PikaSparks Project Analysis

Understanding the EV Hub Location and Capacity

Agenda

- Introduction to the Project
- Data Overview
- Analysis and Key Findings
- Conclusions
- Recommendations
- Next Steps
- Q&A

Introduction to the Project

PikaSparks EV Hub Project: Understanding Optimal Location and Capacity

Background:

- PikaSparks aims to establish a dedicated forecourt for electric vehicles (EVs).

Objective:

- Determine the ideal location for the EV Hub - either at a bustling holiday destination or a busy motorway.
- Optimize the number of EV chargers to meet anticipated customer volume and ensure a swift return on investment.

Key Considerations:

- Strategic selection of the location for maximum accessibility and usage.
- Balancing the number of EV chargers to meet demand without excess capacity.

Data Overview

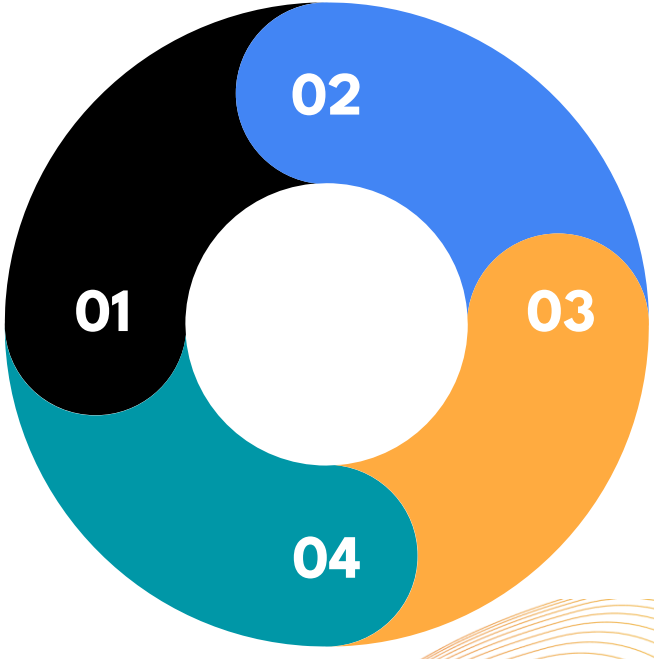
Overview of the provided data tables:

- Demand Data
- Roads by Region
- Holiday Destinations
- Motorway Traffic Data
- Charging Costs and Sales
- Fixed Costs
- Additional Income Streams

Analysis and Key Findings

5.1 EV Demand Analysis

Visualization of year-over-year growth for electric vehicles and charging stations.



5.2 Road Analysis

Overview of major roads and their traffic data.

