



A Comprehensive Analysis Based on Records of Year 2020-2021 on "Vamos"

Total Usage Volume

2662

Times

Routes been Selected

1181

Times

Ticket Purchase on App

574

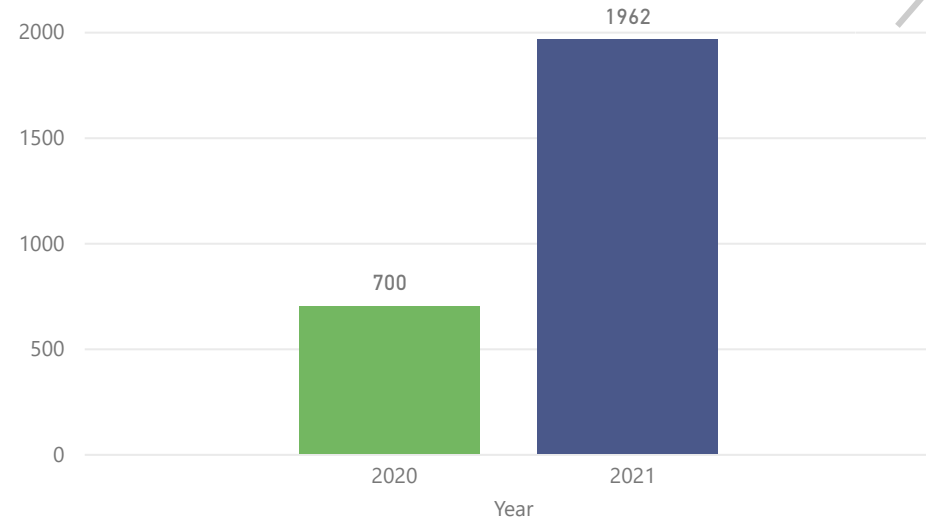
Tickets

Total Ticket Prices

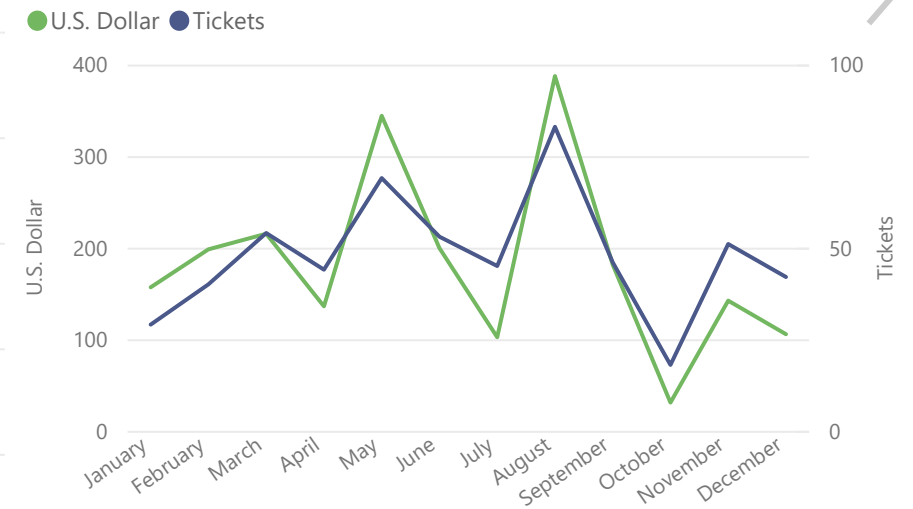
2.20K

U.S. Dollar

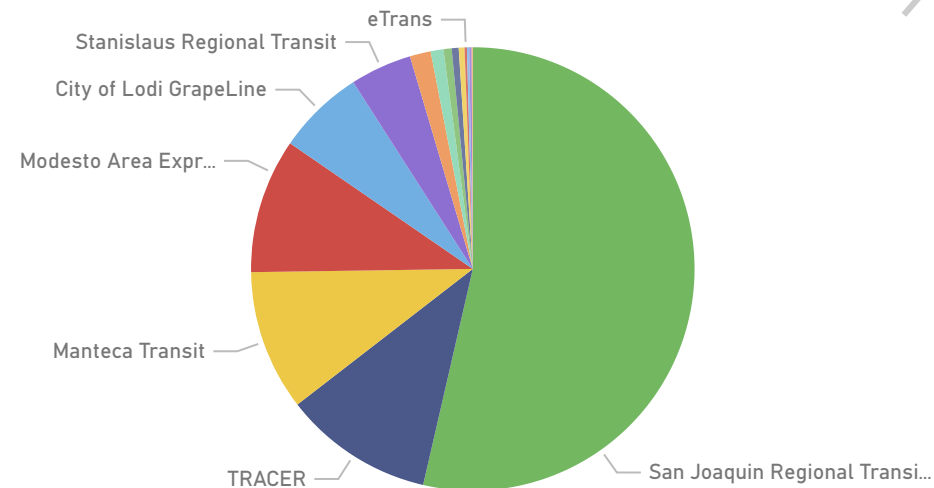
Number of Yearly Searches



U.S. Dollar and Tickets by Month



Top Selected Agency



Heat Map of Usage Volume

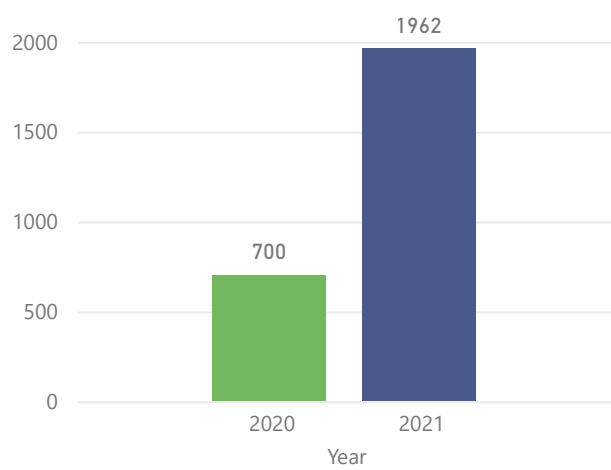




Year

- Select all
- 2020
- 2021

Number of Yearly Searches



Weekday Tree Map

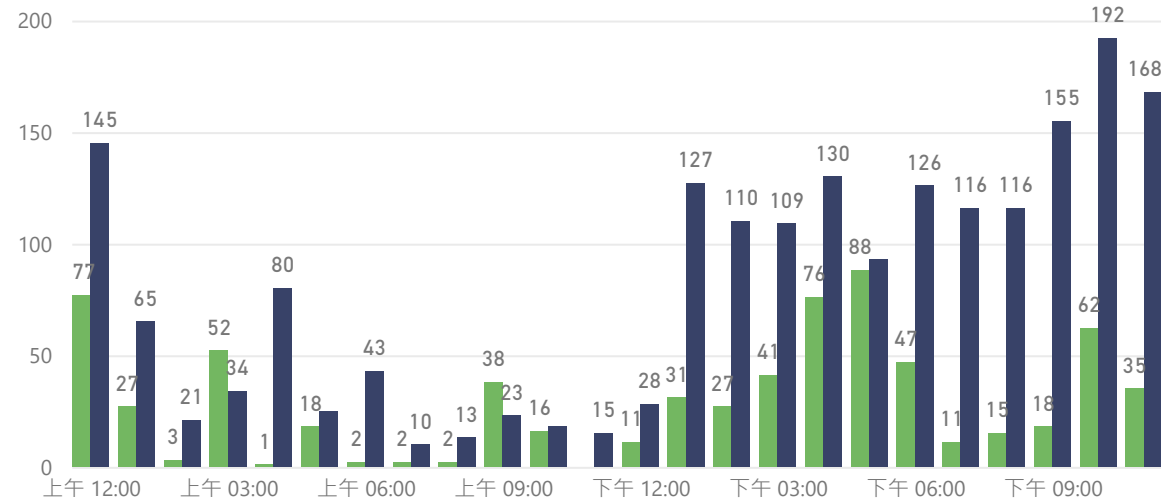


User Search Data Visualization

A single query conducted is considered as 1 "User Search" count

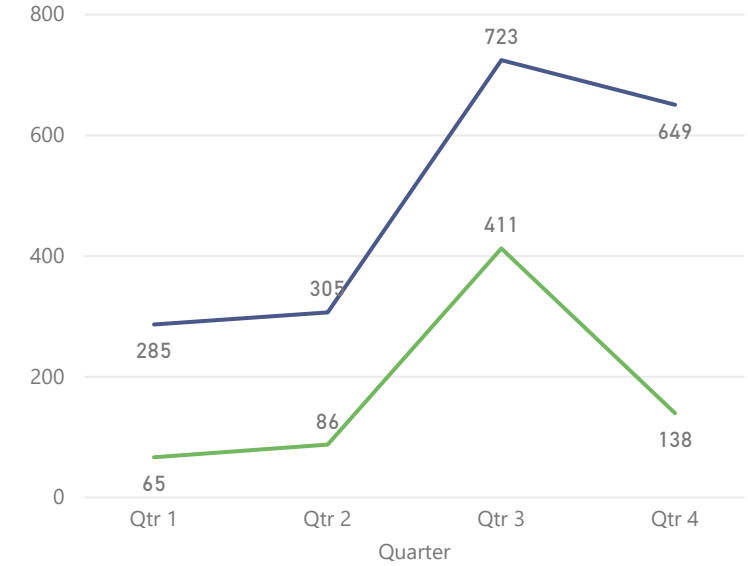
2020-2021 Usage Volume In Time Periods

