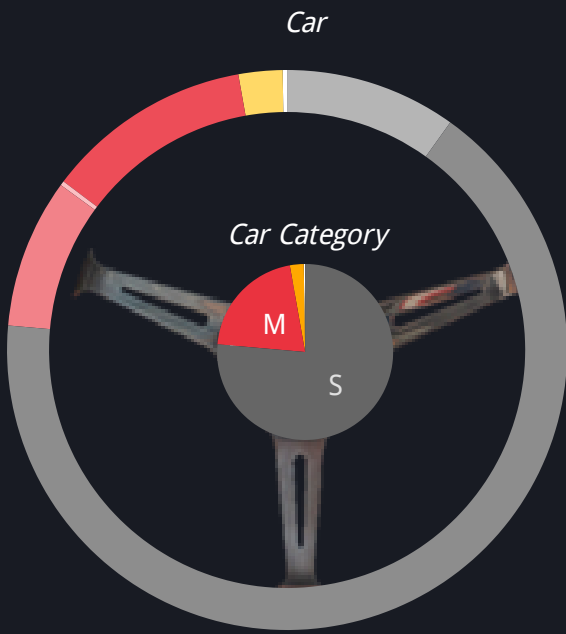
23

-17.9%

Detail per Car Type

Choose your metric

Car Category

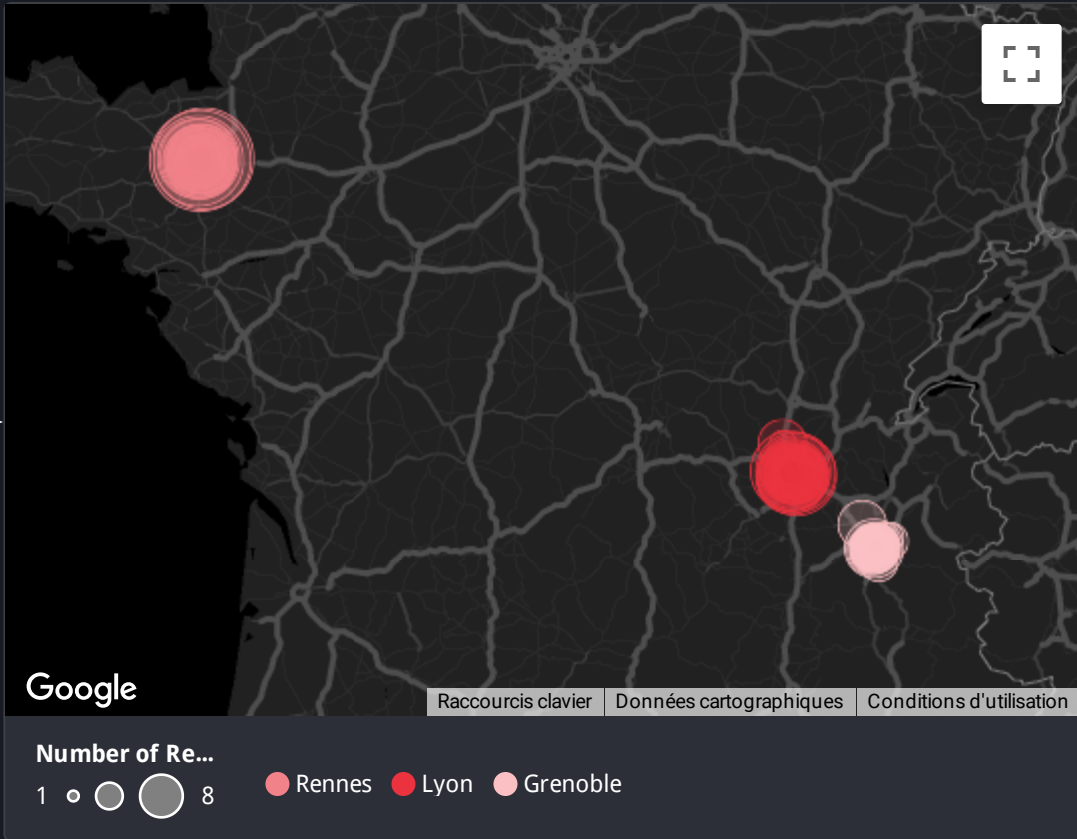
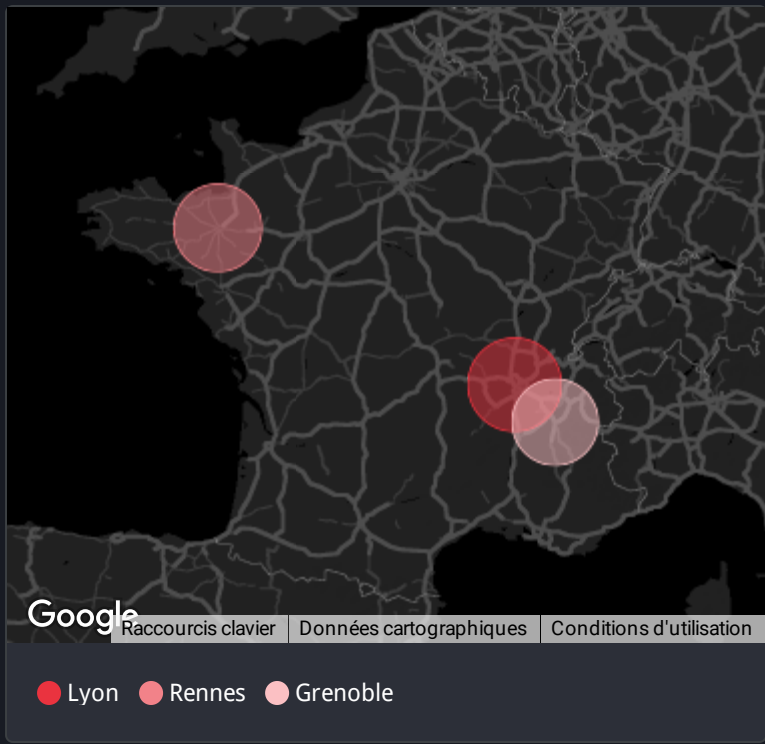


