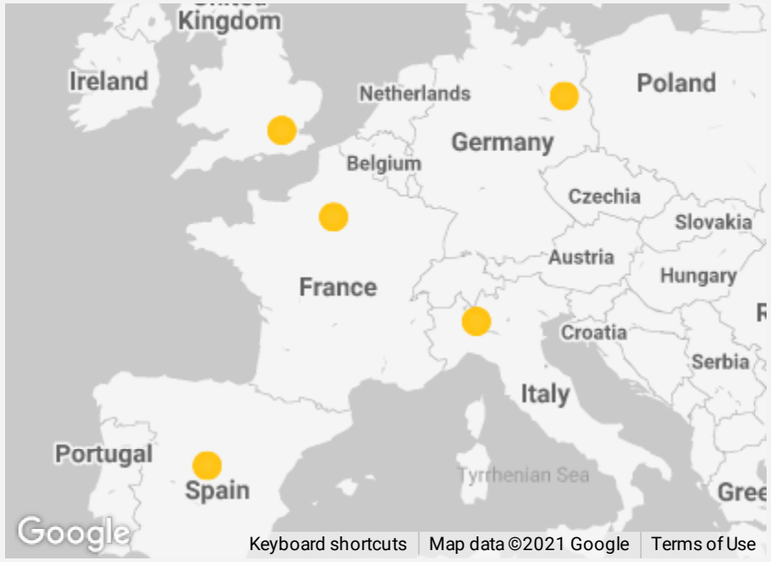
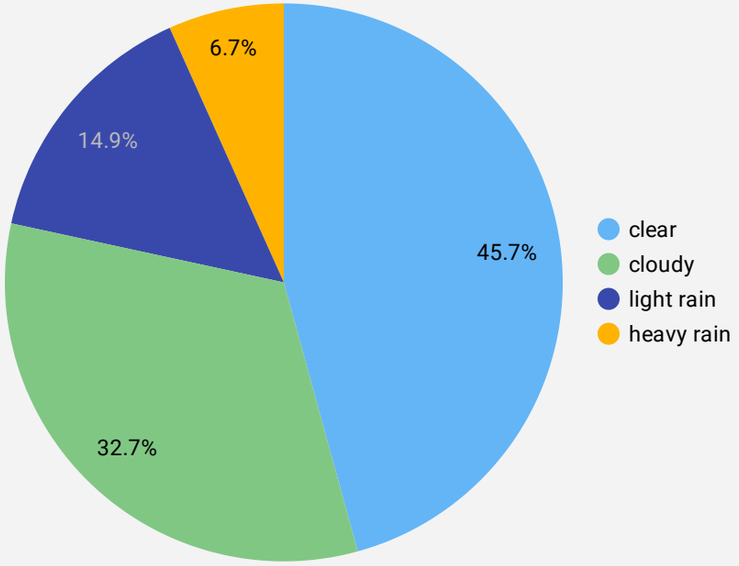
KEY PERFORMANCE DASHBOARD OF THE BIKE SHARING SERVICE : YEAR 2020

