

**May  
2024**

# **Jelbi Mobilitätsstation Data Project**



IH Data Analytics Project - Tom Evans

---

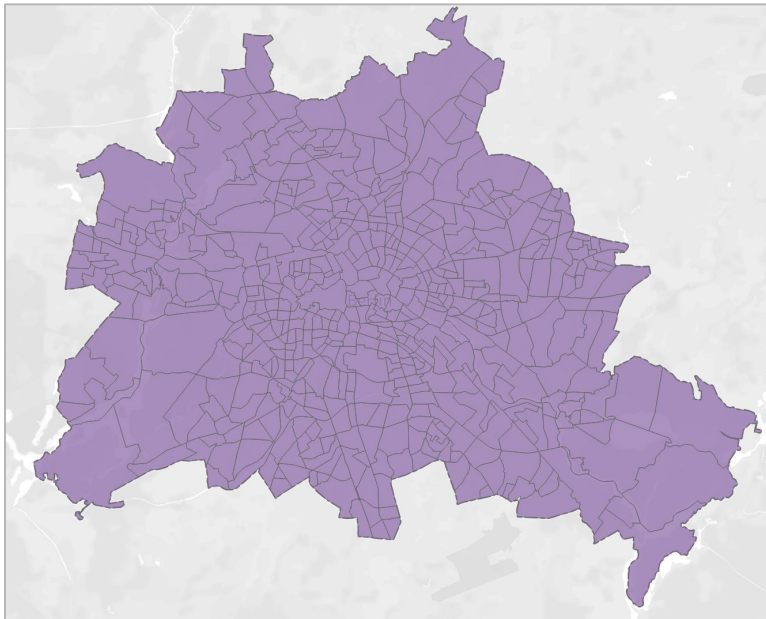
# Problem Statement:

Jelbi have approached you and asked you to help them choose **locations** for a new set of **bike** and scooter **stations** in Berlin.

They want you to identify locations where **theft** and **vandalism** are minimized but the service is still utilized as much as possible.

