

National College of Ireland

Project Submission Sheet

Student Name: Sana Shafiq Jalgaonkar, Aasim Inamdar, Waleed Bin Umer
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Student ID: 22237941, 23236108, 23187956
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Programme: Master of Science in Data Analytics **Year:** 2024-2025
.....

Module: Business Intelligence and Business Analytics
.....

Lecturer: Sean Heeney
.....

Submission Due Date: 15/05/2024
.....

Project Title: DublinBikes: Access the City by Bike!
.....

Word Count: 4234 including references
.....

I hereby certify that the information contained in this (my submission) is information pertaining to research I conducted for this project. All information other than my own contribution will be fully referenced and listed in the relevant bibliography section at the rear of the project.

ALL internet material must be referenced in the references section. Students are encouraged to use the Harvard Referencing Standard supplied by the Library. To use other author's written or electronic work is illegal (plagiarism) and may result in disciplinary action. Students may be required to undergo a viva (oral examination) if there is suspicion about the validity of their submitted work.

Signature: SANA JALGAONKAR, AASIM INAMDAR, WALEED BIN UMER
.....

Date: 15/05/2024

PLEASE READ THE FOLLOWING INSTRUCTIONS:

1. Please attach a completed copy of this sheet to each project (including multiple copies).
2. Projects should be submitted to your Programme Coordinator.
3. **You must ensure that you retain a HARD COPY of ALL projects**, both for your own reference and in case a project is lost or mislaid. It is not sufficient to keep a copy on computer. Please do not bind projects or place in covers unless specifically requested.
4. You must ensure that all projects are submitted to your Programme Coordinator on or before the required submission date. **Late submissions will incur penalties.**
5. All projects must be submitted and passed in order to successfully complete the year. **Any project/assignment not submitted will be marked as a fail.**

Office Use Only	
Signature:	
Date:	
Penalty Applied (if applicable):	

AI Acknowledgement Supplement

BUSINESS INTELLIGENCE AND BUSINESS ANALYTICS

DublinBikes: Access the City by Bike!

Your Name/Student Number	Course	Date
Sana Shafiq Jalgaonkar/ 22237941	Master of Science in Data Analytics -MSCDAD_A_JAN24	15/05/2024
Aasim Inamdar/ 23236108	Master of Science in Data Analytics -MSCDAD_A_JAN24	15/05/2024
Waleed Bin Umer/ 23187956	Master of Science in Data Analytics -MSCDAD_A_JAN24	15/05/2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click [here](#).

AI Acknowledgment

This section acknowledges the AI tools that were utilized in the process of completing this assignment.

Tool Name	Brief Description	Link to tool
ChatGPT	Understanding of business terminologies and concepts	https://chat.openai.com/
Grammarly	Grammar and punctuation checks	https://app.grammarly.com/

Description of AI Usage

This section provides a more detailed description of how the AI tools were used in the assignment. It includes information about the prompts given to the AI tool, the responses received, and how these responses were utilized or modified in the assignment. **One table should be used for each tool used.**

ChatGPT	
ChatGPT was used to get a clear understanding of concepts	
how does leads and opportunities differ from campaigns in a CRM?	<p>In a CRM (Customer Relationship Management) system, leads, opportunities, and campaigns are all important components that help businesses manage their sales and marketing efforts effectively. Here's how they differ:</p> <p>Leads: Leads are potential customers or contacts who have shown some level of interest in a company's products or services. Leads are typically individuals or organizations that have expressed interest through various channels such as website inquiries, social media engagement, or networking events. Leads are often at the early stages of the sales process and may require further qualification to determine their readiness to make a purchase. In a CRM system, leads are usually captured and tracked in a dedicated leads database or module, allowing sales representatives to follow up with them and nurture them through the sales pipeline.</p> <p>Opportunities: Opportunities represent potential sales deals or revenue-generating prospects that have progressed beyond the initial lead stage. Opportunities arise when a lead has been qualified and determined to have a genuine interest or need for the company's products or services. Opportunities are associated with specific sales activities and milestones, such as product demonstrations, negotiations, or proposals. In a CRM system, opportunities are tracked through the various stages of the sales pipeline, from initial contact to closing the deal, allowing sales teams to prioritize and manage their sales efforts effectively.</p> <p>Campaigns: Campaigns are organized marketing initiatives or activities designed to promote a company's products or services to a target audience. Campaigns can take various forms, such as email marketing campaigns, social media campaigns, advertising campaigns, or events. Campaigns are typically aimed at generating leads, raising brand awareness, driving customer engagement, or promoting specific products or offers.</p>


	<p>In a CRM system, campaigns are planned, executed, and tracked to measure their effectiveness in terms of lead generation, customer acquisition, and revenue generation.</p> <p>In summary, leads represent potential customers at the early stages of the sales process, opportunities represent qualified prospects that are further along in the sales pipeline, and campaigns are organized marketing initiatives aimed at generating leads and promoting the company's products or services. While leads and opportunities are specific to the sales process, campaigns are focused on marketing activities aimed at attracting and engaging potential customers.</p>
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Evidence of AI Usage

This section includes evidence of significant prompts and responses used or generated through the AI tool. It should provide a clear understanding of the extent to which the AI tool was used in the assignment. Evidence may be attached via screenshots or text.

Additional Evidence:

outline the contents that can be put under introduction of the business specification report

 Certainly! The introduction of a business specification report sets the stage for the document, providing an overview of what the report covers, its purpose, and the context in which it was developed. Here's an outline of the contents typically included in the introduction of a business specification report:

1. **Title:** The title of the report should clearly indicate its purpose and scope.

2. **Introduction:**


- Briefly introduce the purpose and scope of the report.
- Provide background information on the project or initiative that the report addresses.
- Mention the stakeholders involved in the project and their interests.
- Outline the structure of the report (i.e., what sections will follow).

3. **Objectives:**

- Clearly state the objectives of the report ↓

Additional Evidence:

how does leads and opportunities differ from campaigns in a CRM?

 In a CRM (Customer Relationship Management) system, leads, opportunities, and campaigns are all important components that help businesses manage their sales and marketing efforts effectively. Here's how they differ:

1. **Leads:**

- Leads are potential customers or contacts who have shown some level of interest in a company's products or services.
- Leads are typically individuals or organizations that have expressed interest through various channels such as website inquiries, social media engagement, or networking events.
- Leads are often at the early stages of the sales process and may require further qualification to determine their readiness to make a purchase.
- In a CRM system, leads are usually captured and tracked in a dedicated leads database or module, allowing sales representatives to follow up with them and nurture them through the sales pipeline.

↓

2. **Opportunities:**

DublinBikes: Access the City by Bike!

Team:

Sailors of the Ship

Members:

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Link to presentation:

[DublinBikes Access the City by Bike!-20240515 125942-Meeting Recording.mp4](#)

Abstract—This electronic document is a combination of business specifications and business implementation report for DublinBikes that captures the whole business right from business understanding to implementation and discusses future strategy that DublinBikes could investigate for further business growth. The business specification part outlines the overall base and understanding of the business including the overview of the business including the marketplace and competitions, extending towards the ailments in terms of services offered as of today and the day-to-day operations, and last but not the least the need for this study. The implementation report outlines the study and analysis of the problem to find a solution and better implementation for future that will help the business to grow further.

Keywords— DublinBikes, Public Bike Sharing, marketplace, competition, CIP, tableau, CRM.

