

Business Performance Report 2012 vs 2011



A visual guide to business data highlights

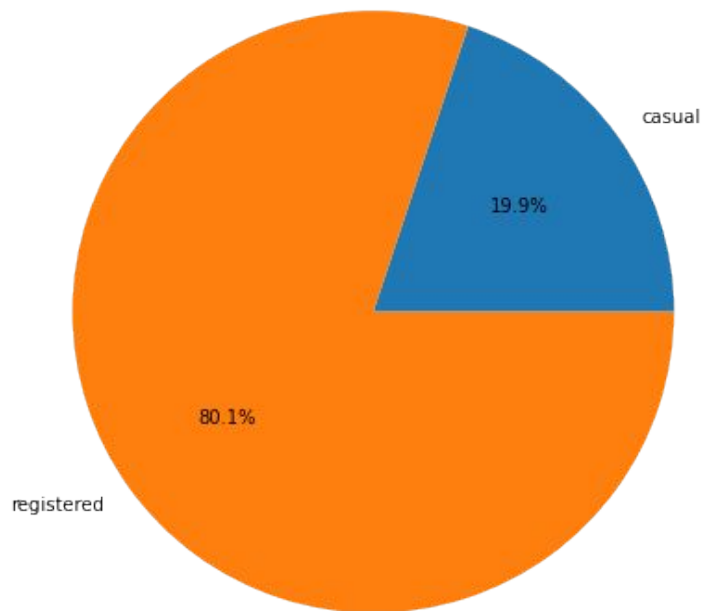
User Count Timeline 2012 vs 2011