year_time ● 2020 ● 2021

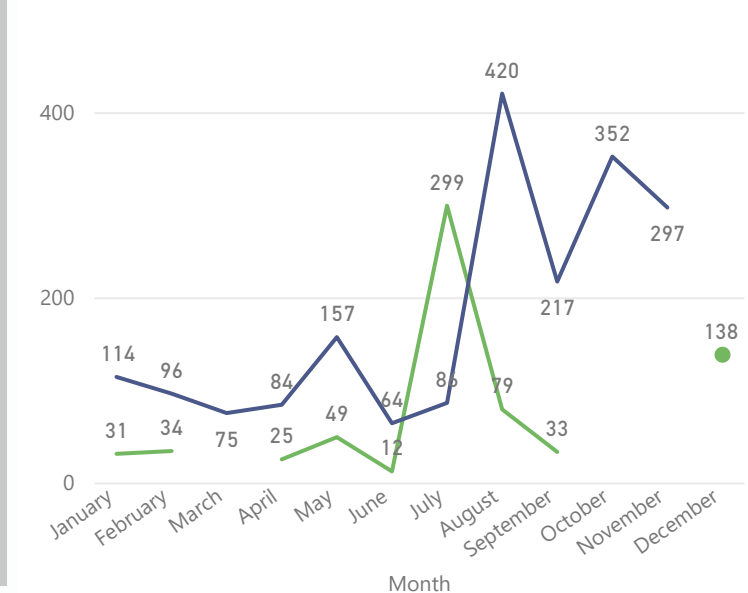


- Compared with 700 active usages in the year 2020, the volume of usage had **increased by 180%** in the year 2021.
- Between 2020 and 2021, Vamos was used most frequently between **1 p.m. and midnight**, notably between **10 p.m. and 12 a.m.** We imagined they were making **preparations for their trips** the following day at that time. We can also see that they use Vamos more on **Tuesday and Wednesday**, according to the weekday treemap.
- Both in the years 2020 and 2021, more users use Vemos on **Qtr3** which are from July 1st to September 30.
- The usage for 2021 and 2020 diverged the most when the month was **August**, Year 2021 was **341** higher than 2020.

Number of Searches in Quarterly Basis



Number of Searches in Monthly Basis