| Category | Car | # Reservations | Turnover | # Customers | AVG Distance (km) | AVG Travel Time (min) |
|----------|-----------------|----------------|----------|-------------|-------------------|-----------------------|
| S | Peugeot 108 | 262 | 8 955 € | 240 | 45 | 459 |
| M | Suzuki Baleino | 47 | 2 651 € | 47 | 110 | 723 |
| S | Renault Twingo | 39 | 1 203 € | 39 | 48 | 382 |
| M | Dacia Dokker | 34 | 1 928 € | 33 | 97 | 636 |
| L | Peugeot 5008 | 10 | 412 € | 10 | 65 | 336 |
| M | Peugeot Partner | 1 | 18 € | 1 | 16 | 180 |
| XXL | Citroën Jumpy | 1 | 30 € | 1 | 0 | 450 |

Detail per City

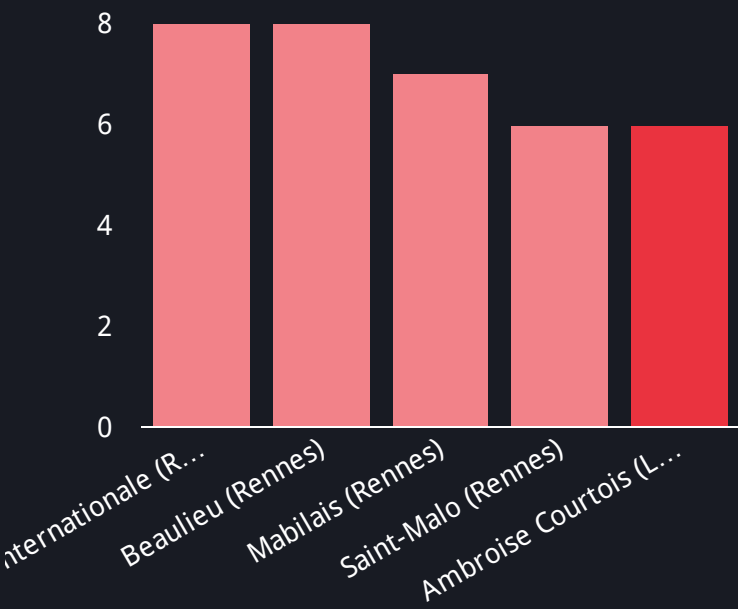
Choose your metric: # of Reservations

Click on a city on the left map to filter the right map and discover the stations