PROJECT SPECIFICATION REPORT

I. BUSINESS INTRODUCTION AND OVERVIEW

Many Urban cities around the world on day to day basis face the problem of traffic, pollution and inefficient transport system which not only destroys the quality of urban life but also contribute to environment degradation. The innovative public bicycle rental scheme dubbed DublinBikes which was first launched in 2009, has changed the shape of the Dublin city's way of travelling. DublinBikes aims to address these challenges of transportation system for the people of the Dublin city and the travellers for easy, practical and environmental friendly means of transportation. DublinBikes in its initial days were known as Coca-Cola Zero Bikes under the sponsorship of Coca-Cola Zero, which further led to many other sponsorships and subscriptions till date. These sponsorship enhances the visibility of the business with financial stability, allowing a scope for the future business growth. After Coca-Cola zero, food delivery company Just Eats (Burns, 2019.) rebranded the business in co-operation with Dublin City Council. DublinBikes hit a huge success, when Dublin City Council in partnership with JCDecaux (Daly, 2011.) which is a French advertising company took on the ownership and operational scheme on behalf of Dublin City Council. Other companies like Now TV (Kilrairie, 2020.) under sky streaming services signed a 3 year deal in 2021 from rebranding of the business.

The business has been set up with a set goal to cater to the needs of daily commuters in urban areas like Dublin city to help the people of the city to move from one point to another with comfort and ease within the city. The business operates on a well-structured stations network structure which is placed strategically to make sure that a commuter of DublinBikes leaves a bicycle just around the corner. Users can conveniently take and return a bicycle using these stations by making a smooth movement within the city. With all the flexible subscription models made available to the users, range from day passes to annual membership and have a user-friendly unlocking system. This business solution is tailor-made as per Dublin's transportation needs make it efficient as compared to other available transportation alternatives. The business targets the people living in urban cities like Dublin which include daily commuters, students, working professionals, tourists, and environmental enthusiasts.



Figure 1. DublinBikes at a glance (Source: Real Image captured near Spencar Dock Station)

II. MARKET PLACE AND COMPETITION

DublinBikes is made to meet the need of commuters living in a densely congested city centre who are seeking environment friendly option against pollution causing this public-sharing scheme to boom in high demand. This need for quick and cheap mode of transport causes the business of public bike rental sharing scheme to grow in urban areas. Therefore, urban mobility markets include daily commuters and tourists who are seeking easier way of transport solution to let them commute within the city with an existing public transportation system in place.

Given the markets growing demand, the competition is on the rise for these businesses involved in bike rental schemes. DublinBikes faces the direct competition with other form of public sharing bike rental scheme like MobyBikes and BleeperBikes, also other form of micro-mobility services like electric scooters and car sharing services that offers flexible, environmentally friendly transportation alternatives.

III. BUSINESS SERVICES & OEPRATIONS

Presently, the business offers services with two varieties of bicycles – traditional pedal bikes and electric bikes (Kelly, 2021.) to meet different user preferences and needs, enhancing the user experience. With this, real-time information on bike availability at each station is available via mobile application which ensures users can plan their trip efficiently and avoid any inconvenience. The overall user experience is entrusted with the intuitive mobile application (Ginty, 2021.) to easily get the real times update of bike stations, where they can check the avail bikes, manage their accounts. The flexible membership options enable users to choose according to their budget requirements where the available options range from daily, monthly, and annual plans with varied pricing structures. (Ginty, 2021.)

In terms of day-to-day operations, the business establishes weekly schedules of maintenance to keep the bikes in good condition, with this the app is constantly under development to incorporate advance features for real-time tracking, and processing payments, efficient systems in good inventory management with the tracking of available bikes, spare parts, and maintenance items, among others. The bikes are systematically reallocated from one station to another based on high demand so that they are where users most need them. Finally, the business is committed to promoting an eco-sustainability environment by promoting cycling as the means for clear transportation and operational practices.



Figure 2. DublinBikes Services (Source: Official Website)

IV. CURRENT BUSINESS PROBLEM

Presently, the business is in a steady state and facing a few challenges stated below, and thus the company is seeking external advisory and consulting solutions customized by revising the overall analysis of business plan and strategy.

Below are the listed challenges to which this study and analysis was conducted for: -

1) The advertisement agreement with JCDecaux is expiring, which might result in the loss of key revenue stream and advertising capability for which the business need strategic marketing consulting including public relations and communications medium. (Kelly, 2023.)

2) Next up, the business is planning to expand the scope of current business by enhancing service offerings and scaling operations which can be done via market research and consulting based on supply chain.

3) Lately, the plan is to transitioned DublinBikes to operate independently without external support, establishing itself as an independent business entity under Dublin City Council alone for which the business is looking for business strategy and operational consulting.

V. PROPOSED SOLUTIONS & SCOPE OF IMPLEMENTATION

The scope of this study is to help business tackle the above-mentioned problems related to marketing, expansion and establish business as an individual entity hereby providing strategic and operational consultation with thorough analysis and revised business plan to set in action for business to know and keep up with the competition and enhance user experience.

To analyze and enhance user experience the study recommends and provide demonstration to the business on the use of analytical and visualization tools like Tableau and setting up the business with Customer Relationships Management (CRM) like Salesforce, for below the reasons:

Tableau: Tableau is compatible with multiple operating systems. It handles data efficiently and comes with a feature called 'use data interpreter'. Efficient with complex analytical tasks, Tableau offers a flexible and advantage range of data visualization options that include different graphs and charts.

Salesforce: Salesforce is one of the powerful CRM in the market and a provider of AI-powered analytics with great predictive capabilities, Salesforce CRM boasts a large, active community of users. The Salesforce CRM offers customizable solutions to adapt to evolving business needs and requirements with a scalable design and extensive third-party application support and integration tools.

VI. PROPOSED BUSINESS MODEL

The below diagram represents an approach of data-driven business process model for business to establish, which illustrates the flow of data from various data collection points through processing and analytics to support making business decisions. This recommended business process model uses data in continuous practice at every step to derive increase operational efficiencies, enhanced user satisfaction, and growth through informed decision-making. Here's an in-detail explanation of the process shown in the diagram –

- A. Business needs to keep on making decisions on a weekly, monthly, quarterly and annual basis for which data needs to be collected from various sources like official website and mobile apps of the business followed by the data from station booths and CRMs once it is established.
- B. This collected data then altogether could be combined within a central repository kind – also known as a data server or a data warehouse which will be the powerhouse of the data for the business.
- C. The data in data warehouse will be the raw information as in general information which should undergo proper modelling and preprocessing for further analysis and learning to train and predict models.
- D. The processed and modelled data then can be led to machine learning phase in action where machine learning engineers train algorithms to predict and classify the needs of the business for proper marketing strategies and operations to handle.
- E. On the other hand it needs to be pass down to analysts who can make sense out of the data to gain some insights from and make the collected data useful for further reporting.
- F. Finally with the gained insights from the reports business can make wise decision based on the analysis at hand as the evidence to improve the Workforce management, Operational management and establish the Marketing Strategies in place.

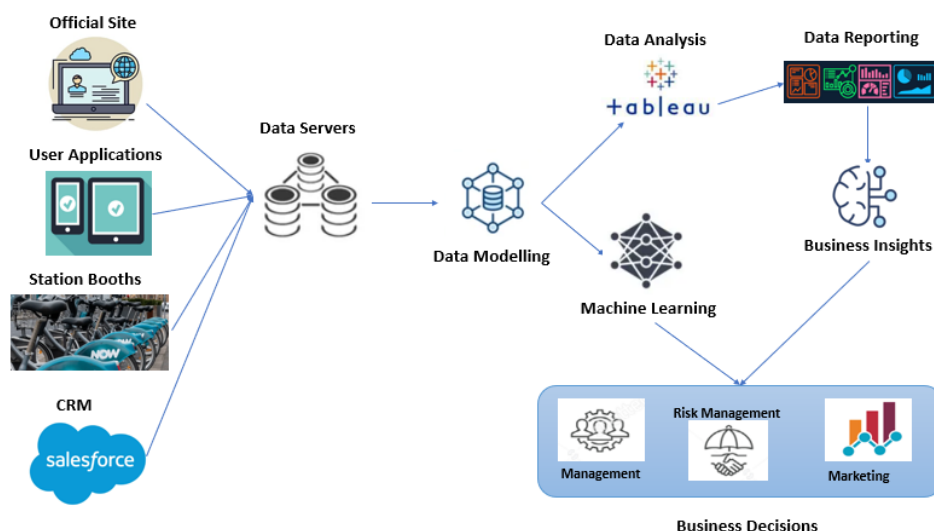


Figure 3. Proposed Business Model (architect by x22237941)

VII. DATA DICTIONARY

In real time, the business presently maintains the information of stations with the total number of stands, available bikes, and parking space. To demonstrate the use of tableau and salesforce to the business this study uses fabricated data which is related to employees, users, and bikes inventory, each of 1000 records. The fabricated data is created using Mockaroo whereas the live data is collected from JCDecaux's site API.