Window of Opportunity due to weather conditions



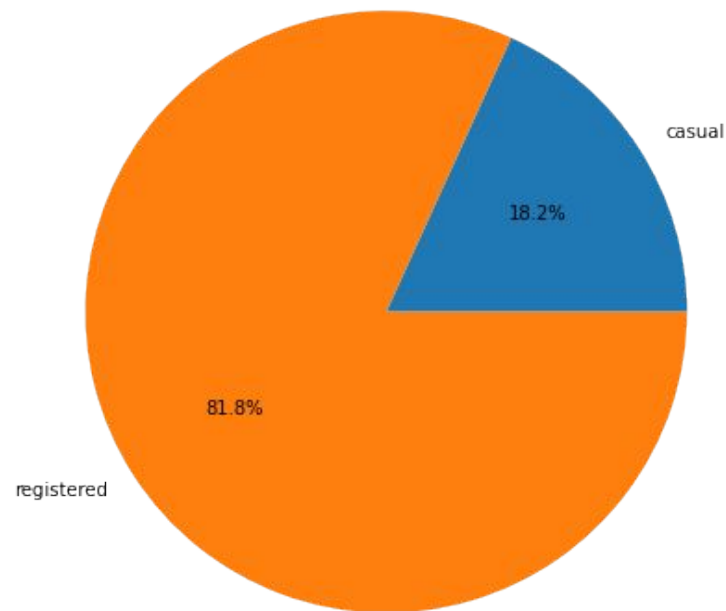
User Registry Status

2011

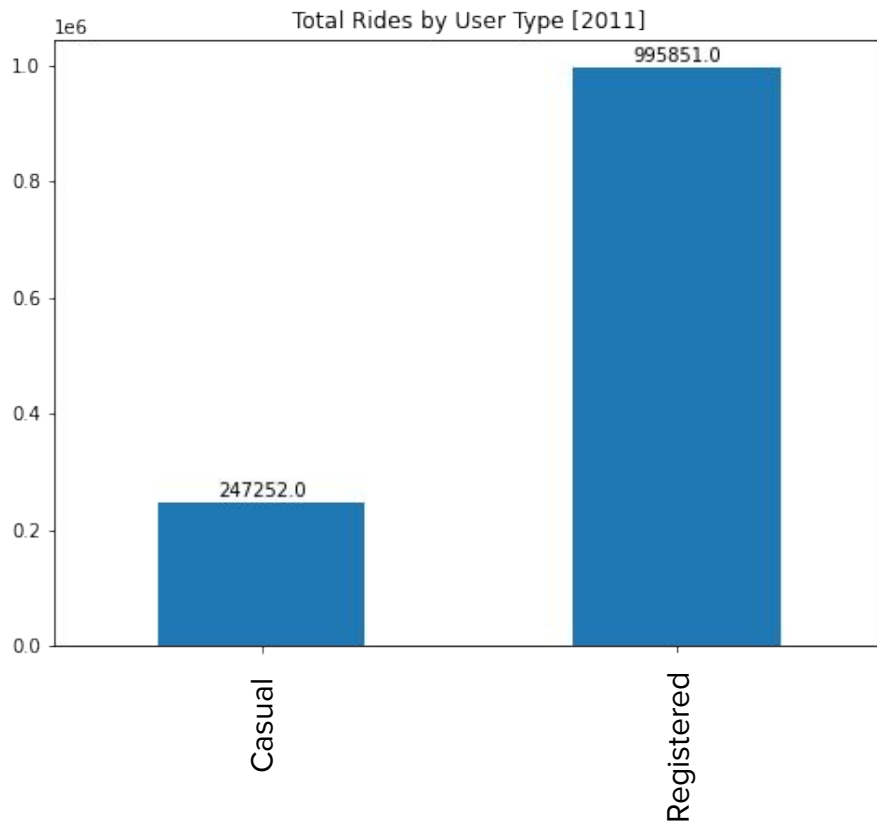


2012

