

# Public Transport

Transjakarta

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*transjakarta*



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# Background



Data Driven



Customer Behaviour



**AUDIENCE**

**Management of  
Transjakarta**

# Main Problems

Key Factors to Analyze

Demographic Analysis



Travel Route Analysis



Service



User Satisfaction



# Dataset

## Summary

01

In total, 33.779 Rows & 29 columns of customer demographic

02

Dropped 2379 Rows of Missing Values & 1742 Rows of Outliers

03

Generate 7 new columns for further analysis

# KEY SUMMARY

## Demographic Analysis



### ***Productive Age (20-40)***

This shows that the productive age, which may consist of workers and students, are the main users of Transjakarta services.

## Travel Route Analysis



### ***Peak Times (7-9 a.m & 5-7 p.m)***

There are peak times where the number of passengers tapping in and out is very high, usually during the hours of leaving and returning from work

## User Satisfaction



### **Bank DKI**

The payment methods used by Transjakarta passengers are quite varied, with several banks dominating transactions, but **the most dominant bank is Bank DKI.**

## Service Optimization



### **Office & Shopping centers**

Corridors with the most passengers are likely to be the main routes connecting densely populated areas with activity centers such as offices and shopping centers.

# Analysis

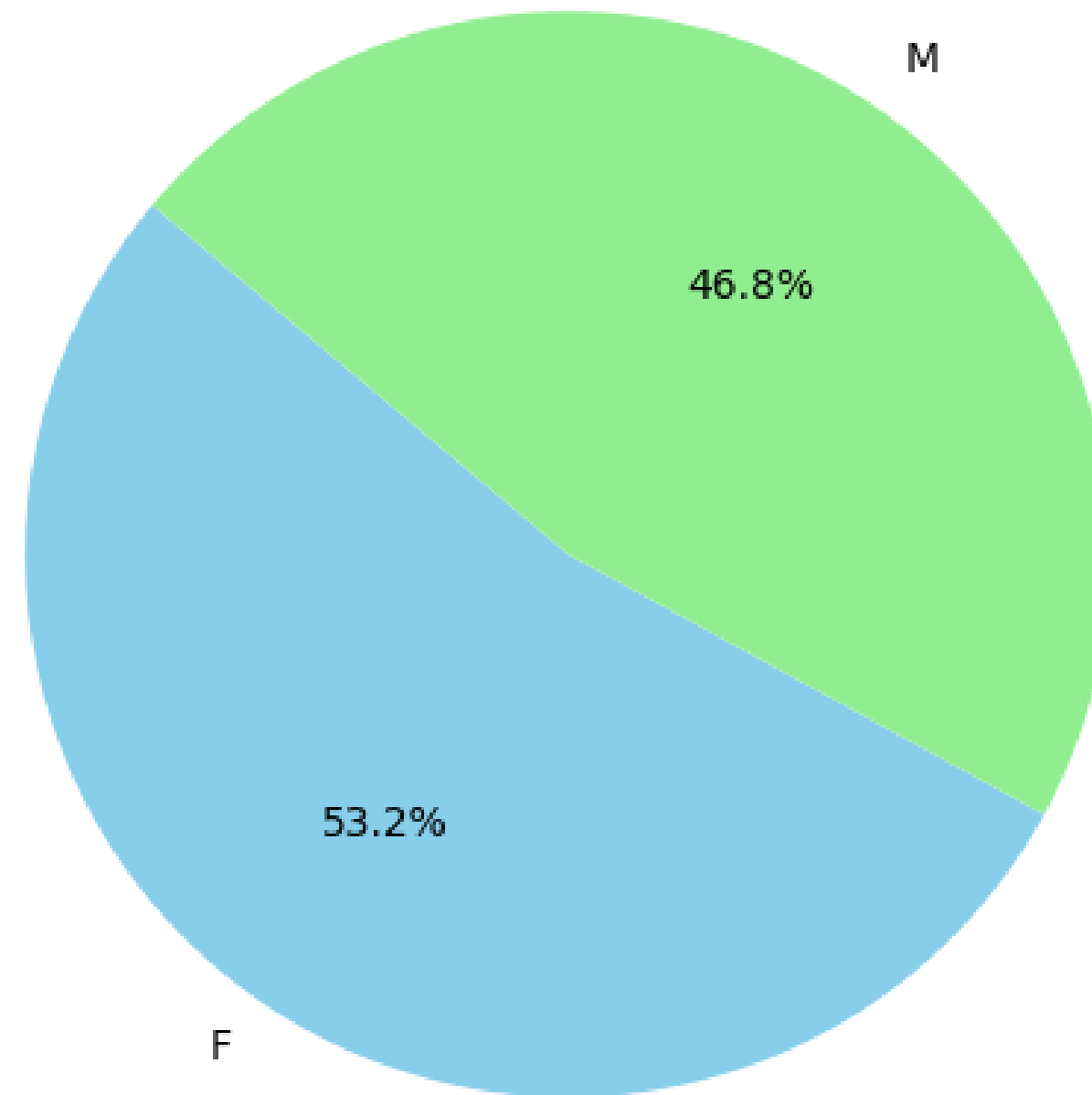
The background features a dark blue field with light blue wavy shapes at the top-left and bottom-right corners. White dashed lines, composed of small dots and elongated dashes, curve around the central text.