Year

- ☐ Select all
☐ 2020
☐ 2021

574

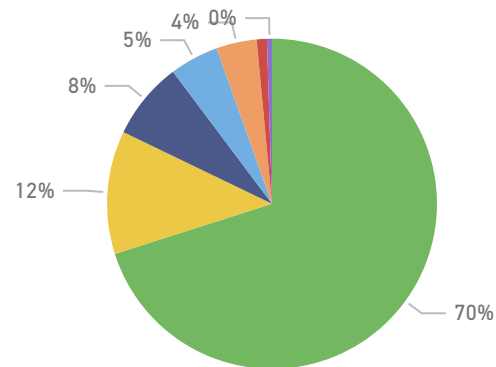
Tickets

2.20K

U.S. Dollar

- The total number of tickets purchased from Vemos is **574**, with a total revenue of **\$2200 USD**.
- **70%** of the users' tend to purchase the ticket from the agency **San Joaquin Regional Transit District (RTD)** which provide **1621.5 USD** of ticket sales.
- The ticket sales have significant growth in **May** and **August**, but it starts to go down in September.
- The **pattern** of the ticket revenue and the users' usage is quite **similar**, however, after **September** the ticket sales go down which did not follow the same pattern as users' usage. We guess that some of the customers **still use Vemos to search** their route but **stop purchasing** the ticket after then.