Station Data			Bike Inventory Data		
Field	Representing	Datatype	Field	Representing	Datatype
Number	Station Number	INT	Bike_ID	ID of the Bike	VARCHAR
Name	Name of the Station	VARCHAR	Bike_Type	Type of the Bike	VARCHAR
Address	Address of the Station	VARCHAR	Manufacturer	Manufacturer of the Bike	VARCHAR
Latitude	Latitude of the Station	VARCHAR	Frame_Size	Size of the Frame of Bike	VARCHAR
Longitude	Longitude of the Station	VARCHAR	Availability	Availability of the Bike	VARCHAR
total_bike_stands	Total placed number of bike stands	INT	Purchase_Dates	Dates of the Purchase of Bike	DATE
available_bike_stands	Available bike stands	INT	Warranty_Expiry_Date	Warranty Expiry of Bike	DATE
available_bikes	Available bikes	INT	Maintenance_History	History of the Maintenance for Bike	VARCHAR
status	Status of the Station - open or close	BOOL	Condition	Condition of the Bikes	VARCHAR

Users Data			Employees Data		
Field	Representing	Datatype	Field	Representing	Datatype
user_id	Unique Identifier for each User	VARCHAR	employee_id	Unique Identifier for each Employee	VARCHAR
first_name	First Name of User	VARCHAR	name	Name of the employee	VARCHAR
last_name	Last Name of User	VARCHAR	department	Department of the employee	VARCHAR
email	Email id of User	VARCHAR	position	Position of the employee	VARCHAR
address	Address of User	VARCHAR	salary	Salary of the employee	INT
preferred_bike_type	Bikr preference for user	VARCHAR	citizenship	Citizenship status of the employee	VARCHAR
rental_duration_hours	Users rental duration per trip	FLOAT	date_of_hire	Date of Hiring	DATE
membership_status	Membership Status of User	VARCHAR	employment_status	Current Employment Status	VARCHAR
payment_method	Usual Payment Method of User	VARCHAR	performance_rating	Average Rating	FLOAT
preferred_communication	Preffered Communication for User	VARCHAR	education_level	Education level of the employee	VARCHAR
refferal_source	Refferal Source	VARCHAR	project_involvement	Unique Identifier for each Project	VARCHAR
frequency_usage	Frequency Usage of User	VARCHAR	benefits	Benefits of the employee	VARCHAR
accessibility_needs	Accessibility Needs of User	VARCHAR			

Figure 4. Dataset Description of Real (Station) generated via API and Fabricated Data (Mockaroo)

PROJECT IMPLEMENTATION REPORT

VIII. KNOWLEDGE ON BUSINESS DOMAIN

The business domain for DublinBikes includes and extends the business to fit or describe into number of essential areas like Transportation and Mobility Services, Environmental Sustainability, and Health and Lifestyle. Transportation and Mobility Services being one of the essential and actual domains for the business as it attends to need of daily short-distance daily commuters within the Dublin city. As the scheme is positioned for a green alternative that reduces the carbon footprint and traffic problems it can promote a sustainable environment therefore contributing to Environmental Sustainability domain. Lastly, cycling is good exercise which in turn promotes good health and well-being, which is why it can be considered under Health and Lifestyle domain. Each of the above discussed domains plays an important role in the business ecosystem for any bike sharing scheme like DublinBikes which can impact business altogether on operational front, acceptance within market and overall success.

IX. CONTINUOUS IMPROVEMENT PROCESSES

Before the study moves on to the practical demonstrations of Tableau and Salesforce for DublinBikes, the study suggest the importance of implementing and establishing the continuous improvement processes in a timely manner so that the business can be in a iterative loop which will focus on the business growth that can keep the business up with its competitors and maintain a place of its own within market.

SWOT Analysis: stands for Strength, Weakness, Opportunities and Threat is a framework which can lead to the overall efficiency of the business by studying the external and internal factors which might be responsible for any effect on DublinBikes. Strength and Weakness capture the internal factors whereas Opportunities and Threats capture the external factors. By analyzing and correctly implementing these factors, business can develop strategies to take advantage of its strengths and work on its pain-points, grabbing every new opportunity and defending itself against any possible threats.

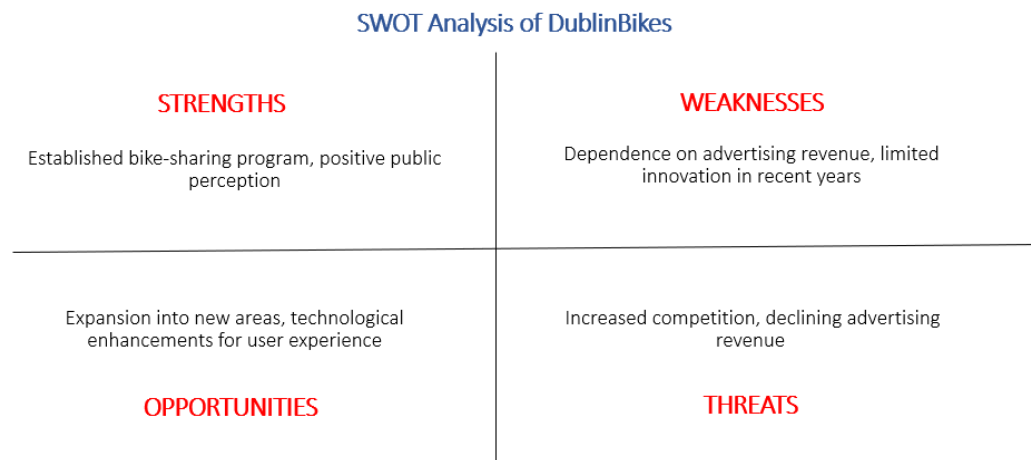


Figure 5. SWOT Analysis of DublinBikes (Source: Real analysis based on business understanding)

PDCA Cycle- is four step iterative cycle used for continuous improvement of processes within businesses. The cycle starts with the PLAN step where the business must list out its main processes for establishment and start with identifying problems and setting goals for which the planning starts. Later this planning is executed in the DO step. Next up during the CHECK phase the steps performed during the DO step are evaluated and a comparison is made between the actual output of the process and the expected output of the process. Based on the results of the CHECK step, if the output of the process is satisfied- the process is standardized, and the cycle is iterated. If the output of the process is not what the process is satisfied with, adjustments need to be made in the planning and reiterate the cycle.