# Demographic Analysis

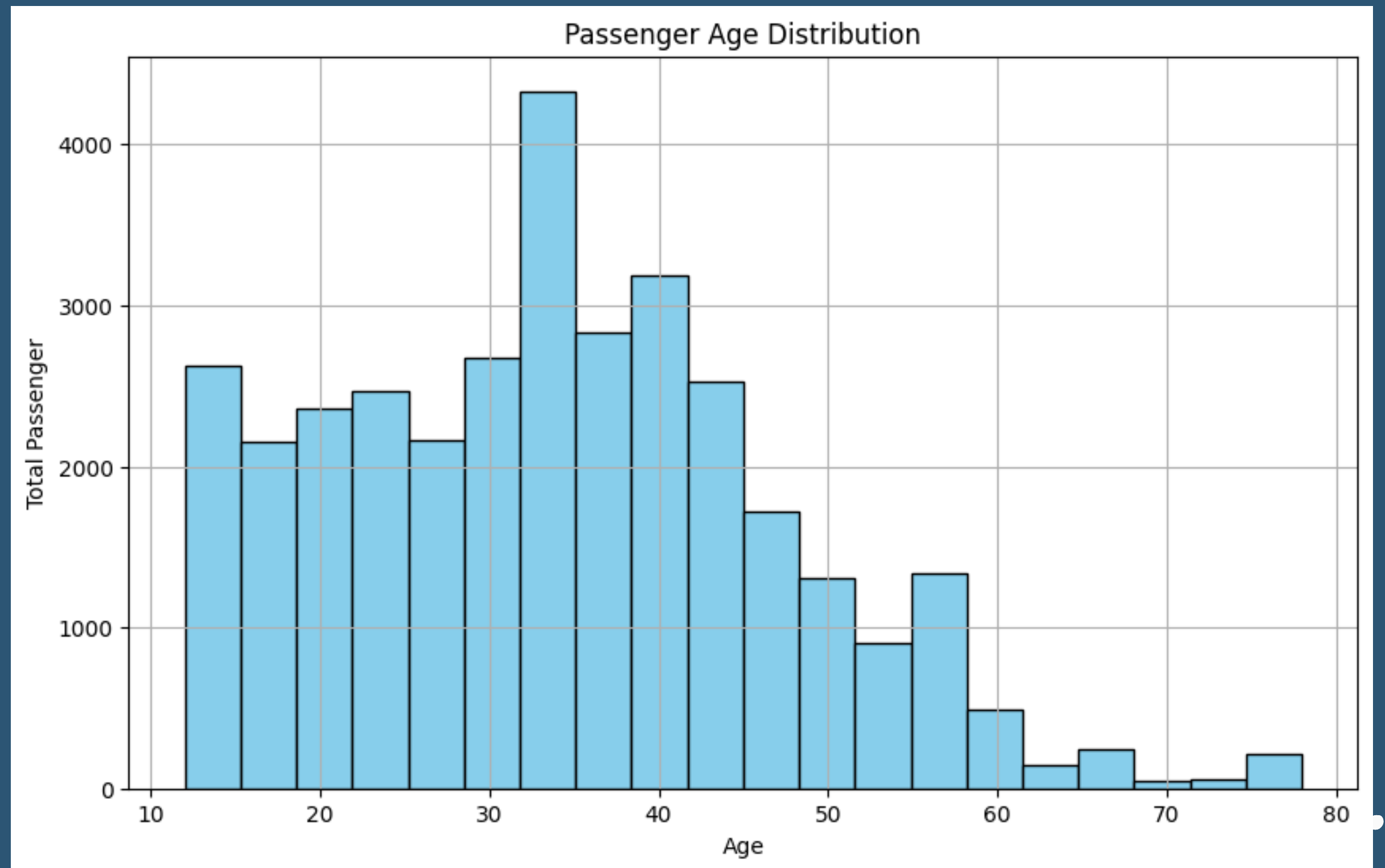
**The majority of Transjakarta passengers are women 53,2%.**