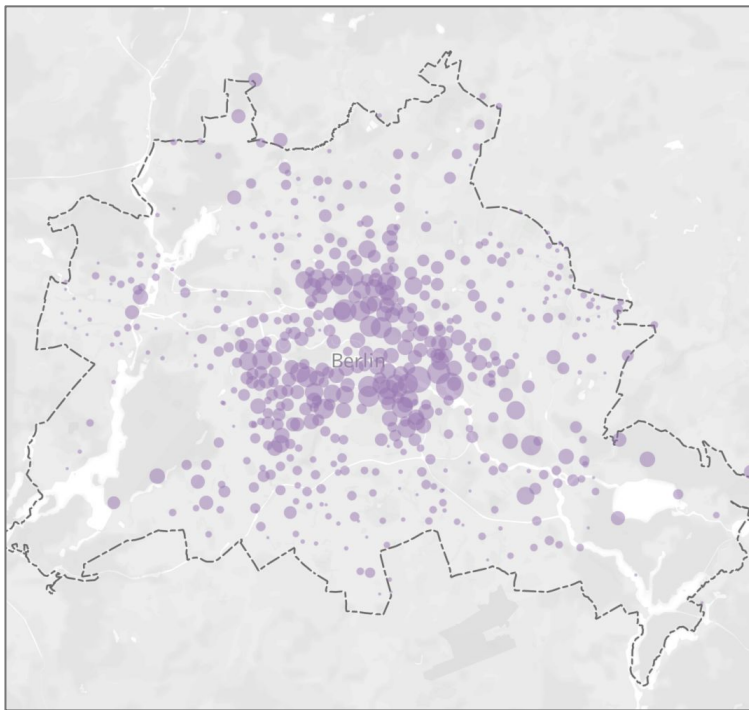


# Approach & sources



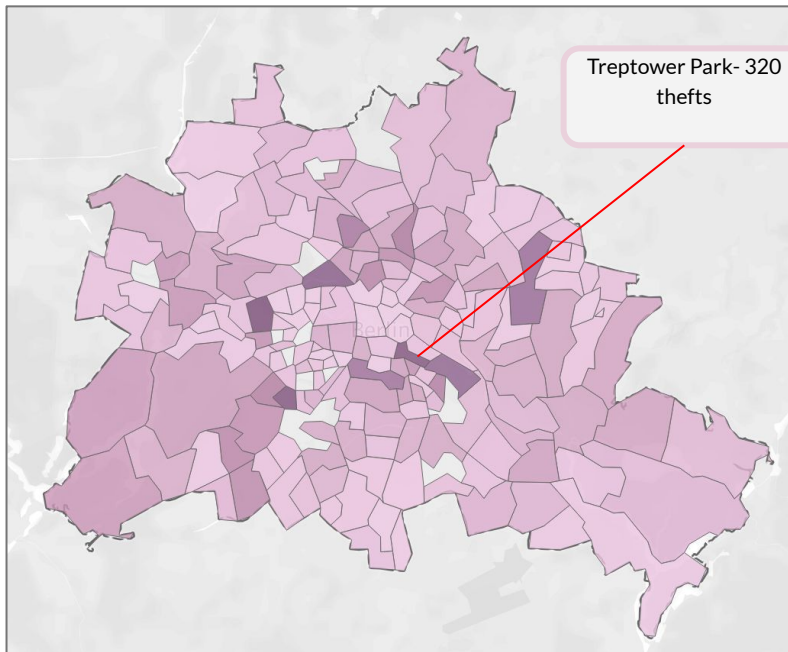
- Bike Theft data
  - [Berlin Polizei](#)
- Demographic data
  - [Amt für Statistik Berlin Brandenburg](#)
- Geographic data
  - [IHK Berlin](#)
  - [LOR Berlin](#)
  - [Berlin Open data](#)

# Bike theft in Berlin

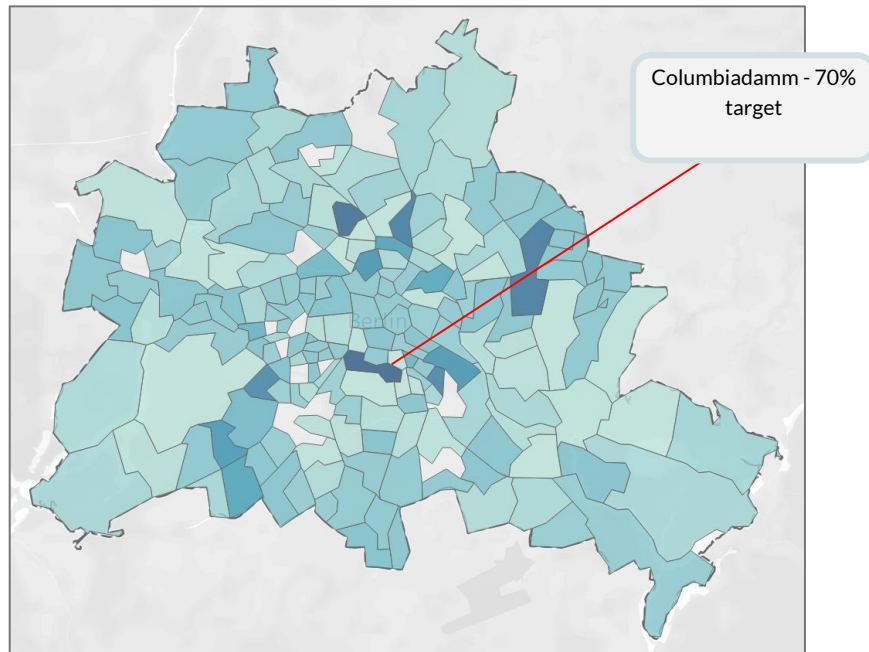


- Berlin had over **21,000** bike thefts in 2023 year, with over **€25,000,000** of property stolen
  - Most bikes are stolen overnight, with thefts starting at 18.00 and being discovered the next day
  - **March** is the worst month for bike theft, with **Friday** being the worst day
-