Select your Station

Top 5 Stations



| Ville | Station | # Reservations | Turnover | # Customer s | AVG Distance (km) | AVG Travel Time (min) |
|--------|----------------------|----------------|----------|--------------|-------------------|-----------------------|
| Rennes | Beaulieu | 8 | 139 € | 8 | 35 | 163 |
| Rennes | Cité Internationale | 8 | 491 € | 8 | 67 | 621 |
| Rennes | Mabilais | 7 | 132 € | 7 | 31 | 169 |
| Lyon | Ambroise Courtois | 6 | 106 € | 6 | 24 | 278 |
| Lyon | Brotteaux | 6 | 169 € | 6 | 44 | 205 |
| Rennes | Villejean-Université | 6 | 217 € | 6 | 53 | 358 |
| Rennes | Saint-Malo | 6 | 147 € | 6 | 45 | 275 |
| Lyon | Gare de Vaise | 6 | 107 € | 6 | 36 | 155 |



Customer Insight

Business
Analysis



Customer Insight

Welcome Page

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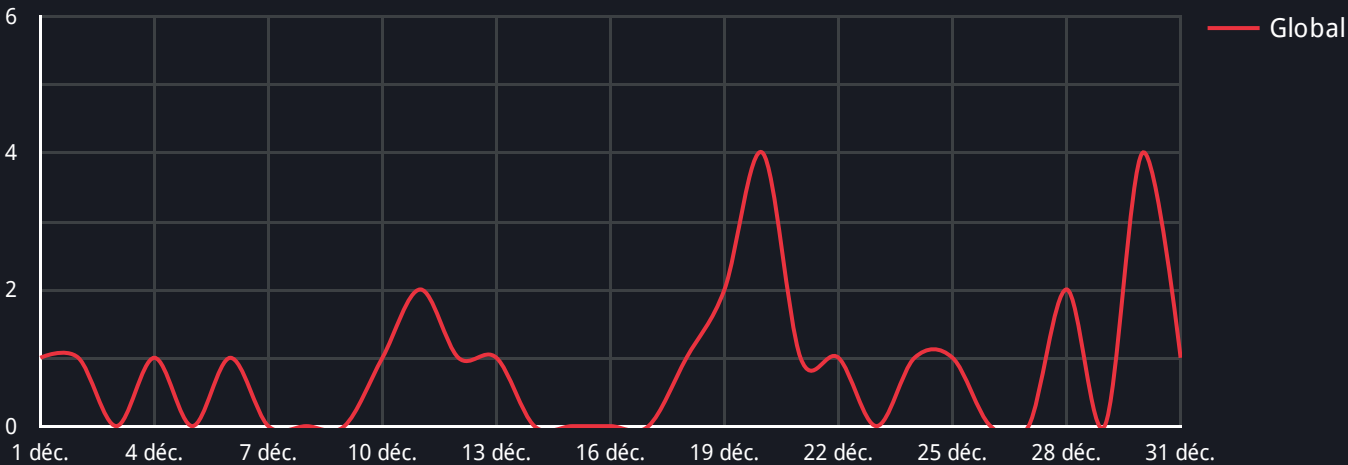
↓ -22.0%

Evolution of the number of new customers

Date Format



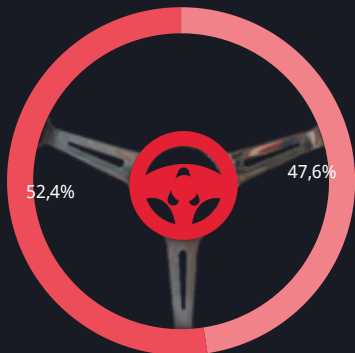
Level of Detail: Global



Customer Information

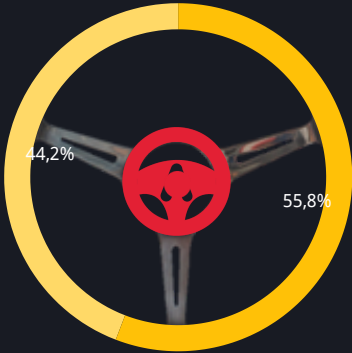
Choose your Metric: # of Customers

Customer Type



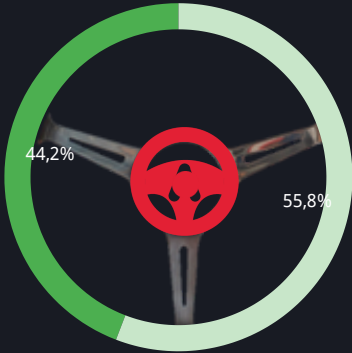
Individual
Private

Subscribers



Subscribers
Non-Subscribers

Sex



Men
Women

Average age

23,0