Passenger Distribution Based on Gender



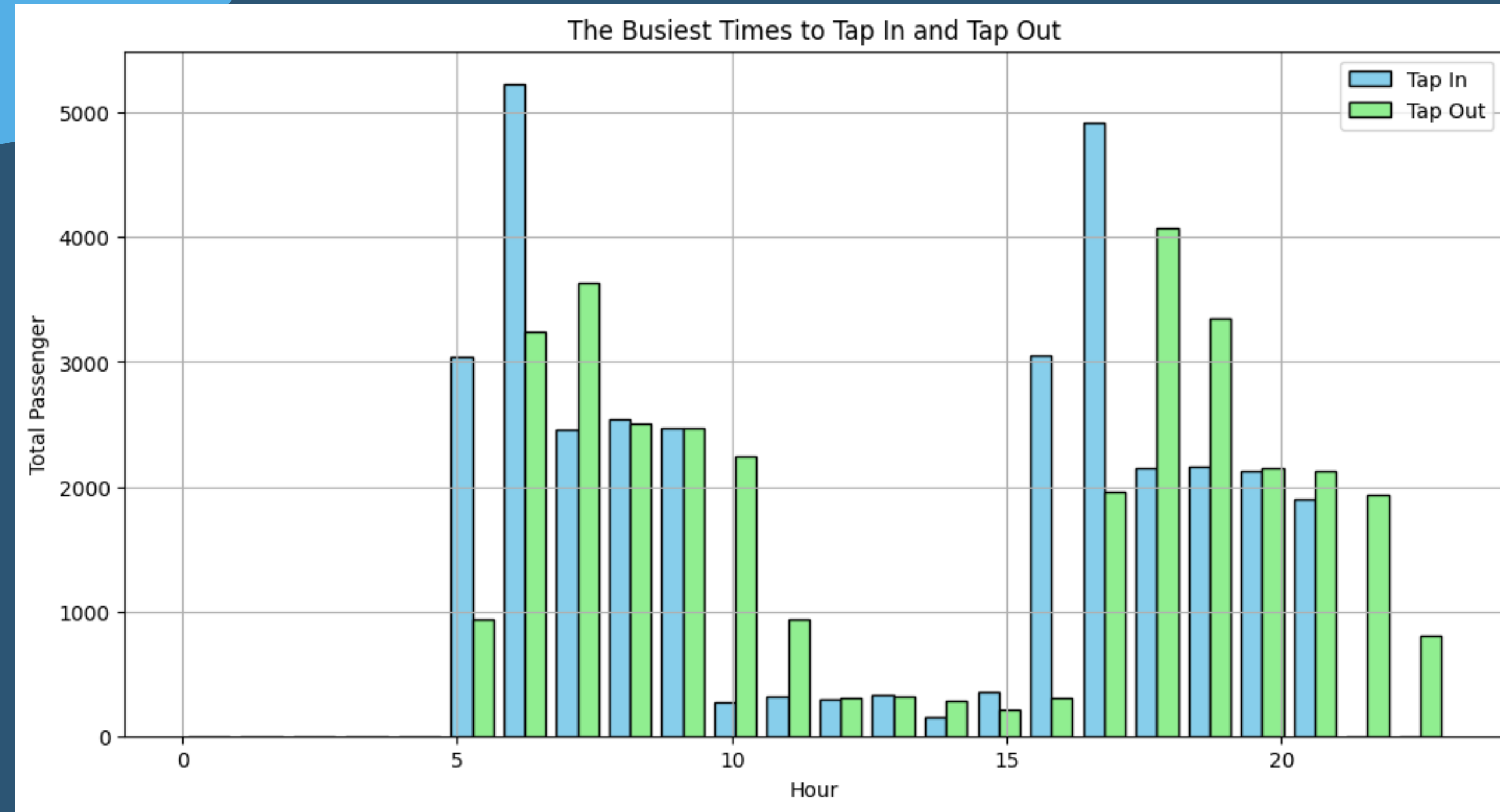
# Demographic Analysis

**Most of the passengers are in the age range of 20 to 40 years, This shows that the productive age, which may consist of workers and students, are the main users of Transjakarta services.**