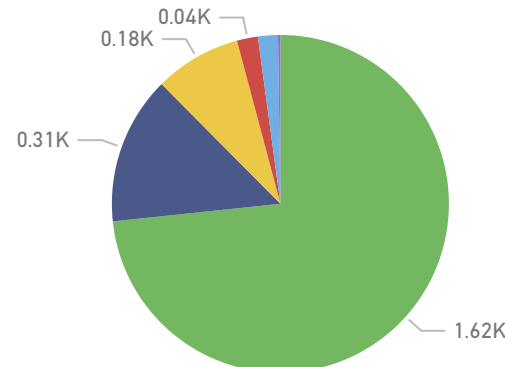
Purchase Counts by Agency



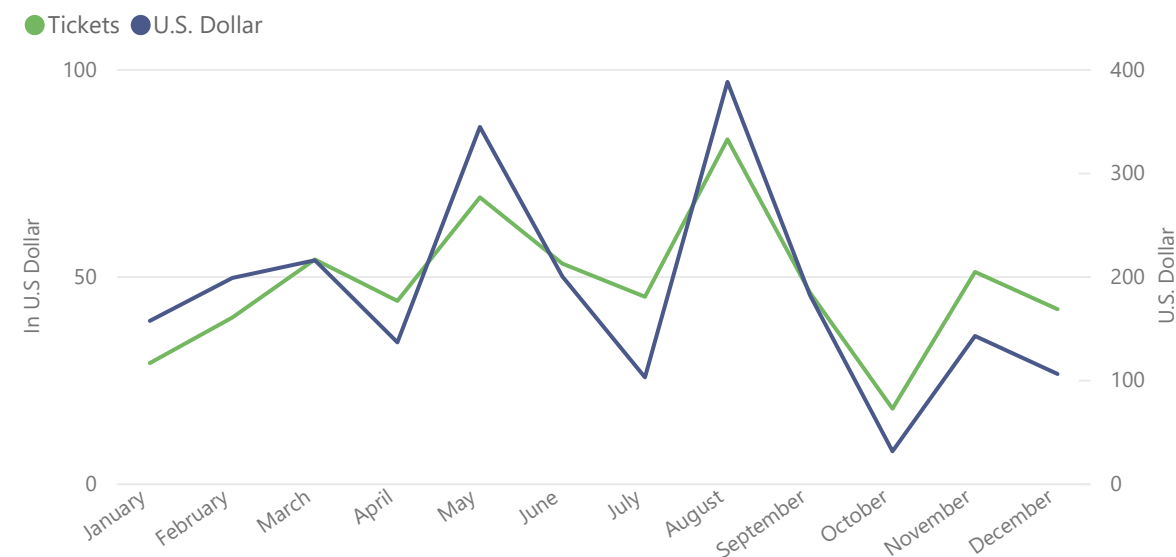
AgencyNames

- San Joaquin ...
- Lodi Grapeline
- Manteca Tran...
- Tracer
- VoGo Califor...
- ACE Railway
- Escalon E-Trans