# Demographics

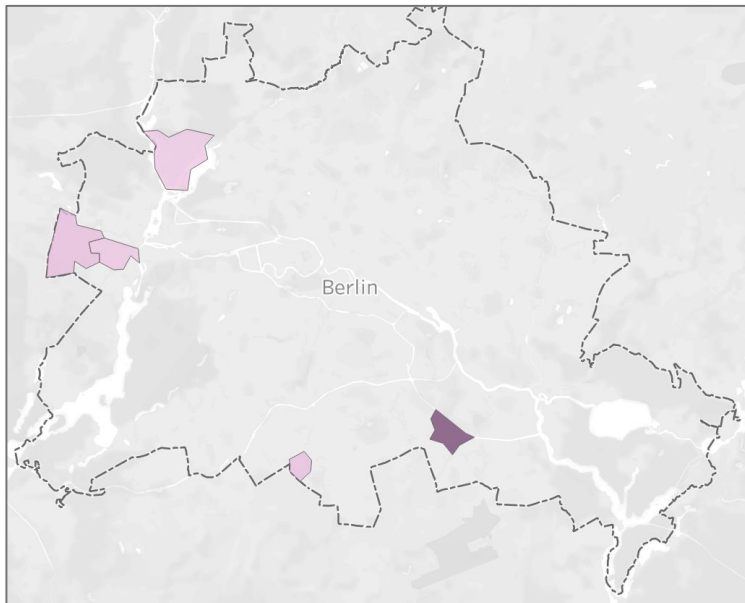


Bike thefts in Berlin



Target demographic in Berlin

# Top locations

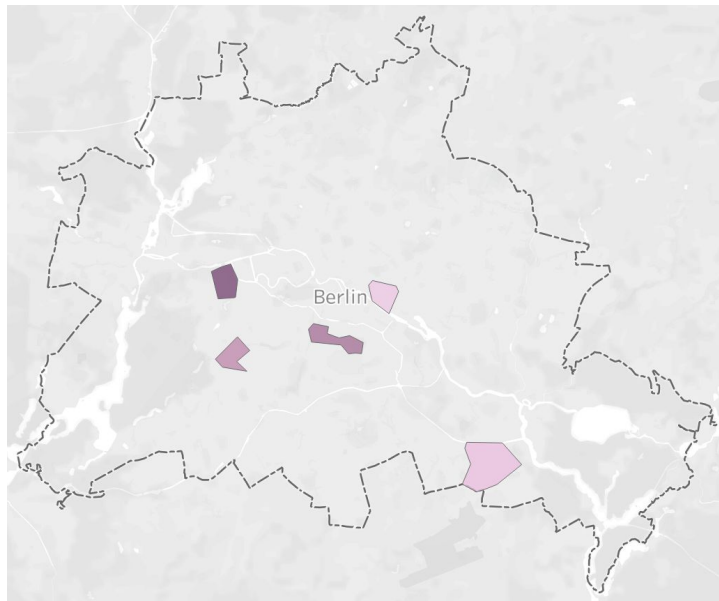


- Blumenviertel - Neukölln
- An der Kappe - Spandau
- Konradshöhe - Reinickendorf
- Staakener Strasse - Spandau
- Lankwitz Süd - Steglitz

These don't look like good locations!

---

# Worst locations



- Preussensiedlung - Treptow-Köpenick
- Wriezener Bahnhof - Friedrichshain-Kreuzberg
- Gleisdreieck - Friedrichshain-Kreuzberg
- Schlangenbader Str. - Charlottenberg
- Charitéviertel - Mitte

#Avoid

---



## Next Steps:



- More understanding of business requirements (e.g. central locations)
  - Investigate further into flows of people rather than residents
  - Look more at cycling and micro mobility data to estimate potential use
  - Harvest existing Jelbi data to assess success of existing infrastructure
-



# Learnings



- Avoid leaving your bikes in the dangerous neighbourhoods mentioned and don't leave them in parks
- Don't leave your bike on the street overnight, especially on a Friday
- Beware the Ides of March

Thanks for listening

---