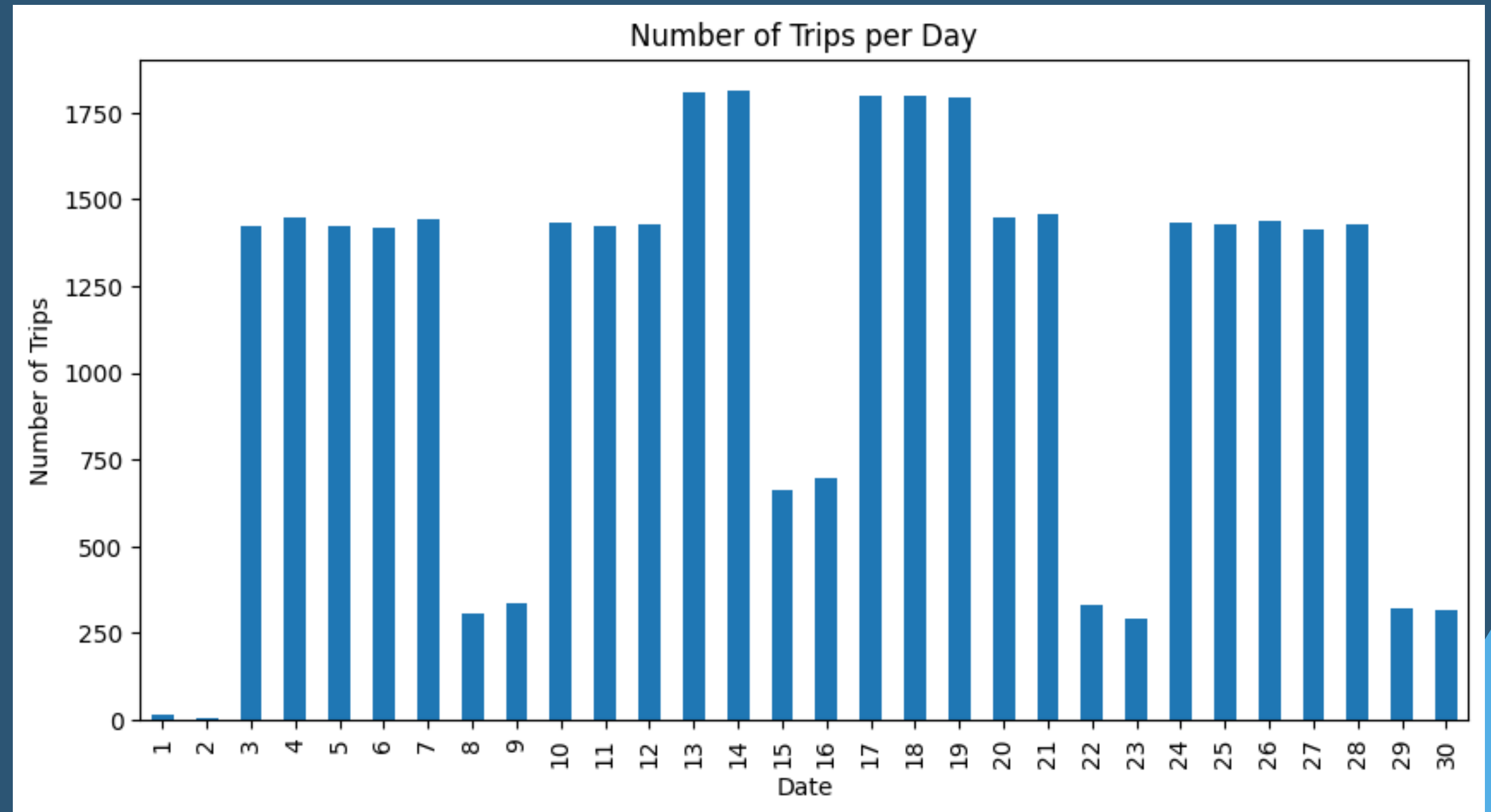
# Travel Route Analysis

There are **peak times** when the number of passengers tapping in and out is very high, usually during the commute to and from work hours (**around 07:00-09:00 and 17:00-19:00**).