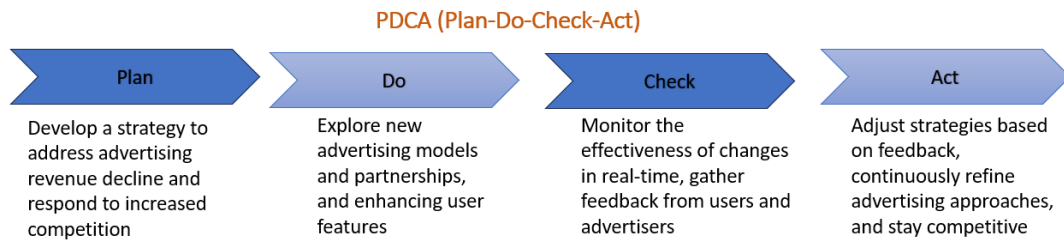
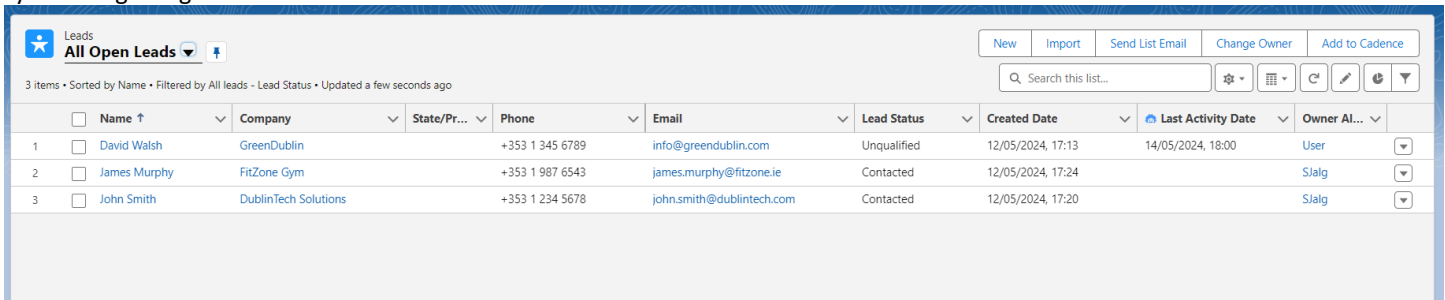


Figure 6. PDCA analysis of DublinBikes (Source: Real analysis based on business understanding)

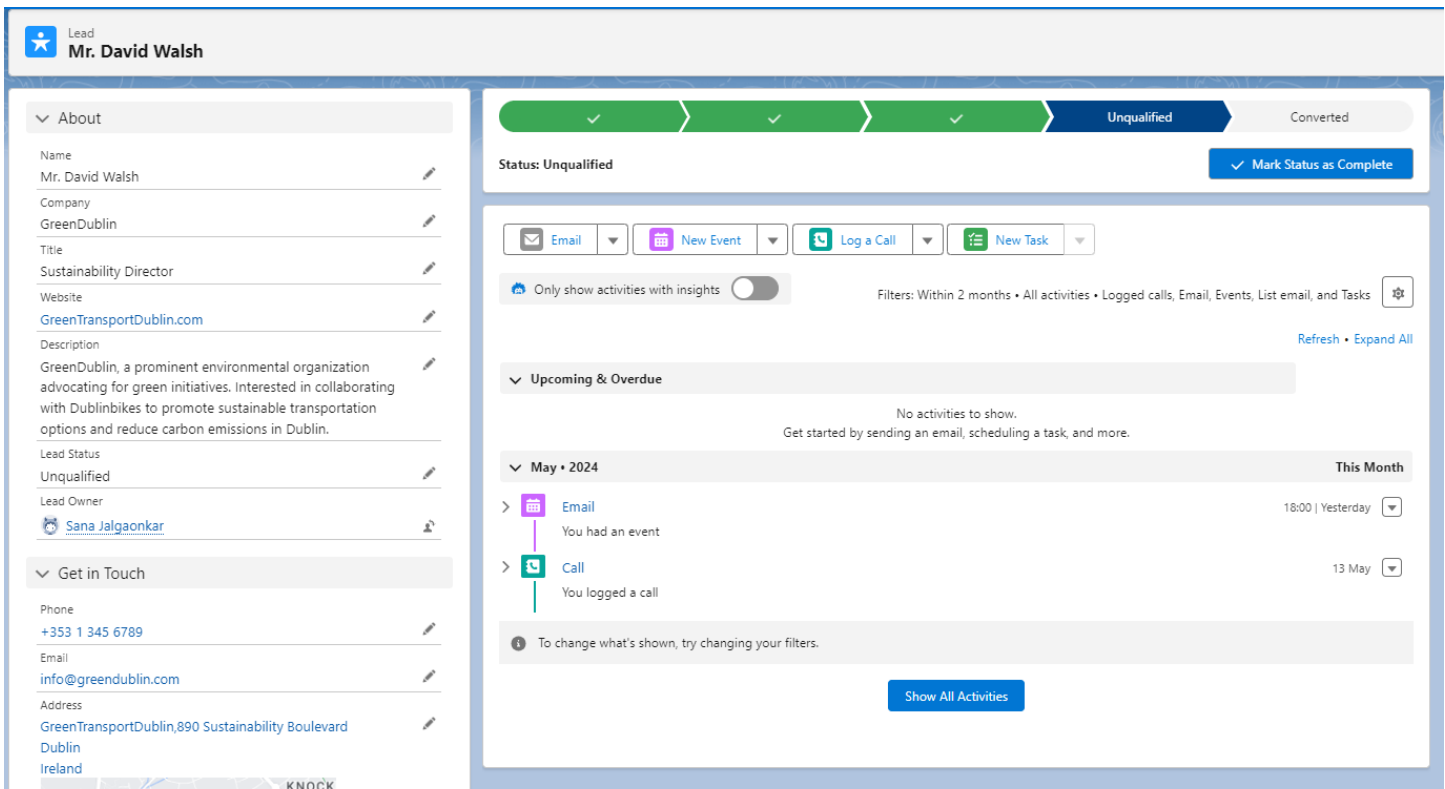
X. IMPLEMENTATION OF SALESFORCE

A. Capturing Potential Businesses

Salesforce has various segments out of which Leads Capture the businesses or tracks future potential partners that might be interested in DublinBikes. Below are the examples of 3 imaginary leads. As seen in the figures the Leads capture all the basic information of each potential business like the name of the person that the business can try to reach out to along his personal and professional details. The phases as seen are known as the leads pipeline which captures right for the new entry being generated in the system to getting it converted to an account.



	Name	Company	State/Pr...	Phone	Email	Lead Status	Created Date	Last Activity Date	Owner AI...
1	David Walsh	GreenDublin		+353 1 345 6789	info@greendublin.com	Unqualified	12/05/2024, 17:13	14/05/2024, 18:00	User
2	James Murphy	FitZone Gym		+353 1 987 6543	james.murphy@fitzone.ie	Contacted	12/05/2024, 17:24		Slalg
3	John Smith	DublinTech Solutions		+353 1 234 5678	john.smith@dublintech.com	Contacted	12/05/2024, 17:20		Slalg



Lead
Mr. David Walsh

About

Name: Mr. David Walsh

Company: GreenDublin

Title: Sustainability Director

Website: GreenTransportDublin.com

Description: GreenDublin, a prominent environmental organization advocating for green initiatives. Interested in collaborating with Dublinbikes to promote sustainable transportation options and reduce carbon emissions in Dublin.

Lead Status: Unqualified

Lead Owner: Sana Jalgaonkar

Get in Touch

Phone: +353 1 345 6789

Email: info@greendublin.com

Address: GreenTransportDublin, 890 Sustainability Boulevard, Dublin, Ireland

Lead Pipeline

Unqualified → Converted

Status: Unqualified

Buttons: Email, New Event, Log a Call, New Task

Filters: Within 2 months • All activities • Logged calls, Email, Events, List email, and Tasks

Upcoming & Overdue

No activities to show.

May 2024

Email: You had an event (18:00 | Yesterday)

Call: You logged a call (13 May)

Show All Activities

To Do List

B. The Present Business Partners/Collaborations

The leads when converted turns into accounts that is it becomes a partner or existing business currently working with DublinBikes. Below are the examples of accounts. The segment keeps the track of necessary information of existing partner, contact details and opportunities and cases open under that business. Both Lead and Account activities be tracked within the activity tracking section keeping the record of activities till date.

Accounts

All Accounts

5 Items • Sorted by Account Name • Filtered by All accounts • Updated a few seconds ago

Search this list...