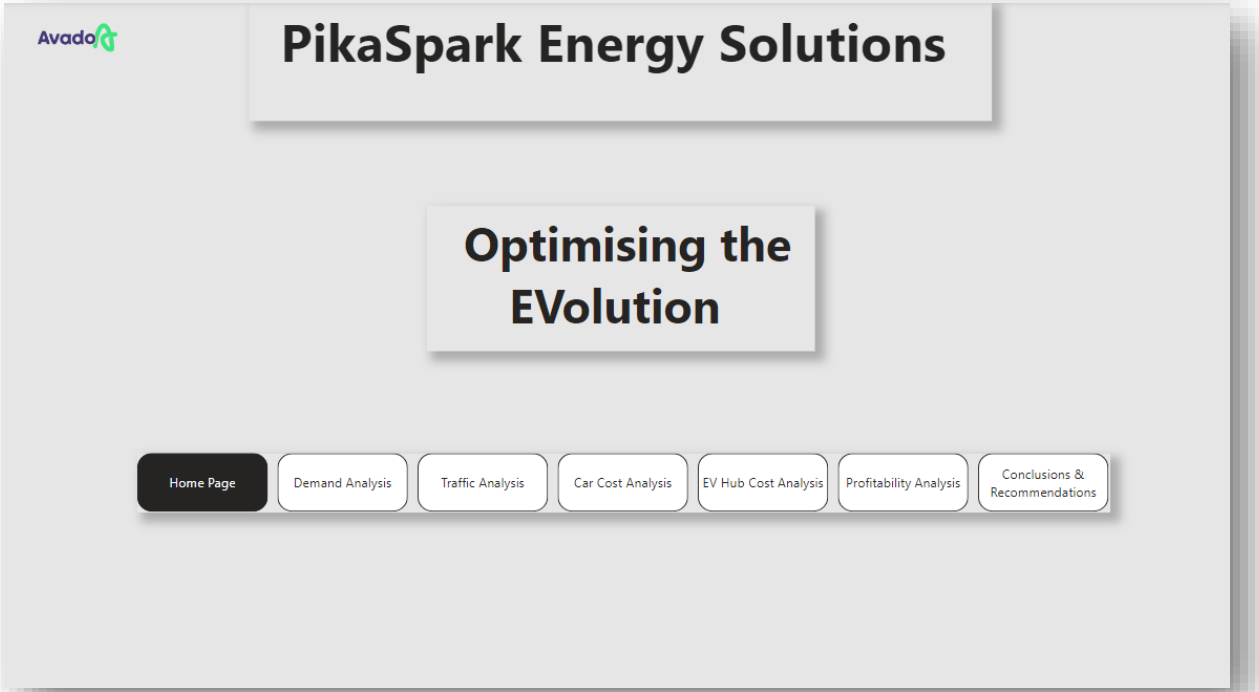
5.4 Financial Analysis

Profitability, costs, and additional income streams.

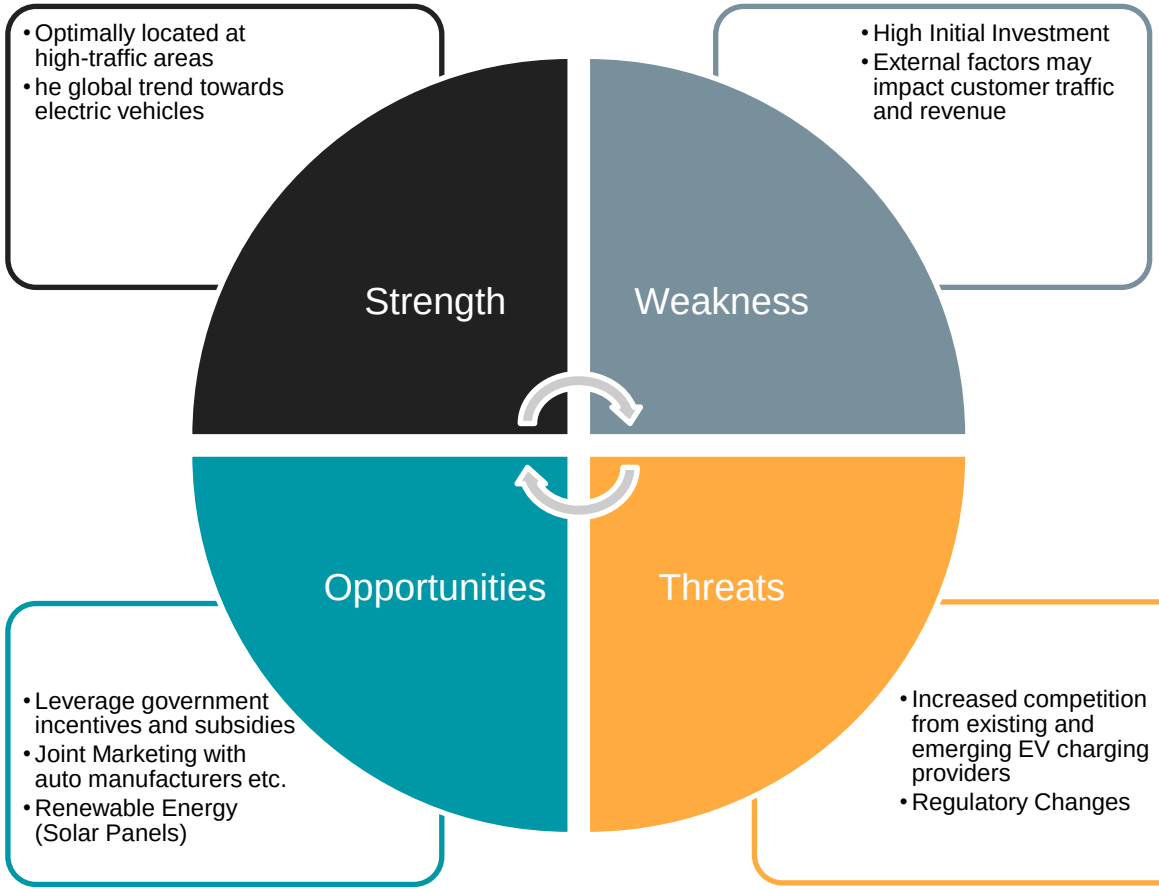
5.3 Location Analysis

Evaluation of holiday destinations and motorways.