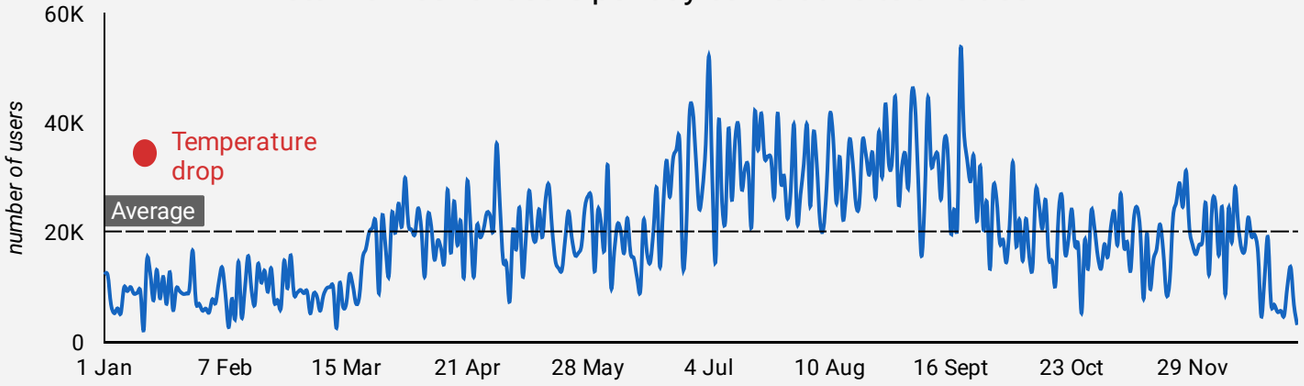
months	city	bikes per city
12	5	200



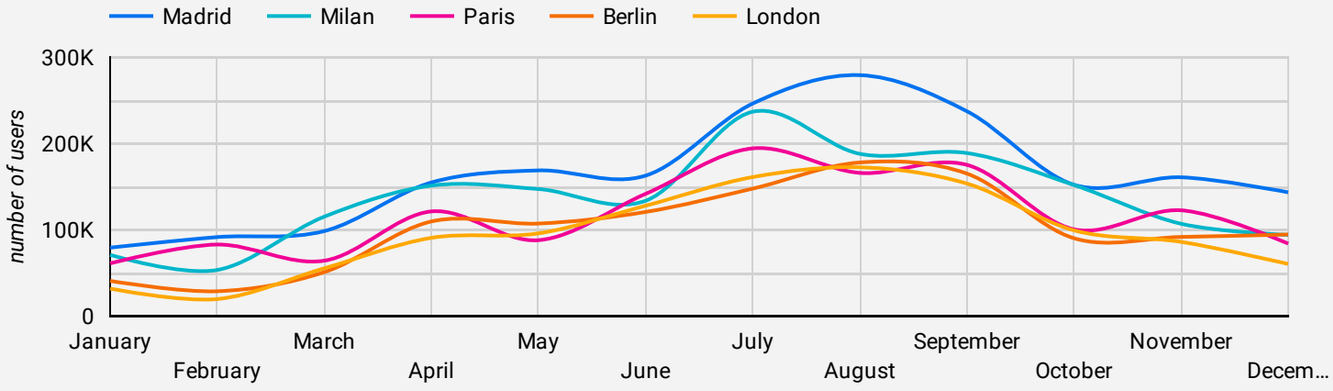
Usage by weather condition

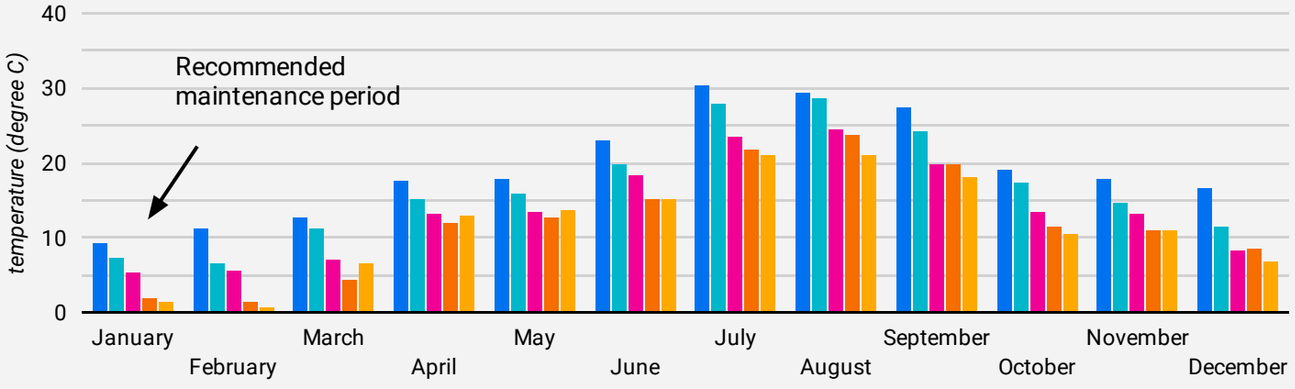


Total number of users per day cumulative to all cities

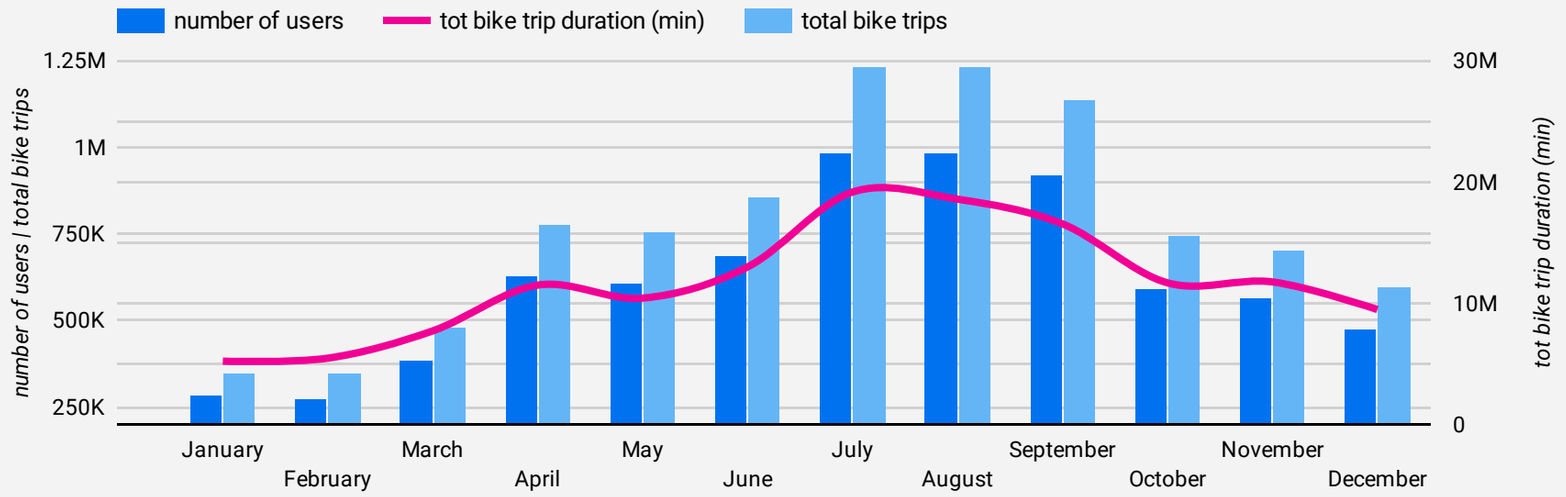