# Travel Route Analysis

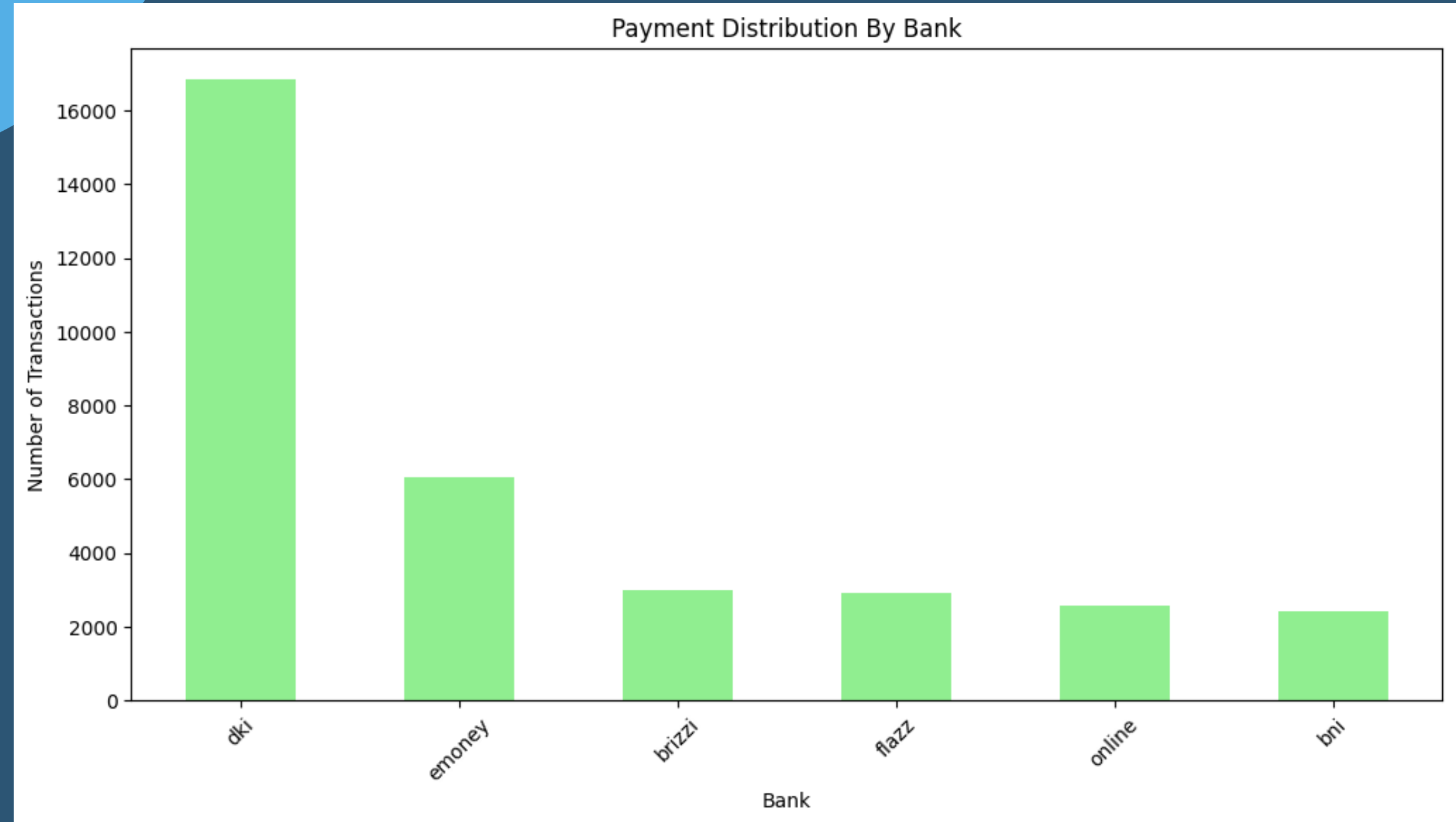
Based on the graph, the data shows that the **highest use** of Transjakarta is on **weekdays**, and **decreases on weekend**.