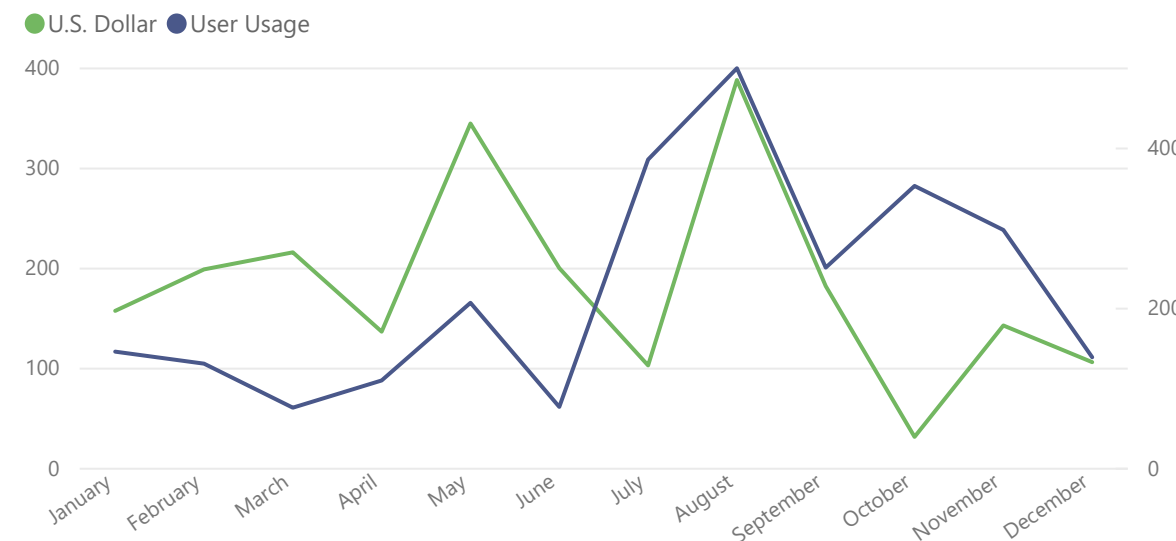
Total Amount Of Sales by Agency (\$)