Monthly tendence of the number of users



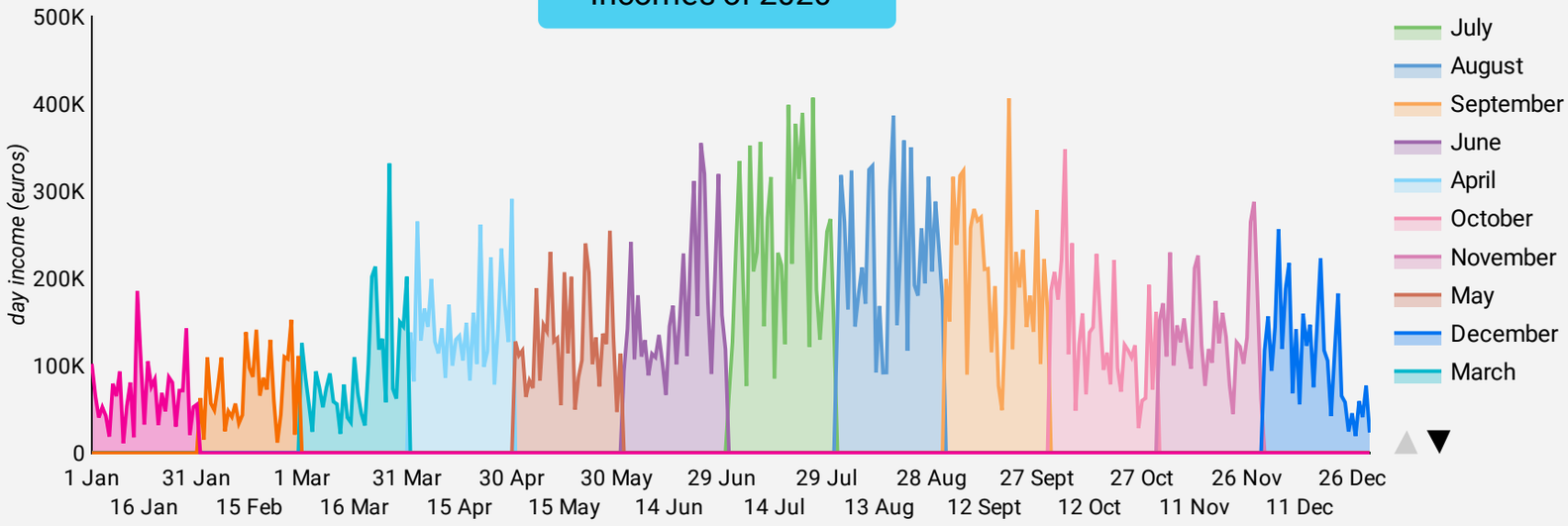


Monthly correlations: number of users - total bike trips - cumulative minutes of bike trips

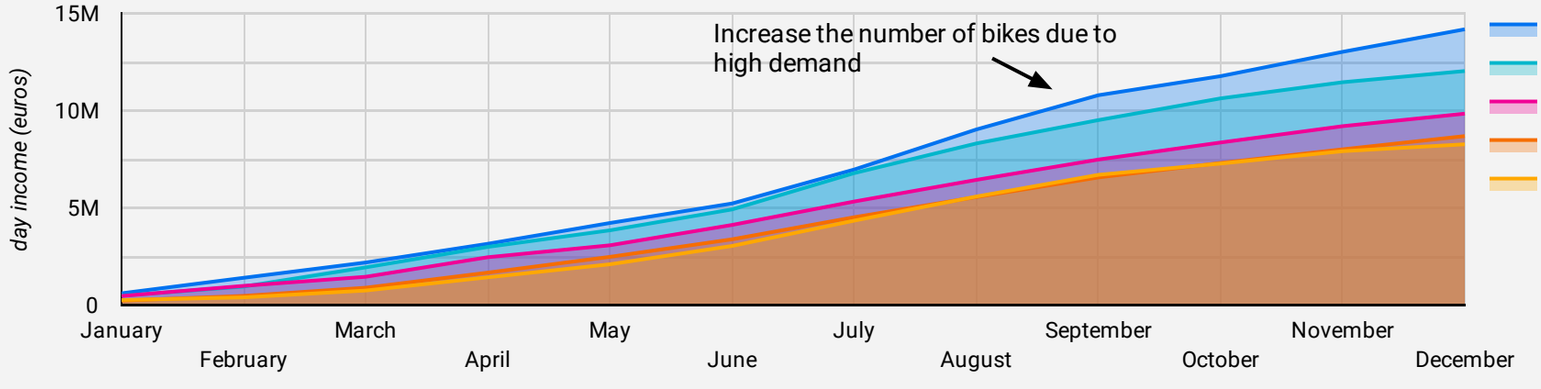


month	day income (euros)
July	7,250,708.4
August	6,972,012.6
September	6,132,460
June	4,966,020
April	4,474,146.1
October	4,291,883
November	4,260,020
May	4,015,339
December	3,412,108.4
March	3,015,214.9
February	2,165,830.3
January	2,075,925.6

Incomes of 2020



city	day income (euros)
Madrid	14,183,791.8
Milan	12,037,339.6
Paris	9,846,356.8
Berlin	8,692,725
London	8,271,455.1