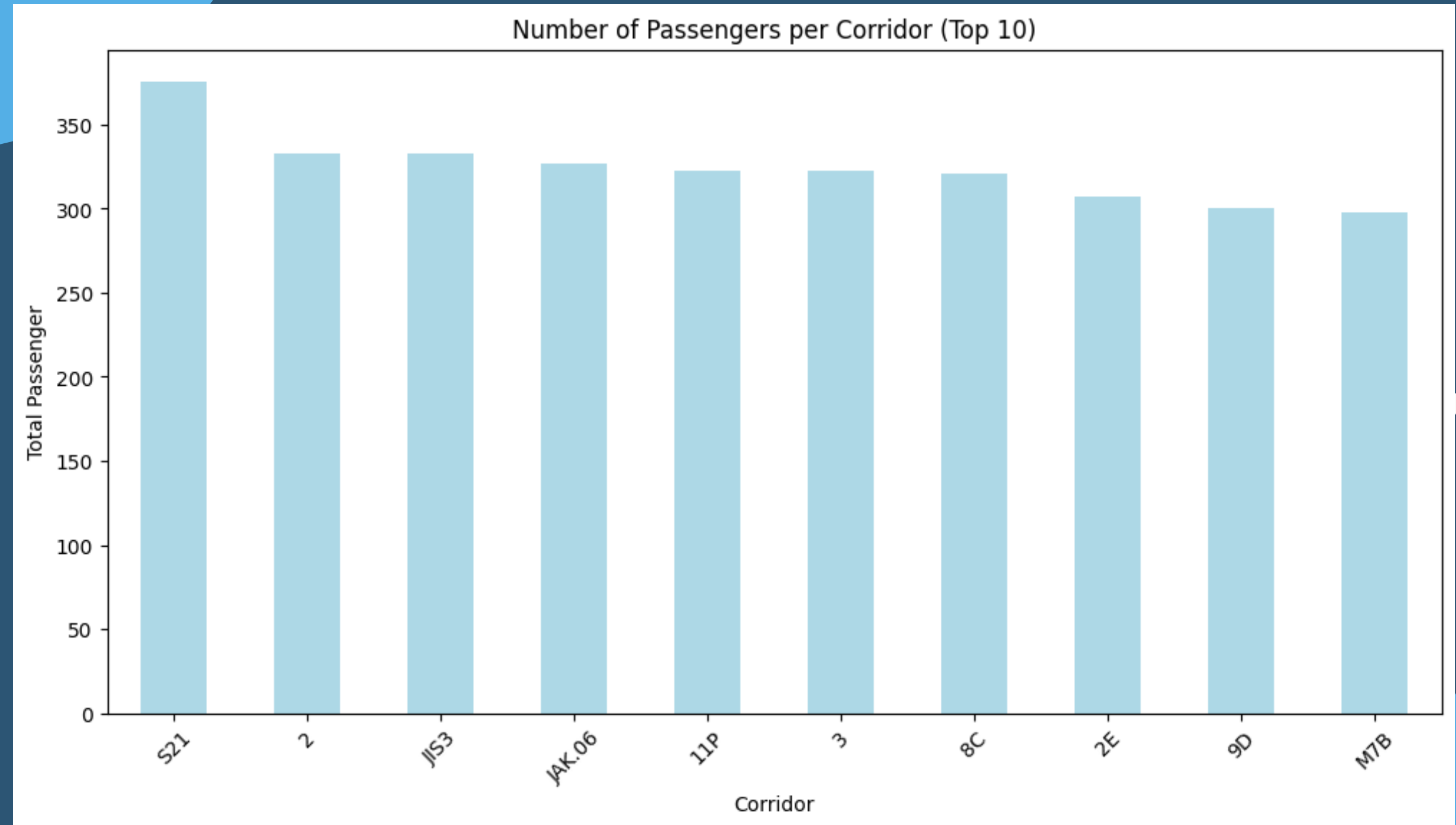
# User Satisfaction

- o The highest number of transactions, around **16,000 transactions**.
- o Bank DKI dominates payment transactions, indicating that cards issued by Bank DKI are the most widely used by Transjakarta passengers.



# Service Optimization

Corridor **S21** has the highest number of passengers compared to other corridors on this list, with more than **350 passengers**.



# Conclusion

S

**Most passengers are in the 20-40 age range, indicating that Transjakarta is widely used by productive age groups.**

**Bank DKI dominates payment transactions with a very high number of transactions compared to other banks.**

**There is a fluctuation in the number of trips per day in a month, with a peak in the middle of the month and a significant decrease on certain days (Weekend)**

**High ridership corridors such as S21 may require larger bus fleets or increased trip frequencies to accommodate high passenger demand.**

# Reccomendation

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**Provide services that suit the needs of this age group, such as Wi-Fi facilities to support work and entertainment during the trip.**

**Hold special promotions with other banks to increase the use of cards from these banks and diversify payment methods.**

**Management can optimize operations by adding fleets on peak days and running promotions on days with low number of trips.**

**Increase Bus Fleet on Busy Corridors: Increase the number of buses on high-ridership corridors, especially during peak hours, to reduce wait times and congestion.**





# Thank You

Github

Tableau