New Import

	Account Name	Phone	Website	Billing	Billi...	Last Activity...	Acc...
1	Buggs Bunny	+353 899635639	Leon Schlesinger Productions	Dublin	Dublin		Asim
2	Dublin City Council	+353 1 234 5678	https://www.dublinbikes.ie/en/home	Dublin		12/05/2024, 22:...	SJalg
3	DublinBikes Membership					12/05/2024, 22:...	SJalg
4	JCDecaux	+353 1 876 5432	https://www.jcdecaux.ie/	Dublin			SJalg
5	NowTV	+353 1 555 1213	https://www.googleadservices.com/pagead/aclk?sa=L&ai=DChSEwi42ZC0MIgAwWZQUECHYebDJMYABAAAGj3cw&ase=2&gclid=CjwKCAjw0YgY8bYEWACmBEWju7hokRpbdbWVOeS...	Dublin			SJalg

Account

Dublin City Council

New Contact New Opportunity Edit

About

Account Name
Dublin City Council

Website
https://www.dublinbikes.ie/en/home

Type
Partner

Description

Parent Account

Account Owner
Sana Jalgaonkar

Get in Touch

Phone
+353 1 234 5678

Billing Address
Civic Offices, Wood Quay
Dublin 08
Ireland

Shipping Address

Email New Event Log a Call New Task

Only show activities with insights

Filters: Within 2 months • All activities • Logged calls, Email, Events, List email, and Tasks

Refresh Expand All

Upcoming & Overdue

Other

Sana Jalgaonkar has an upcoming task with Lara Jean about 00001005

May • 2024

We've received your request

x2237941@studentncirl.ie sent an email to Lara Jean

To change what's shown, try changing your filters.

Show All Activities

Contacts (3+)

Lara Jean
Title: Station Officer
Email: laar.jean@dublincouncil.ie
Phone:

Mark Kelly
Title: Sustainability Officer
Email: mark.kelly@dublincity.ie
Phone: +353 1 765 4321

Lane
Title: Station Incharge
Email:
Phone:

View All

Opportunities (3)

Bike Lane Infrastructure Project
Stage: Propose
Amount: €300,000.00
Close Date: 30/5/2025

Green Transport Grant
Stage: Meet & Present
Amount: €250,000.00
Close Date: 31/12/2024

Public Bike Sharing Expansion
Stage: Negotiate

C. The Business can maintain the records of all the contacts across all the accounts and external potential contact information within the contacts segment as seen below.

Contacts								Import	Send List Email	Add to Cadence	New
All Contacts								Search this list...			
13 Items • Sorted by Name • Filtered by All contacts • Updated a few seconds ago											
	Name	Account Name	Title	Phone	Email	Last Activity Date	Contact Owner Alias				
1	Buggs Bunny	Buggs Bunny	Analyst	+353 899635639	buggsbunny@dublinbikes.com		Asim				
2	David Walsh	Dublin City Council	Environmental Planner	+353 1 234 5678	david.walsh@dublincity.ie		SJalg				
3	Emma White	NowTV	Advertising Director	+353 1 555 1213	emma.white@nowtv.com		SJalg				
4	James Brown	NowTV	Partnerships Manager	+353 1 555 1213	james.brown@nowtv.com		SJalg				
5	Jane Smith	DublinBikes Membership			jane.smith@dublincouncil.ie	12/05/2024, 22:30	SJalg				
6	John Smith	NowTV	Marketing Manager	+353 1 555 1213	john.smith@nowtv.com		SJalg				
7	Lane	Dublin City Council	Station Incharge				SJalg				
8	Lara Jean	Dublin City Council	Station Officer		laar.jean@dublincouncil.ie	12/05/2024, 22:35	SJalg				
9	Laura Jones	JCDecaux	Marketing Coordinator	+353 1 456 7890	laura.jones@jcdecaux.com		SJalg				
10	Mark Kelly	Dublin City Council	Sustainability Officer	+353 1 765 4321	mark.kelly@dublincity.ie		SJalg				
11	Michael Brown	JCDecaux	Sales Director	+353 1 345 6789	michael.brown@jcdecaux.com		SJalg				
12	Rachel Green	JCDecaux	Account Manager	+353 1 234 5678	rachel.green@jcdecaux.com		SJalg				
13	Sarah Murphy	Dublin City Council	Transportation Manager	+353 1 234 5678	sarah.murphy@dublincity.ie		SJalg				

D. The Opportunities-

Inside of salesforce it is the main selling section inside the system where the business can manage the sales by capturing each stage of the sales process and the hopefully the business can close the sale that is the opportunity as a closed won or lost. The main difference between leads and opportunities is that the leads are the very beginning of any sale whereas the opportunities are the main selling area of the system.

Opportunities							
All Opportunities							
8 Items • Sorted by Opportunity Name • Filtered by All opportunities • Updated a few seconds ago							
<input type="checkbox"/>	Opportunity Name ↑	Account Name	Amount	Close Date	Stage	Last Activity Date	Opportunity Owner Alias
1	<input type="checkbox"/> Bike Lane Infrastructure Project	Dublin City Council	€300,000.00	30/05/2025	Propose		Slalg
2	<input type="checkbox"/> Brand Integration Partnership	NowTV	€300,000.00	30/11/2024	Qualify		Slalg
3	<input type="checkbox"/> Bus Shelter Ad Placement	JCDecaux	€75,000.00	15/06/2024	Meet & Present		Slalg
4	<input type="checkbox"/> Digital Ad Campaign for Dublinbikes	NowTV	€50,000.00	31/07/2024	Closed Won		Aasim
5	<input type="checkbox"/> Digital Billboard Promotion	JCDecaux	€50,000.00	31/07/2024	Negotiate		Slalg
6	<input type="checkbox"/> Green Transport Grant	Dublin City Council	€250,000.00	31/12/2024	Meet & Present		Slalg
7	<input type="checkbox"/> Public Bike Sharing Expansion	Dublin City Council	€500,000.00	31/10/2024	Negotiate		Slalg
8	<input type="checkbox"/> TV Commercial Sponsorship	NowTV	€200,000.00	28/08/2024	Propose		Slalg

Opportunity

Bike Lane Infrastructure Project

About

Opportunity Name

Bike Lane Infrastructure Project

Account Name

Dublin City Council

Close Date

30/05/2025

Amount

€300,000.00

Description

Opportunity Owner

Sana Jalgaonkar

Status

Stage

Propose

Probability (%)

50%

Forecast Category

Pipeline

Next Step

History

Created By

Sana Jalgaonkar, 12/05/2024, 18:01

Last Modified By

Propose

Negotiate

Closed

Stage: Propose

Mark Stage as Complete

Guidance for Success

Make the offer.

- Does the quote cover the complete solution discussed with the customer?

- Have you presented how our solution meets the customer's needs?

Send detailed price information and prepare updated quotes if changes are needed.

Email

New Event

New Task

Log a Call

Only show activities with insights

Filters: Within 2 months • All activities • Logged calls, Email, Events, List email, and Tasks

Upcoming & Overdue

Review the opportunity plan

Aasim Inamdar has an upcoming task with Lara Jean

May • 2024

This Month

Call over to check availability with business

You logged a call with Lara Jean

To change what's shown, try changing your filters.

To Do List

E. The Cases-

Cases in its simplest form is a means capturing any customer issues, questions, feature requests that the clients may have about the product or service. The cases can be used to manage the station maintenance requests that DublinBikes get from the station managers and so on.