Tickets and U.S. Dollar by Month



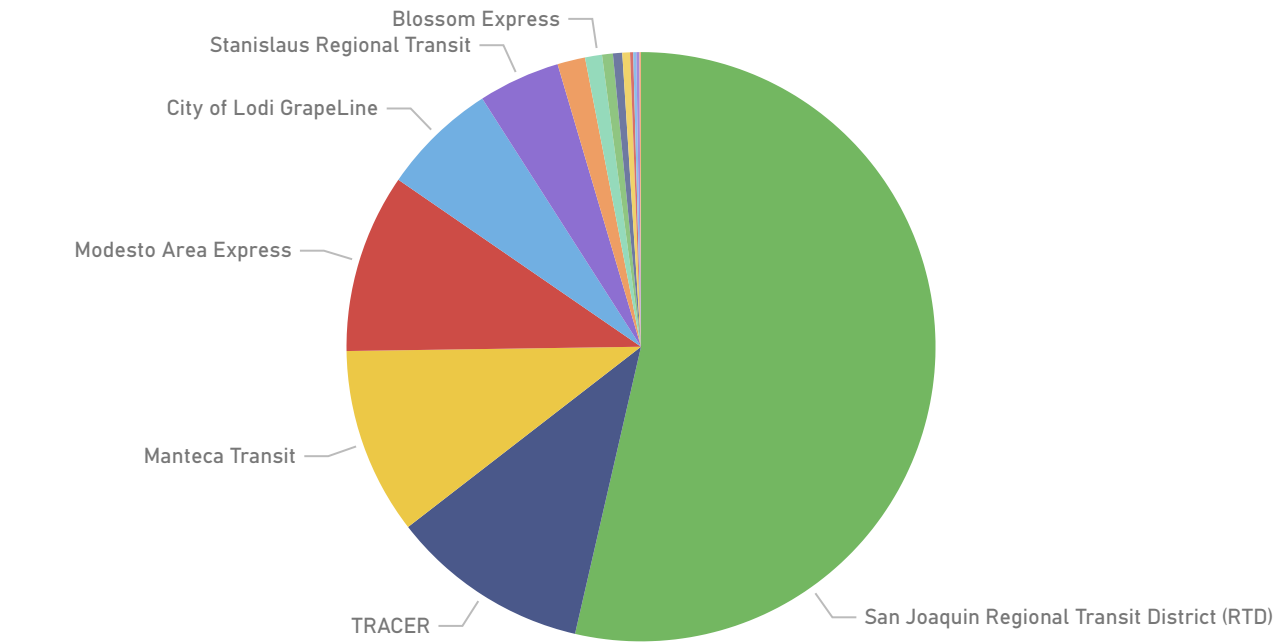
U.S. Dollar and User Usage by Month





Analysis Based on Transit Agency

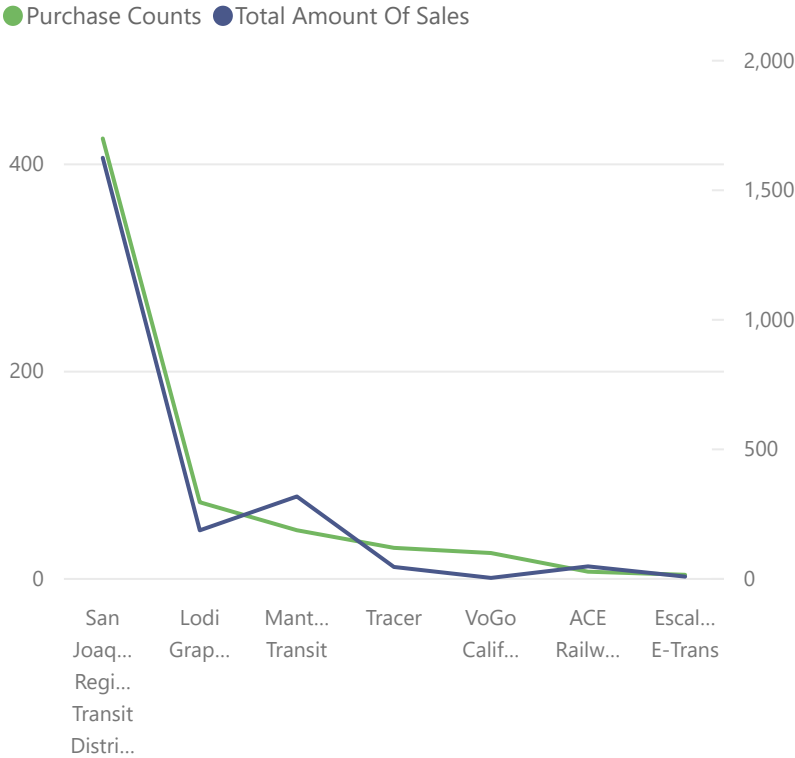
Times by AgencyNames



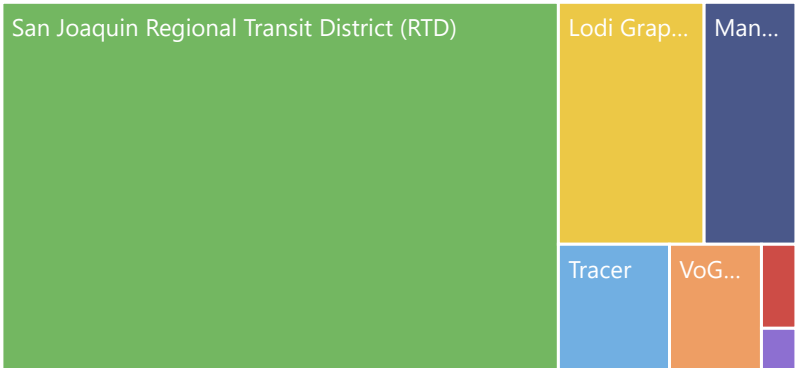
AgencyNames	Purchase Counts	Total Amount Of Sales
San Joaquin Regional Transit District (RTD)	424	1,621.50
Manteca Transit	46	314.25
Lodi GrapeLine	73	183.65
ACE Railway	6	44.50
Tracer	29	42.25
Escalon E-Trans	3	5.00
VoGo California	24	0.00
Total	605	2,211.15

- Even though **Lodi GrapeLine's** number of ticket sales was the second (73), its total revenue is still lower than **Manteca Transit** which only sold 46 tickets.
- **TRACER** has been included in **10.29%** of the users' route search, but its sales and revenue were not high.