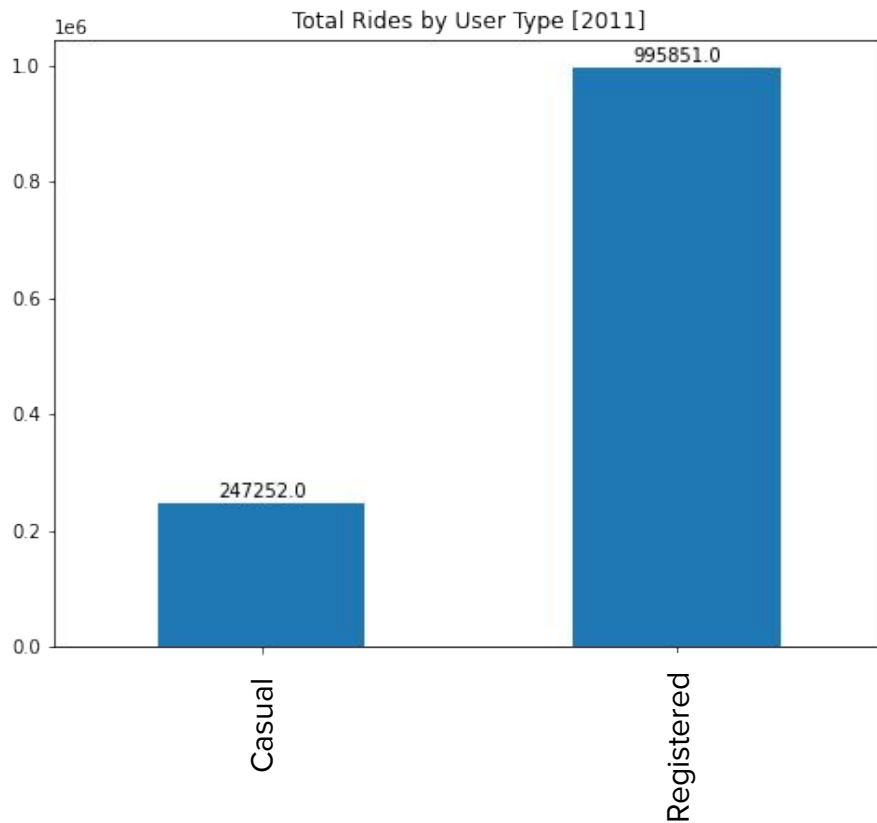
+1,8 p.p vs 2011 in
Registered users



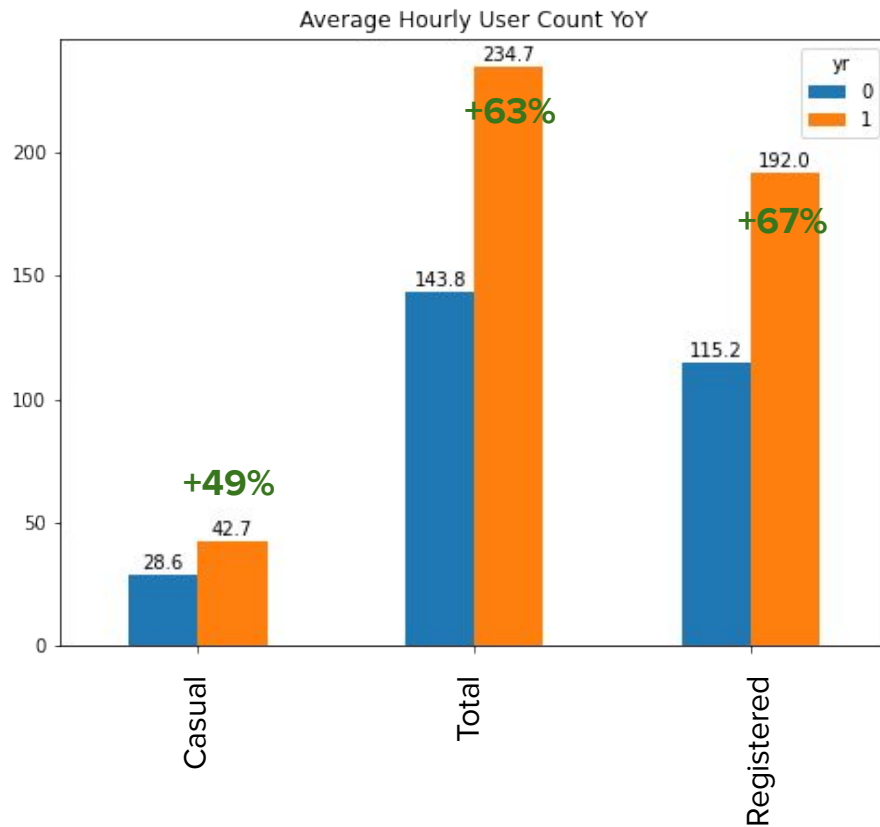
Total Rides by User Type



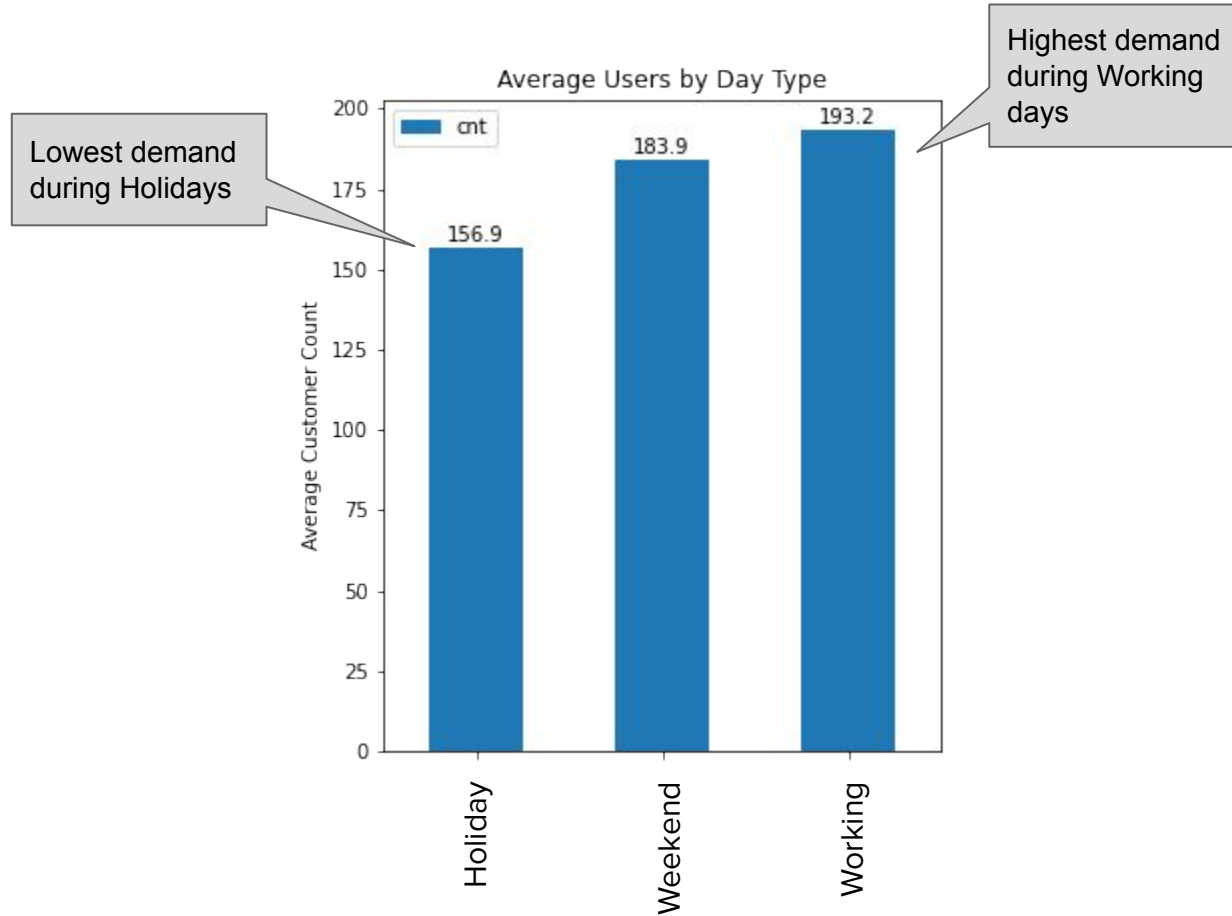