Cases							
All Open Cases							
5 Items • Sorted by Case Number • Filtered by All cases - Closed, Date/Time Opened • Updated a few seconds ago							
<input type="checkbox"/>	Case Number ↑	Contact Name	Subject	Status	Priority	Date/Time Opened	Case Owner Alias
1	<input type="checkbox"/> 00001003		Unable to Unlock Dublinbikes App	Escalated	High	12/05/2024, 22:26	Slalg
2	<input type="checkbox"/> 00001004	Jane Smith	Billing Discrepancy in Dublinbikes Membership Fee	Working	Medium	12/05/2024, 22:30	Slalg
3	<input type="checkbox"/> 00001005	Lara Jean	Dublinbikes Station Maintenance Request	Waiting on Customer	Medium	12/05/2024, 22:35	Slalg
4	<input type="checkbox"/> 00001006	Buggs Bunny	Cannot Access the payments tab on the app	Working	High	14/05/2024, 08:12	Aasim
5	<input type="checkbox"/> 00001007	Sarah Murphy	The Given information over the, dublin bikes isnt updated.	Waiting on Customer	Medium	14/05/2024, 08:17	Aasim

Case

00001005

Edit

Close Case

Merge Cases

Contact Details

Name

Ms. Lara Jean

Title

Station Officer

Account Name

Dublin City Council

Email

laarjean@dublincouncil.ie

Phone

Case Information

Status

Waiting on Customer

Case Origin

Phone

Priority

Medium

Case Owner

Sana Jalgaonkar

Contact Information

Contact Name

Lara Jean

Account Name

Dublin City Council

Description Information

Subject

Dublinbikes Station Maintenance Request

Description

A Dublinbikes station located in the city center is experiencing a technical issue with the docking system, preventing customers from returning bikes. Immediate maintenance is required to restore service.

Waiting on Customer

Escalated

Closed

Status: Waiting on Customer

Mark Status as Complete

Key Fields

Case Owner

Sana Jalgaonkar

Priority

Medium

Case Reason

Guidance for Success

Follow up with the customer in one or two days.

To help you follow up, create a New Task in the Related tab.

Email

New Task

Log a Call

Only show activities with insights

Filters: Within 2 months • All activities • Logged calls, Email, Events, List email, and Tasks

Upcoming & Overdue

Connect on-site diagnostics and repairs to address

Sana Jalgaonkar has an upcoming task

Today

Other

Sana Jalgaonkar has an upcoming task with Lara Jean

13 May

View More

Knowledge

New Article

Filter

Search Knowledge...

Articles (0)

Case Comments (2)

Sana Jalgaonkar

Created Date: 12/05/2024, 22:38

Comment: The team performed on-site diagnostics and repairs to address the technical issue promptly.

Sana Jalgaonkar

Created Date: 12/05/2024, 22:36

Comment: The maintenance team is alerted to the urgent service request and dispatched to the affected Dublinbikes station

View All

Files (0)

Upload Files

F. Creating A Campaign-

Campaigns are the means of tracking the marketing activities inside the CRM system. The reason for getting any campaign tracked in the system is to find out how many opportunities have come up from a particular campaign so the business could know what's been successful and what's not being so successful so that the business could make changes and improvements accordingly.

Campaigns

All Active Campaigns

3 items • Sorted by Campaign Name • Filtered by All campaigns • Active • Updated a few seconds ago

Search this list...

	Campaign Name	Start Date	End Date	Type	Status
1	Digital Ad Campaign for Dublinbikes	01/04/2024	31/10/2024	Advertisement	Completed
2	Green Transport Grant Promotion	15/05/2024	31/12/2024	Email	Planned
3	Public Bike Sharing Expansion	01/05/2024	31/10/2024	Other	In Progress

G. Email Templates-

Email Template

Connection_template

Details

Related

Information

Email Template Name

Connection_template

Description

Bussiness opportunities connection

Related Entity Type

List Email

Folder

Public Email Templates

Message Content

Subject

Connection Request

HTML Value

Hi, Sending this email for connection

Additional Information

Created By

Aasim Inamdar, 13/05/2024, 17:27

Last Modified By

Aasim Inamdar, 13/05/2024, 17:27

dublinbikes db

XI. INSIGHTS FROM TABLEAU

A. The Employees Dashboard

The below dashboard gives an overview of the DublinBikes employee data which was fabricated by Mockaroo to give an organizational insight to stakeholders of the business. It is very clear from the dashboard that the business compensates the employees fairly in terms of their performance and salary based on their position and the education level within the company. People involved on the field that is on station visits for timely maintenance of the bikes and planning schedules followed by people in the marketing team are performing exceptionally well than others. The business embraces the concept of ethnicity and diversity involved in enhancing the company's ability to serve its customers better. The project encourages the staff to get involved in various roles and opportunities across various roles resulting in promotion of skill development and job satisfaction. This Insight can be a good start for the business, especially Stakeholders and HRs to refine strategies to improve the overall efficiency in the day-to-day operations of the business within the organization.

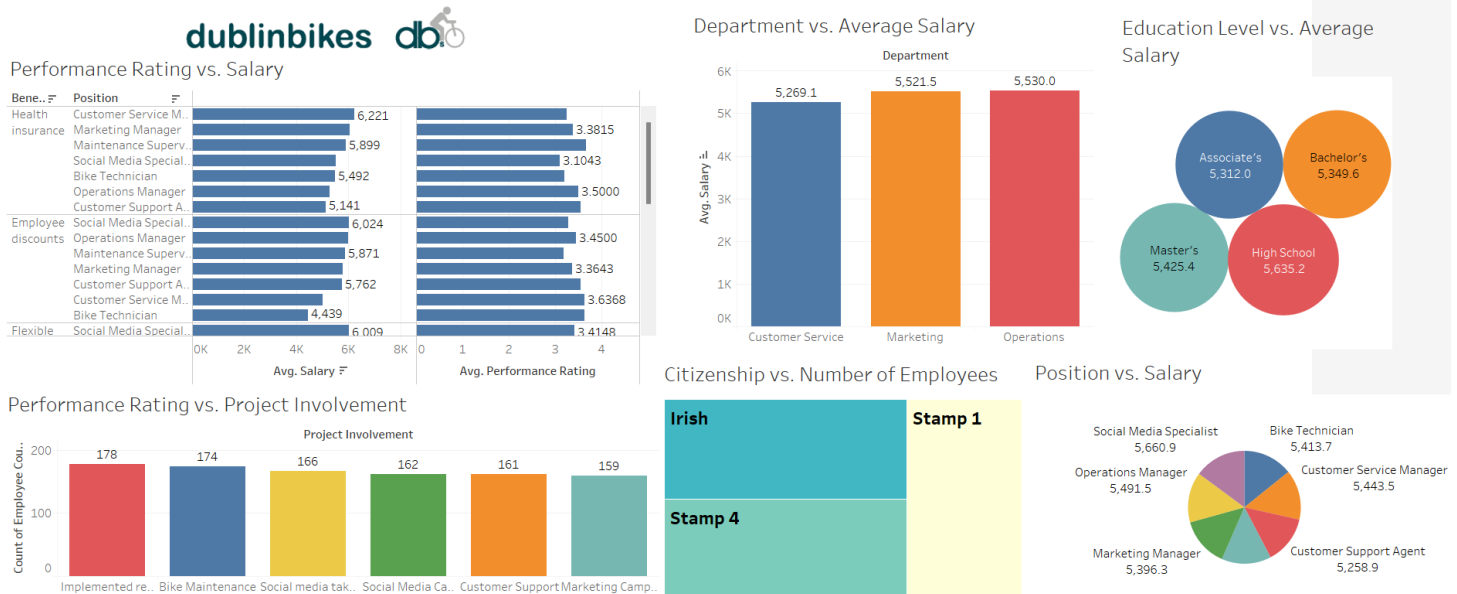


Figure 7. Overview of DublinBikes' Workforce Data (Created by x22237941)

1) The Performance rating vs Salary: shows the relation between the average salaries of employees at the different positions with in the company based on their performance rating. It is very clear that the positions like Customer Service Managers and Social Media Specialists have higher average salaries based on their performance ratings which suggest the business focuses more on customer interaction roles by recognizing their impact into company with competitive benefits. Similarly the Position vs Salary gives the details of the average salaries for different position in the workplace giving a clear spread of salaries across these roles.

2) In the Department vs Average Salary distribution between the 3 main departments in the company, namely Operations, Marketing and Customer Service, Operations Staff receives the highest average salary closely followed by the staff in marketing and then the customer service.