Purchase Counts and Total Amount Of Sales by AgencyNames



Purchase Counts and Total Amount Of Sales by AgencyNames



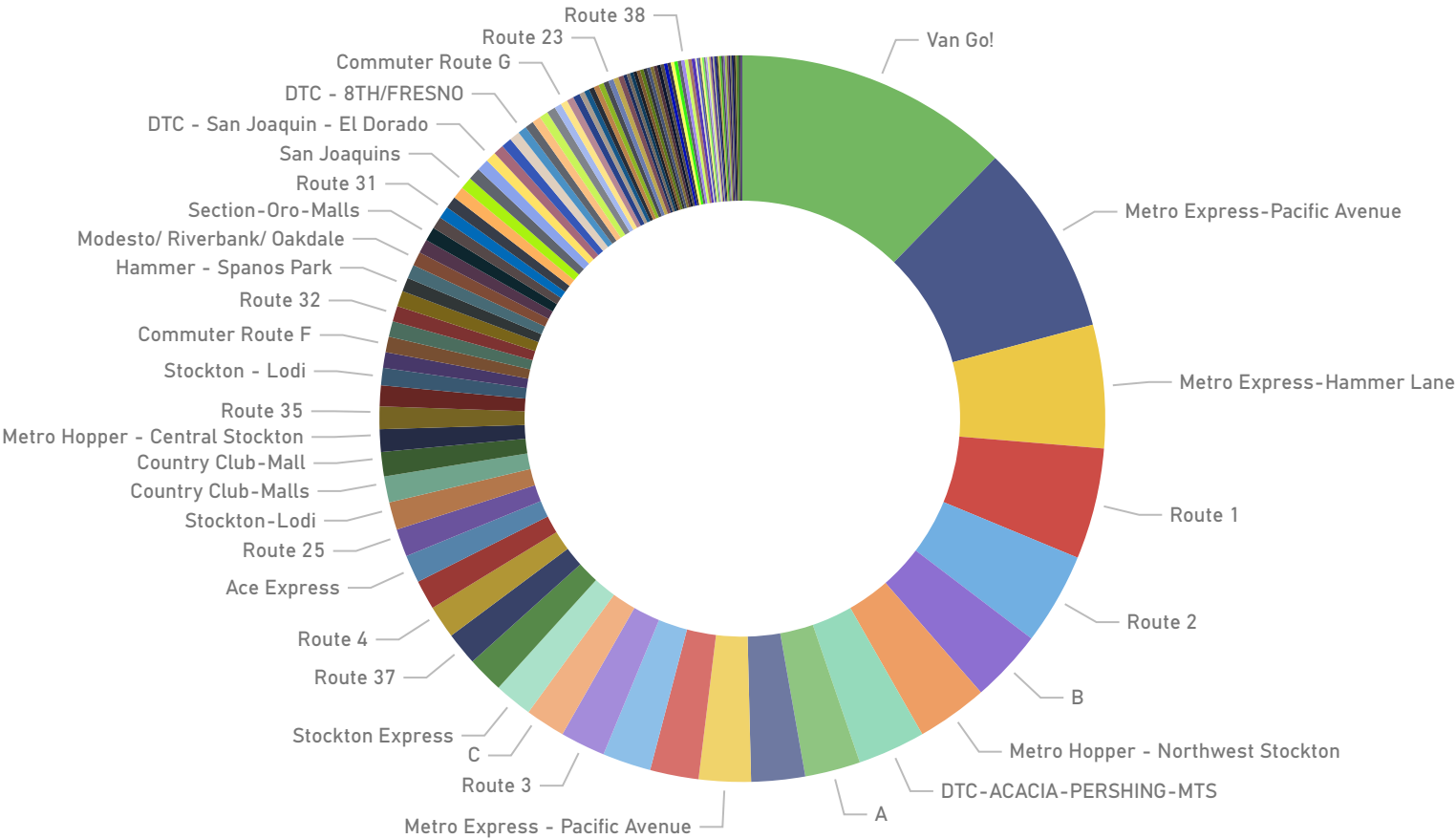
Year

- Select all
- 2020
- 2021

The most popular route customers' chose between 2020 and 2021 is **Van Go!** which accounted for **12.27%** of the count, followed by **Metro Express-Pacific Avenue** and **Metro Express-Hammer Lane**, which are **8.56%** and **5.48%**.

Besides, the total counts of all chosen routes have expanded from **232** to **1064** which means the usage of Vemos has increased.

Count by Route Name



Route Name

WEEKDAY - Route 3
WEEKDAY - Route 2
WEEKDAY - Express 6 PM
Waterford / Modesto
Van Go!
Tracy - SJ Hospital - Airport - Manteca
Tracy - Manteca
Stockton-Manteca-Ripon
STOCKTON-MANTECA-ESCALON-MODESTO
Stockton-Lodi
Stockton-Lathrop-Tracy
Stockton Express
Stockton - Manteca - Ripon
Stockton - Manteca - Escalon - Modesto
Stockton - Lodi
Stockton - Lathrop - Tracy
Section-Oro-Malls
Saturday Dial-a-Ride
San Joaquins Thruway Redding-Stockton
San Joaquins
Sacramento via99
Route 5/31
Route 5
Route 42
Route 41
Route 4
Route 38
Route 37
Route 35
Route 34
Route 33
Route 32
Route 31
Route 3

Total