Total Rides by User Type



User Registry Status

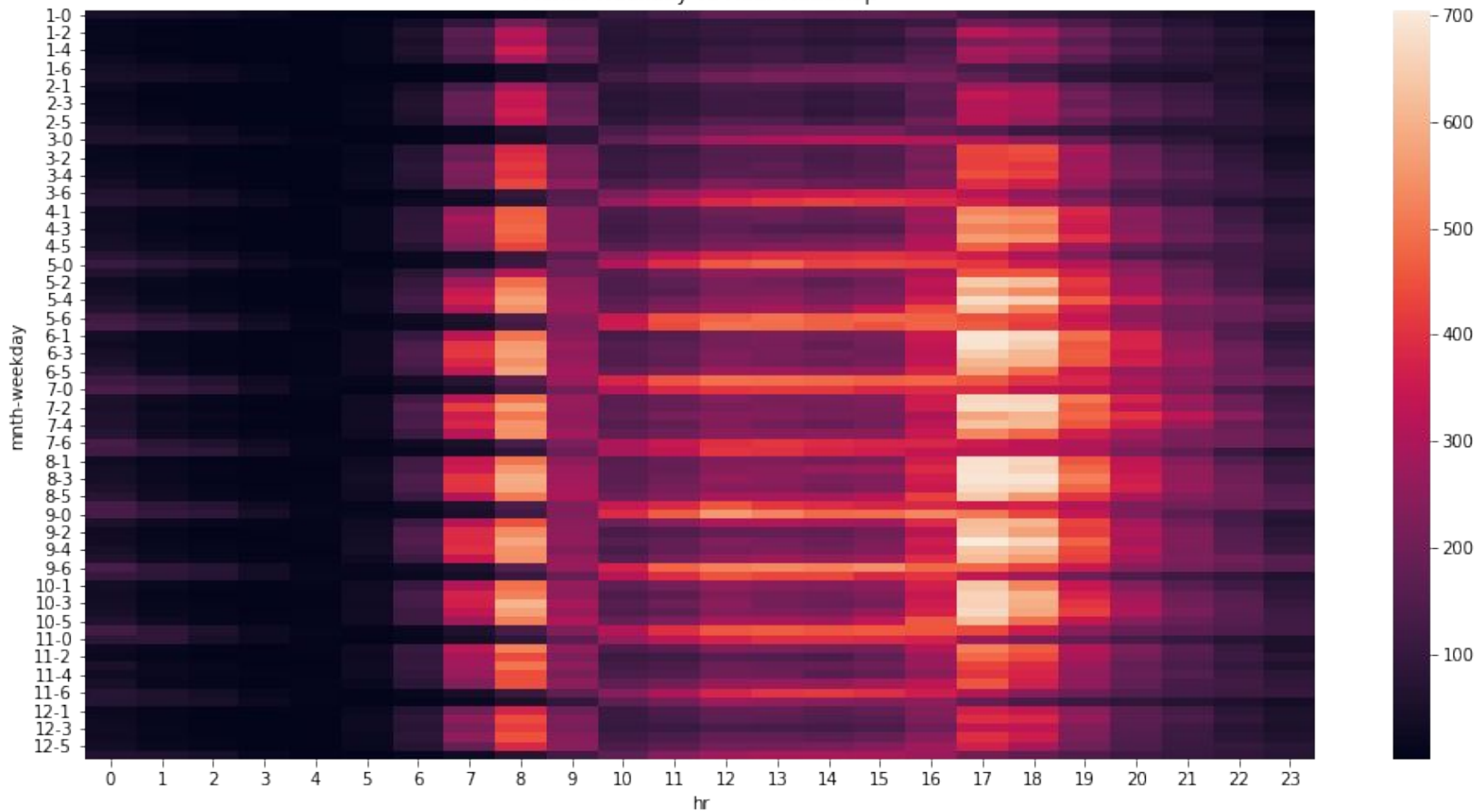


User & Date/Time

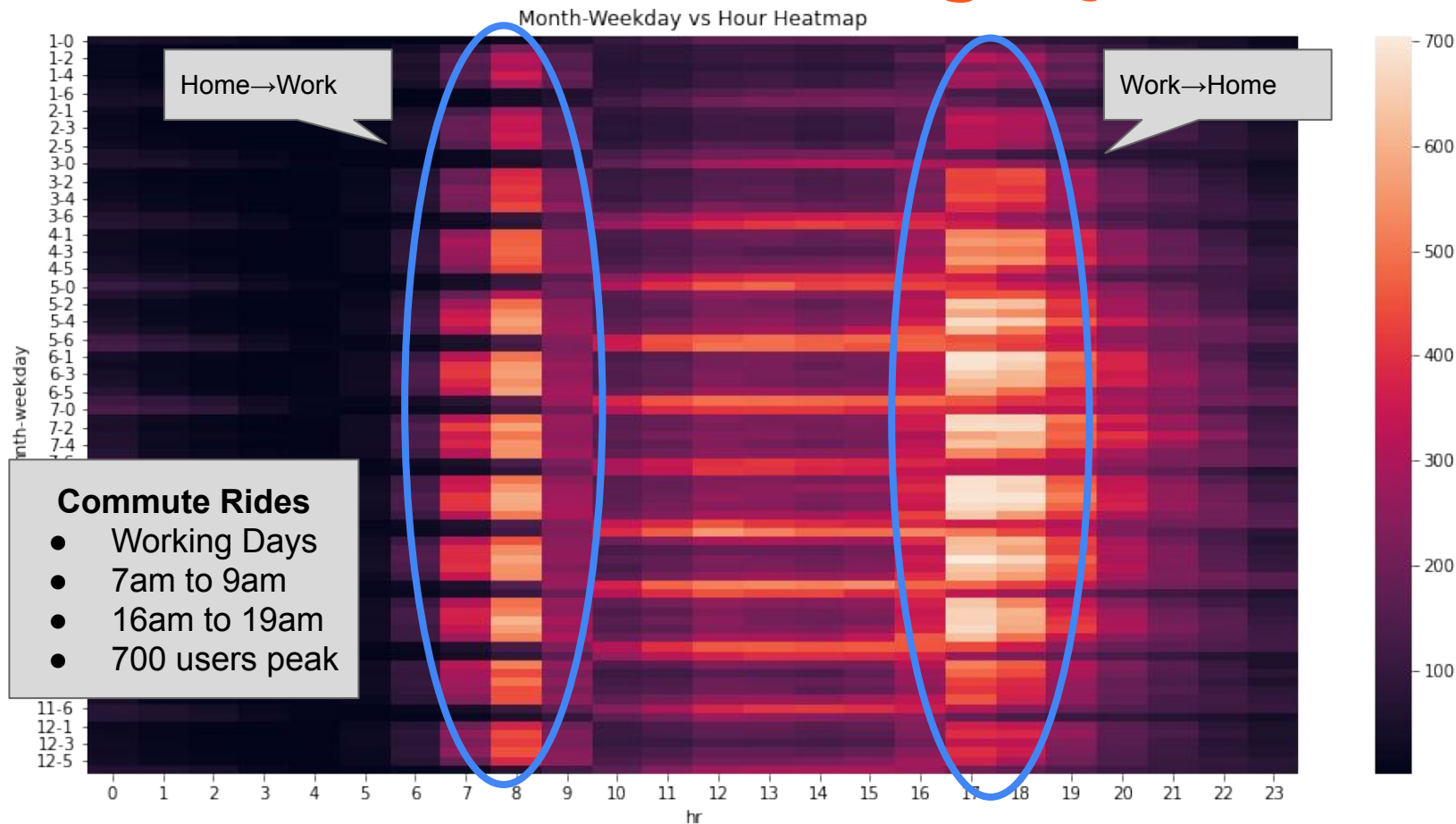