3) The Education level vs Average salary section shows the average salary on the basis of the highest level of education gained by the staff where it is seen the staff with high school education level has highest average salary which is clear indication that within the business values practical experience and a good tenure to determine the Pay Scale of the staff accordingly.

4) The Citizenship vs Number of Employees categorizes the staff based on their level of citizenship – broadly classified into 3 main categories: Irish, Stamp 4 and Stamp 1 where there are significant number of employees within stamp 4 and stamp 1 suggesting diversity in the workplace.

5) Finally, the Performance rating vs Project Involvement shows the involvement of staff across various roles available in the company where it is clear the number of people from the maintenance and social media sector are engaging in the projects.

B. The Bike-Inventory Dashboard

This dashboard represents an in detailed strategic and operational insight of the inventory and conditions of bikes, providing the details such as bike availability, type, size along with manufacturer detail and finally the maintenance status. Firstly, the variety in bike types and sizes shows the arrangements made by business to cater to the users' needs. Next, the almost equal number of traditional and e-bikes shows the planning of the business to meet the needs of the users' preferences which could appeal both casual and those in hurry. The availability of bikes shows the good operational planning of the business, showing that the business is ready to meet the users' needs whenever required.

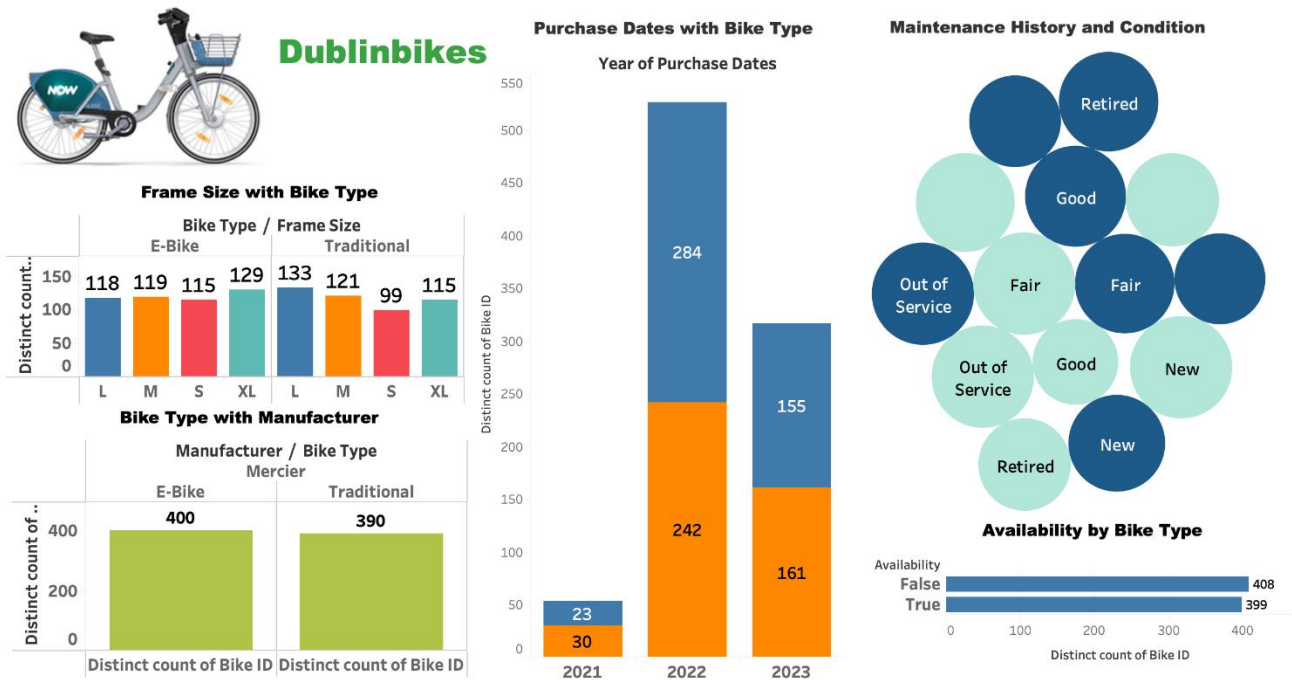


Figure 8. Overview of DublinBikes' Bike Inventory (Created by x23236108)

1) The Frame Size with Bike Type: shows the availability in frame size among both the bikes where it is very clear most of the users prefer a frame of size XL an e-bikes and size L in traditional bikes.

2) In the Bike Type with Manufacturer, the study sees the total number of bikes produced by the only manufacturer named 'Mercier' for DublinBikes and at present both are available readily via manufacturer in equal numbers to supply on the stations whenever required.

3) The Availability of bike type indicates the presence of bikes in the inventory where the False indicates that the bikes are unavailable at the moment where as the True marks the presence of the bike. Note, the business should maintain an high or almost high availability within inventory here to make sure the bikes when needed are effectively and realiably serve to the users ensuring good service.

4) The Purchase Dates with Bike Types is a record in visual manner reflecting the number of bikes puerchased or bought by the manufacturer where it is seen that in the year 2022 the business requested a heavy supply of bikes of almost around 284 e-bikes and 242 tradional bikes followed by last year with 155 in e-bikes and 161 with tradional bikes.

5) Finally, the bubble chart of Maintenance history and Condition of those bikes shows the maintenance status and the overall condition of the bikes where the main categories of focus are new, good, fair, needs maintenance, retired and out of service. Though most of the bikes are in good condition, the bikes that require maintenance and are out of service is something which business might have to take a look into for quicker actions to keep the operations flowing and inventory clean and good state.

C. The Stations Dashboard

The below dashboard map shows the distribution of strategically placed bike stations within Dublin city showing the name of the station, the status of the station with the total number of stands at the station and available bikes. It is seen the planning of placing the station has been done nicely such that the stations are properly distributed in and around recreational areas and major transit areas which can allow users to commute smoothly according to their preferences.