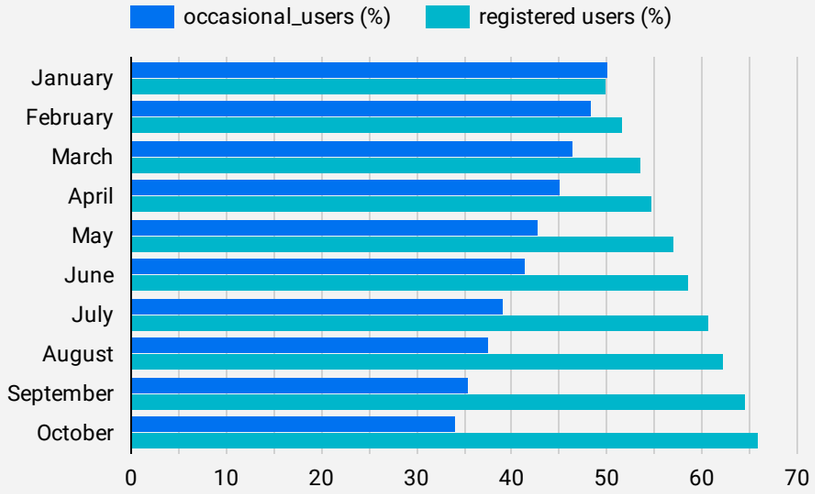


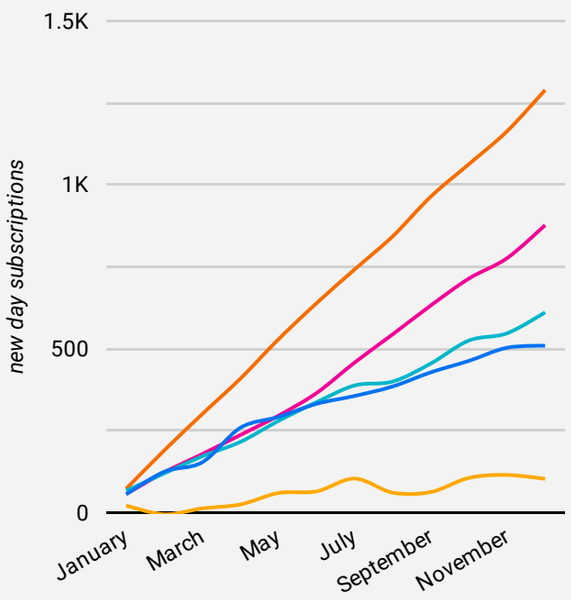
Total incomes 2020

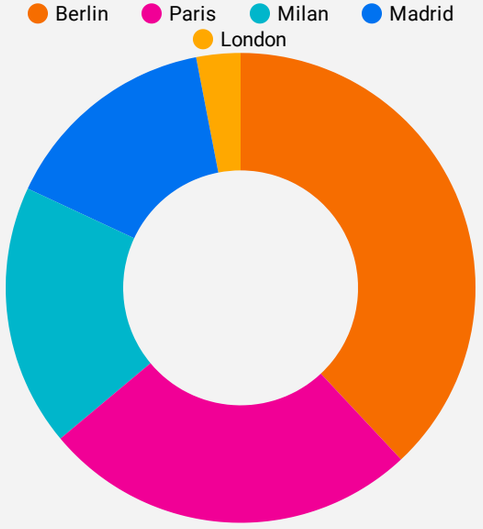
day income (euros)