User & Date/Time

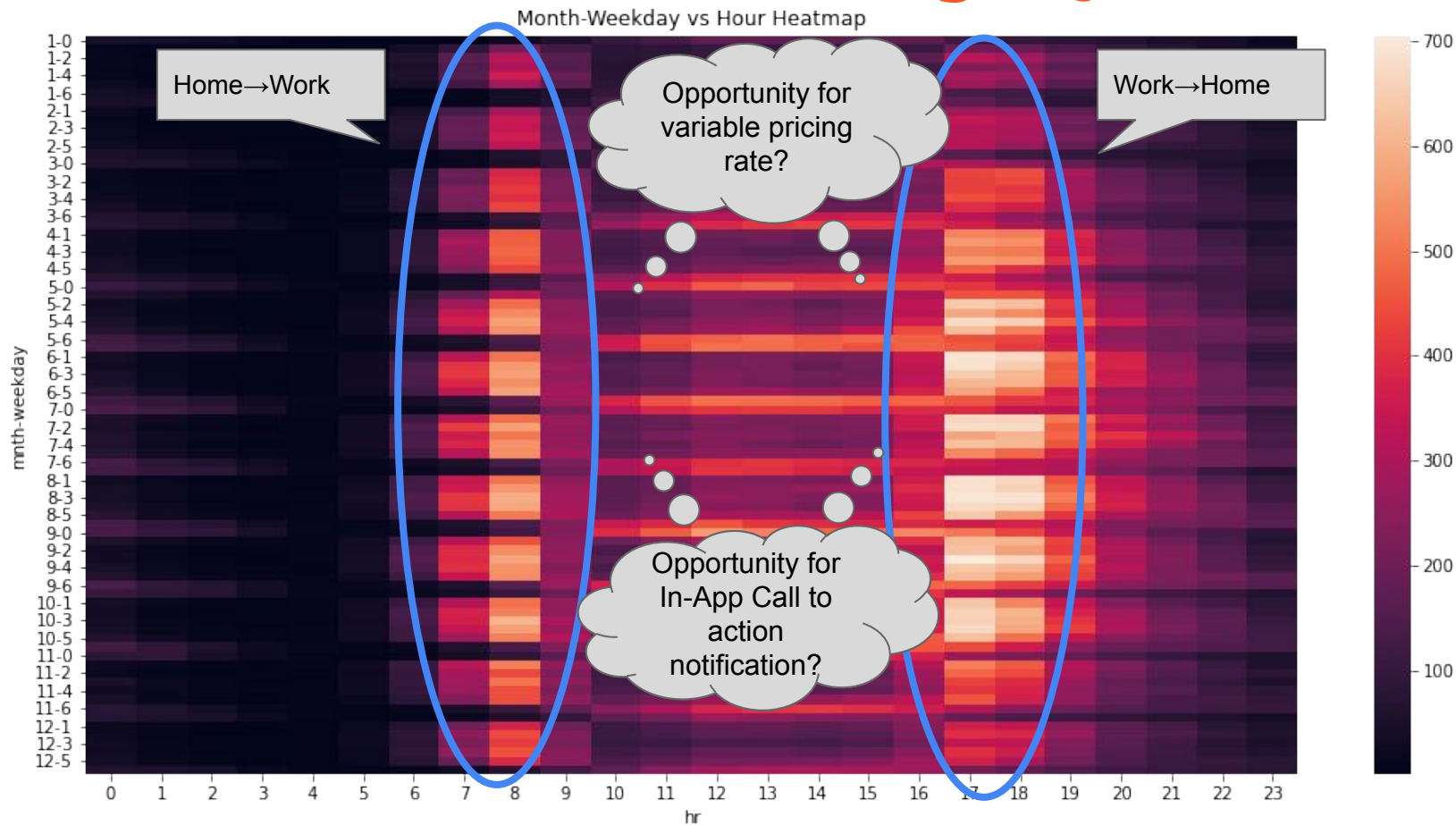
Month-Weekday vs Hour Heatmap



User & Date/Time: Working days Behavior

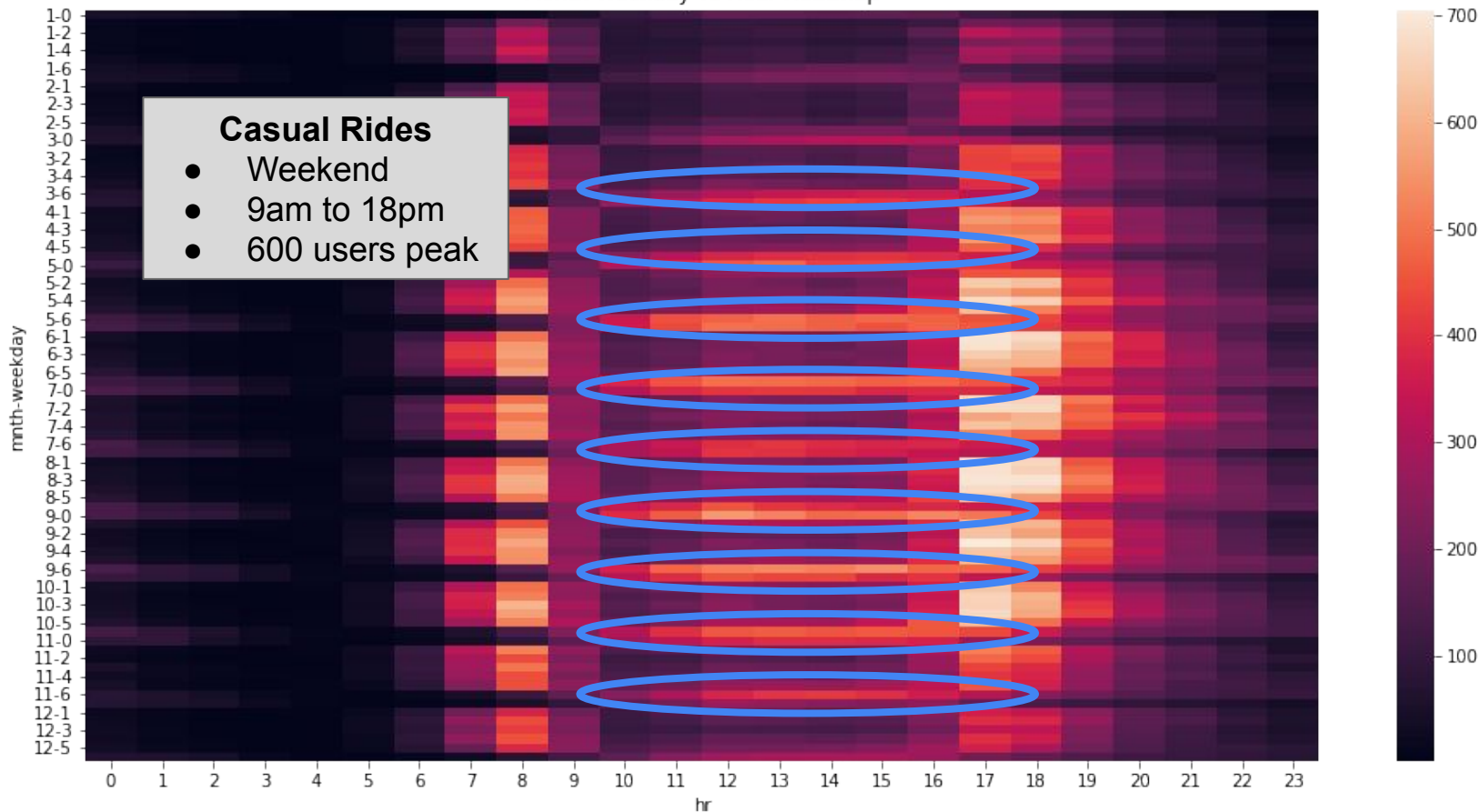