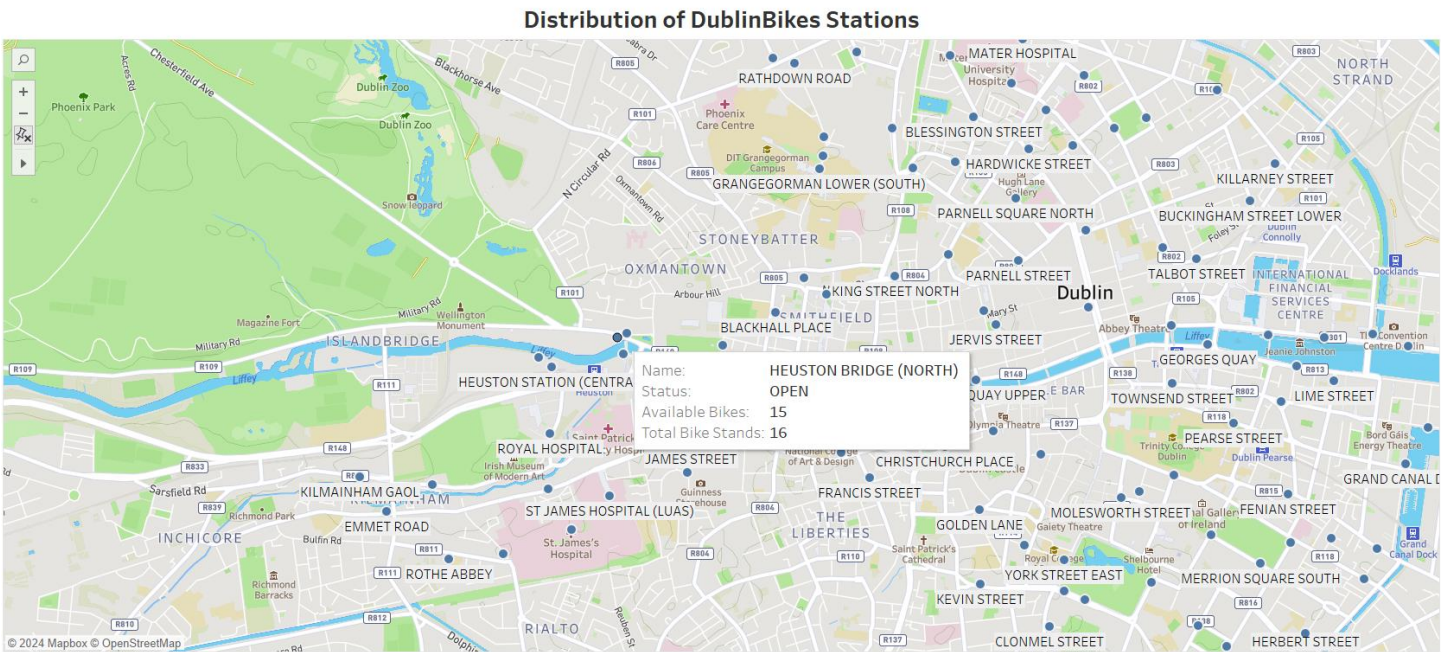


Figure 9. Distribution of DublinBikes' Stations (Created by x23187956)

D. The Revenue Stream Dashboard

The below dashboard focuses on the financial stability of the business and user trends within the company which is helpful for future strategic planning to enhance the services which in turn can maximize profit for the business. The dashboard focuses on the marketing and the improvement of services for the mid-age commuters which could boost revenue as seen below. The business needs to target female users as their engagement is low using target marketing methods or by introducing female friendly services to increase revenue.

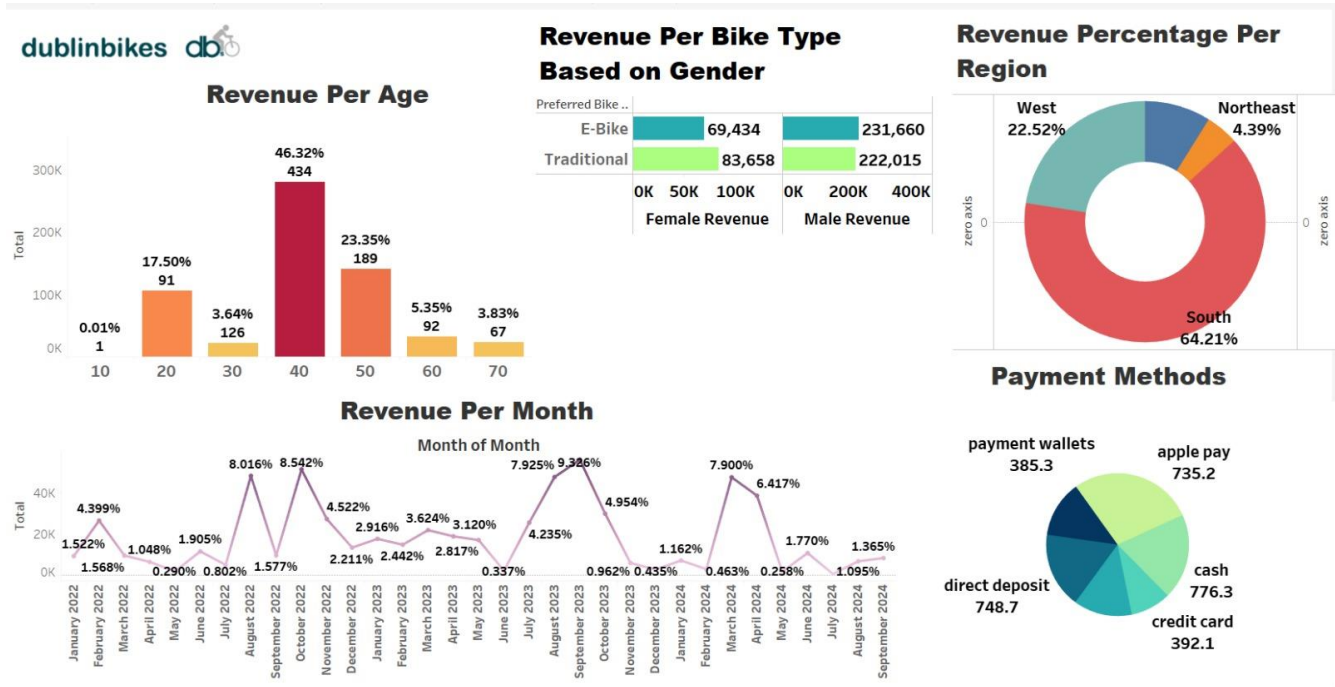


Figure 10. Overview of DublinBikes' Revenue Stream (Created by x23187956)

- 1) The Revenue per Age shows the distribution of total revenue from users of different ages. It is seen that the services are most widely used by people in their 40s.
- 2) The Revenue per Bike type based on gender shows a stacked graph which splits the revenue generated from both the bike types keeping gender in mind.
- 3) The Revenue percentage per Region shows the distribution of the revenue generated across the regions of the Dublin city. It is found that the service is widely used in south region of the city contributing to good amount of revenue generated.
- 4) Payment Methods explains the mode of payment preferred by the users. It is seen that mostly users prefer apple pay, followed by few opting for payments via cash.
- 5) The line chart of Revenue by Month shows the monthly revenue generated by the business where it can be seen the high amount of fluctuations after Covid . The business took it's pace after May 2023 seeing a fair share of ups-and-downs till date in revenue generation.

XII. FINAL CONSULTATION AND MARKETING STRATEGY TAKEAWAY FOR BUSINESS

- A. The above demonstration of taking various approaches like Implementing a Continuous Improvement Processes, Revised Business Model, implementing a CRM and adapting to analytical and visualization tools like Tableau can help the business improve its service and overall customer satisfaction with increasing revenue and more opportunities.
- B. The business can make creative marketing campaigns that encourage user participation along with various offers on its own during campaigns so as to start having an identity of its own.
- C. The business can produce some catchy taglines that creates an interest among users to attract the crowds perception towards the business. One such catchy tagline could be – ‘DublinBikes: Because finding parking is harder than riding!!!’
- D. For seeking expansion for the, the company can extend the partnership with JCDecaux to reach a better crowd for now while it put the above into actions.



Figure 11. Illustration of Real Campaign Poster



Figure 12. Bikes out in Snow! (Source: Real Image)

XIII. TEAM MANAGEMENT

The team- Sailors of the Ship working together on this study is of 3 members – *Sana Jalgaonkar (x22237941)* given the role of the team lead, along with team members *Aasim Inamdar (x23236108)* and *Waleed Bin Umer (x23187956)*. The team has used the Miro Board and Trello management for brainstorming and tracking group activities along with SharePoint to keep track of all the references and documents. Below are the links to access the project management and brainstorming board.

Miro Board –

https://miro.com/welcomeonboard/VGQ3U2YwWkNKTGYzcnJwYnpGdTZ4WWtUS1FpMTISOWVqOGNDYjMyaDV2Z0ZuVzd2d0JwSzNFTnRZR3dTTXBQRXwzNDU4NzY0NTc2ODUyNTEyMTI5fDI=?share_link_id=983865015479

Trello –

<https://trello.com/invite/b/T5sEHwZK/ATTI072dff8f3b136619164a30258c1f21840E4F90BA/sailors-of-the-ship>

Shared Space for Collective Work-

[DublinBikes- Bike Rental Service](#)

Presentation-

[DublinBikes Presentation final.pdf](#)

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Ginty C. (2022) 'DublinBikes adds a €3.50 1-day ticket which can be bought and used via upgraded app', *IRISHCYCLE.COM*, 29 April. Available at: <https://irishcycle.com/2022/04/29/dublinbikes-adds-a-e3-50-1-day-ticket-which-can-be-bought-and-used-via-upgraded-app/> [Accessed on 15 May 2024]

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