Power Bi Report

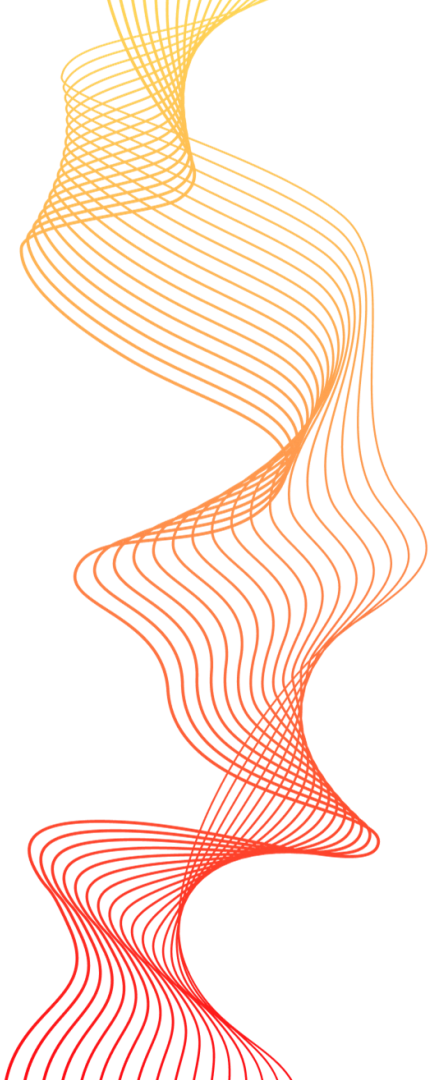


SWOT Analysis



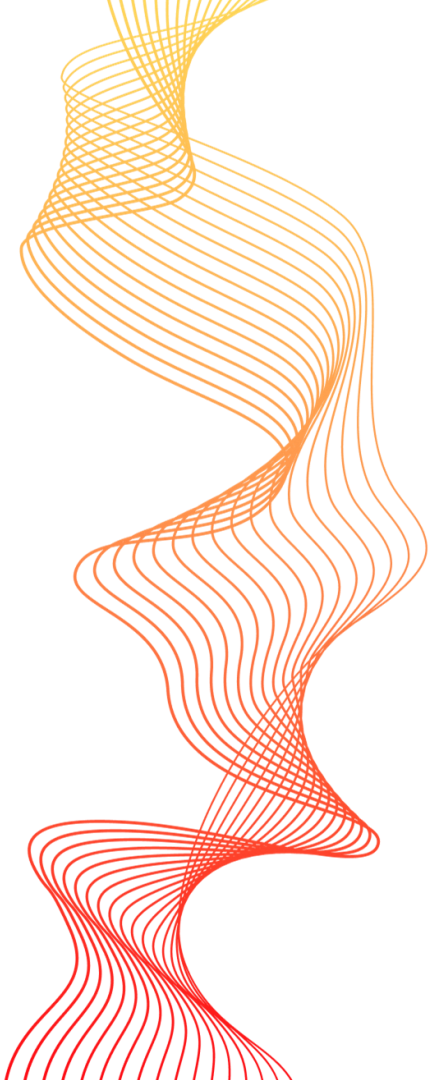
Conclusions

- Best holiday road is the A40
- Best motorway is the M25
- Investment payback time would be between years 4 and 5
- ROI after 5 years is 15%

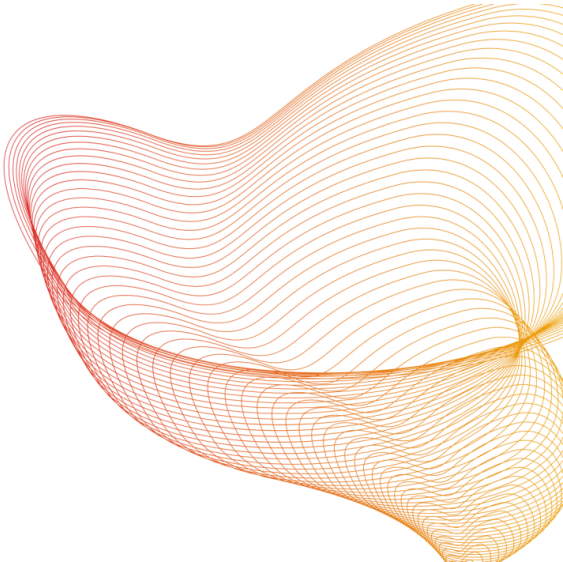


Recommendations

- Junction between the M25 and the M1 as the best location.
- Recommend installing 32 chargers (17 M25, 15 M1). Re-evaluate demand on a yearly basis.
- Utilize money left over from charger allocations for maintenance of the EV Hub.
- Implementation of super chargers.
- Recommend further analysis in light of Government Policies and Initiatives.
- Addition of IOT devices to monitor and gather data on utilization to better improve the HUB.



Q&A



Thank you for your time and attention 🥹