User & Date/Time: Working days Behavior



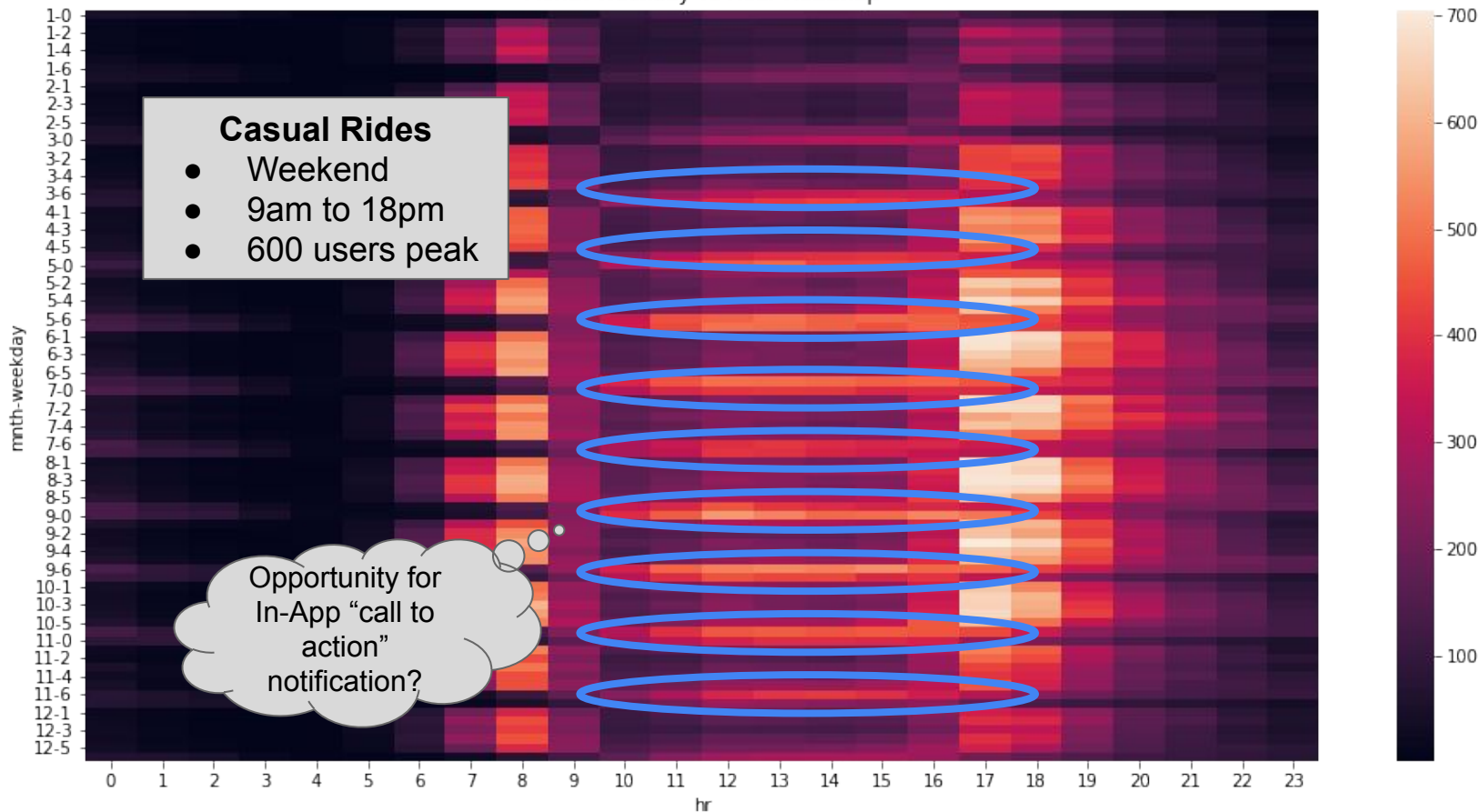
User & Date/Time: Weekend Behavior

Month-Weekday vs Hour Heatmap