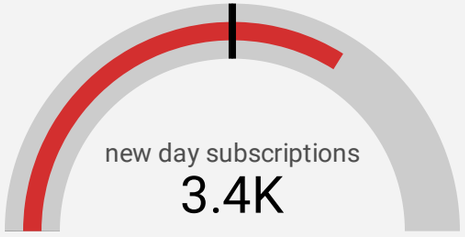
53,031,668

Subscriptions increase



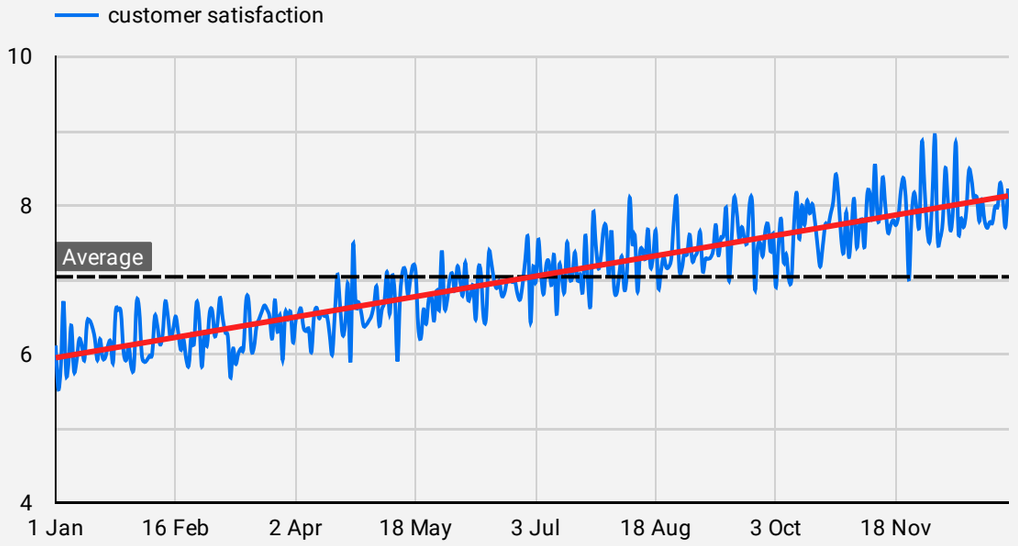


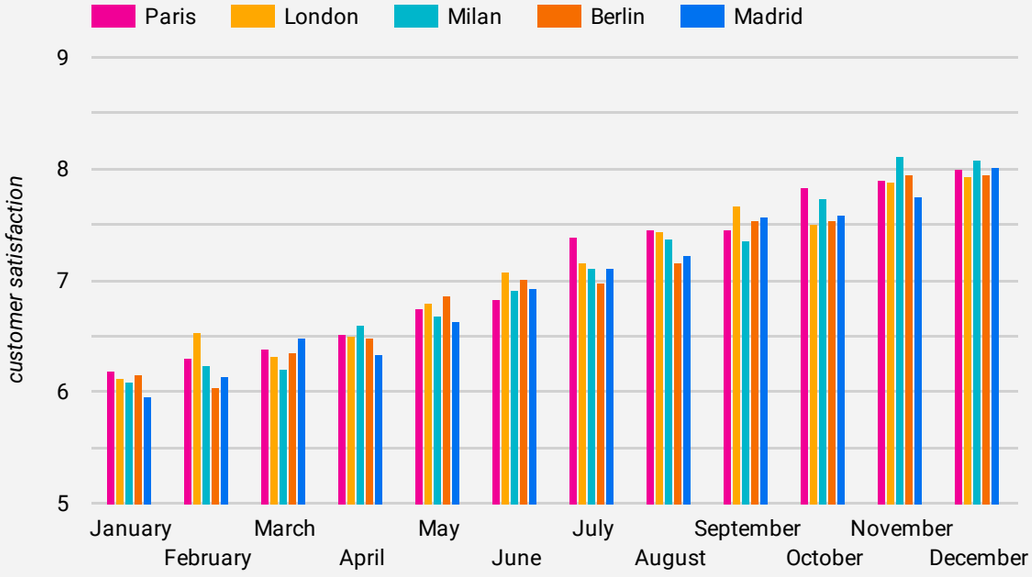




Total new subscriptions with initial target

Customer satisfaction growth





Jan 2020

customer satisfaction
6.1

Dec 2020

customer satisfaction
8.0