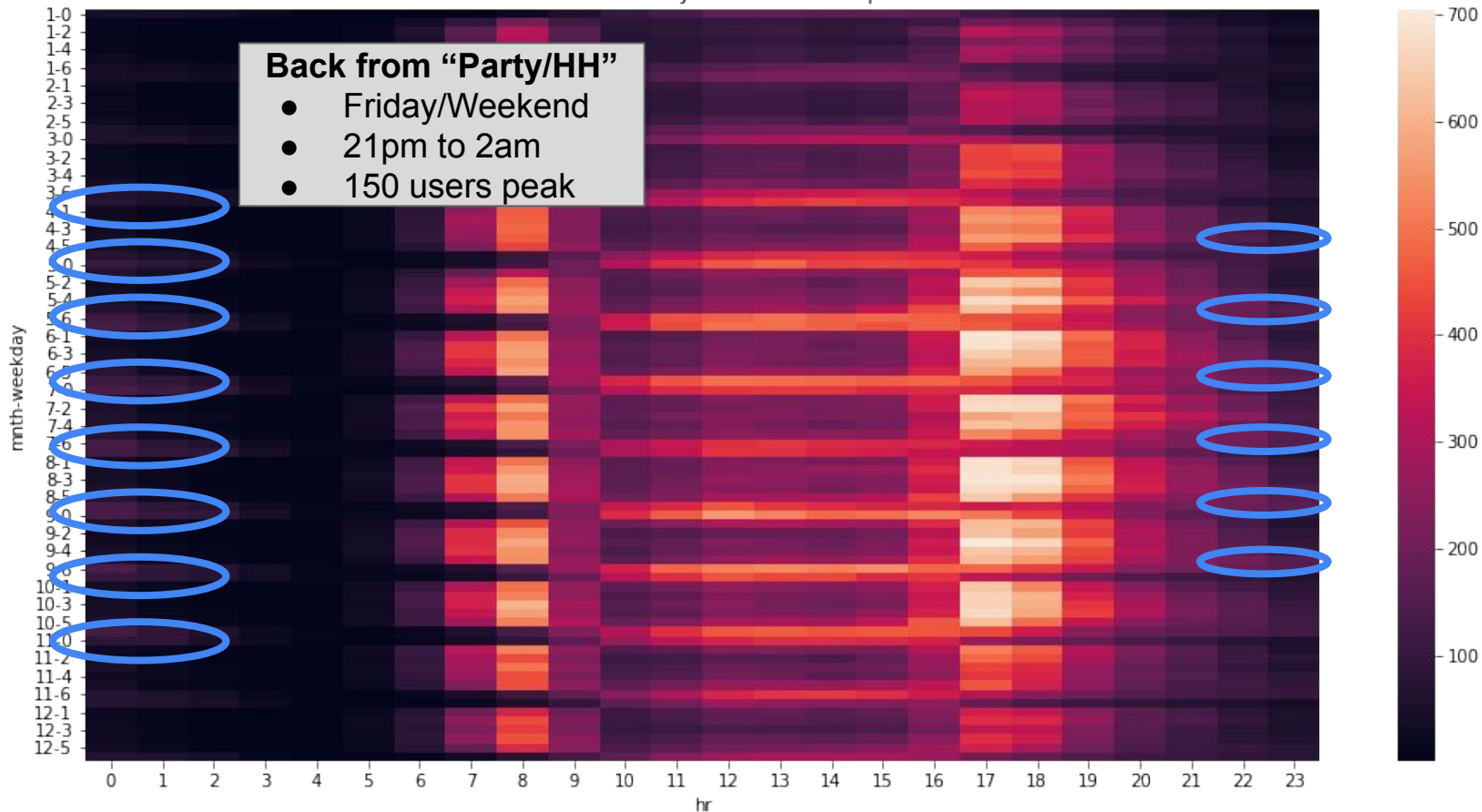
User & Date/Time: Weekend Behavior

Month-Weekday vs Hour Heatmap

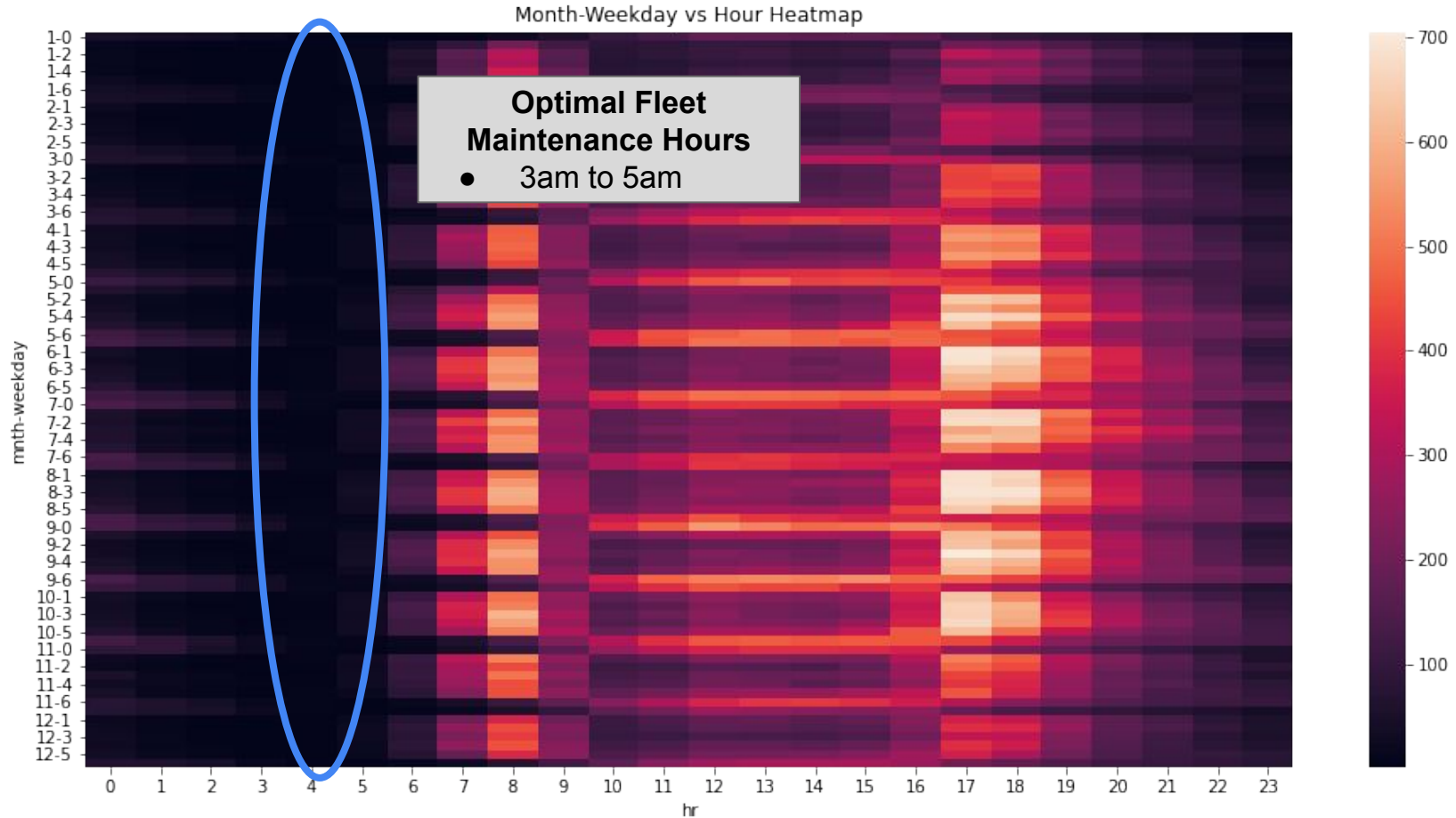


User & Date/Time: “HH/Party” effect

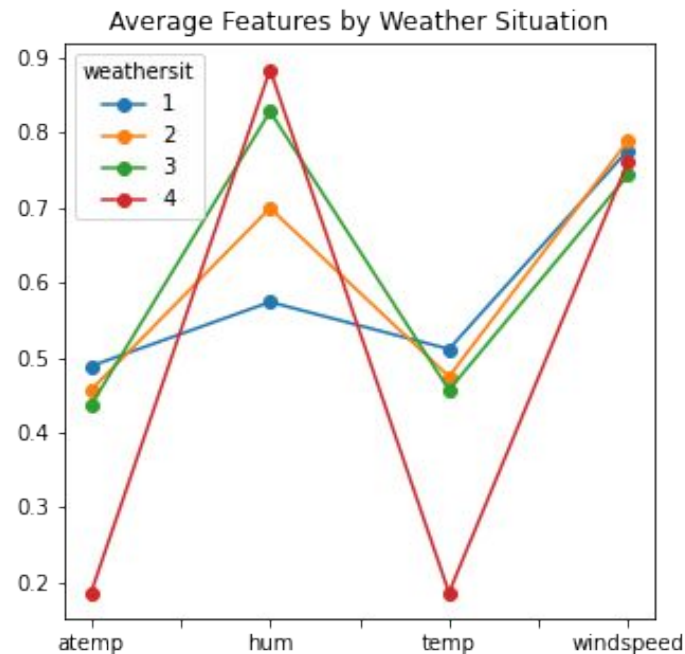
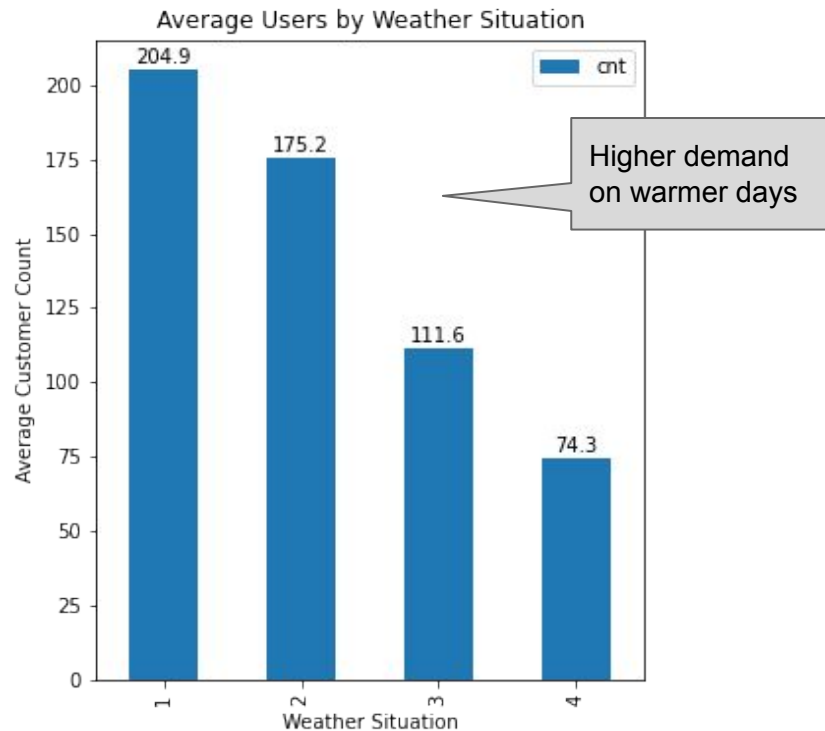
Month-Weekday vs Hour Heatmap



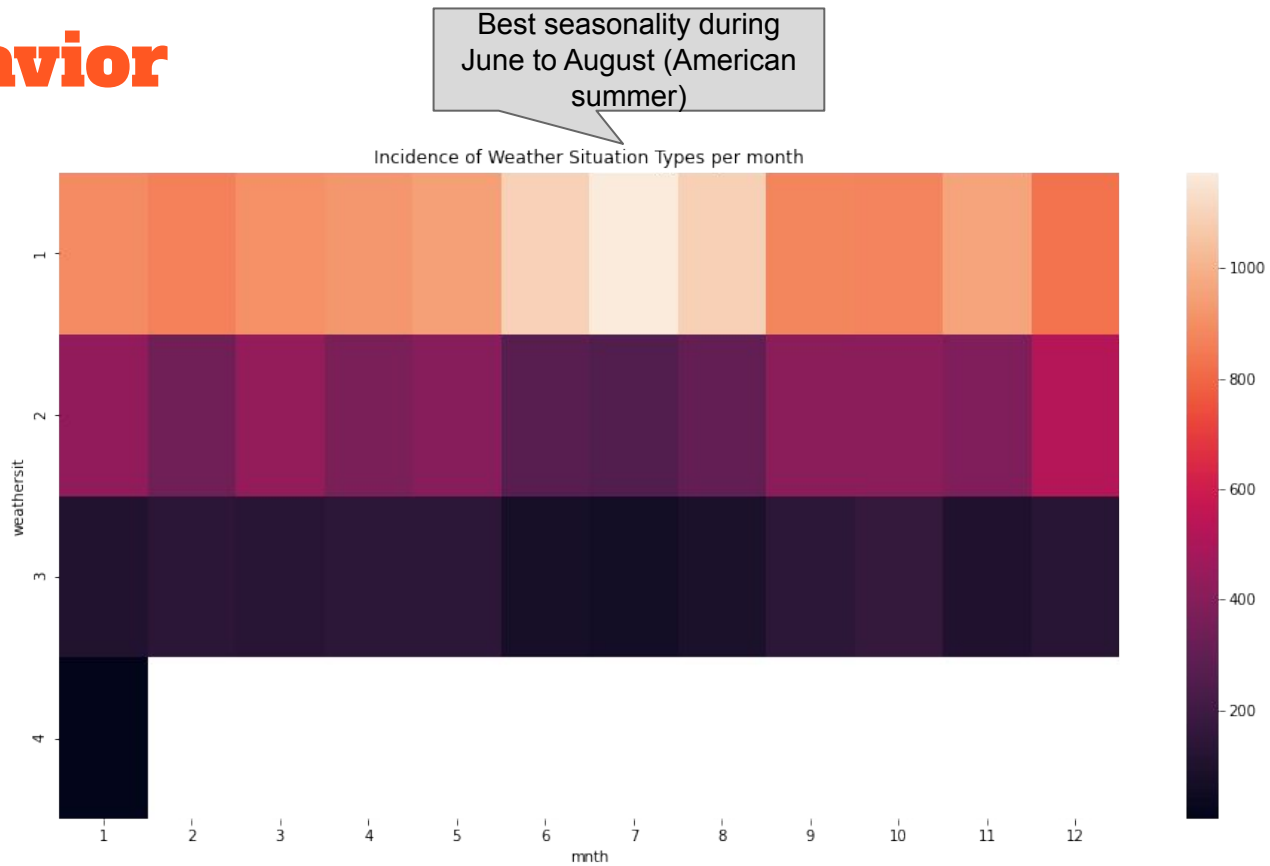
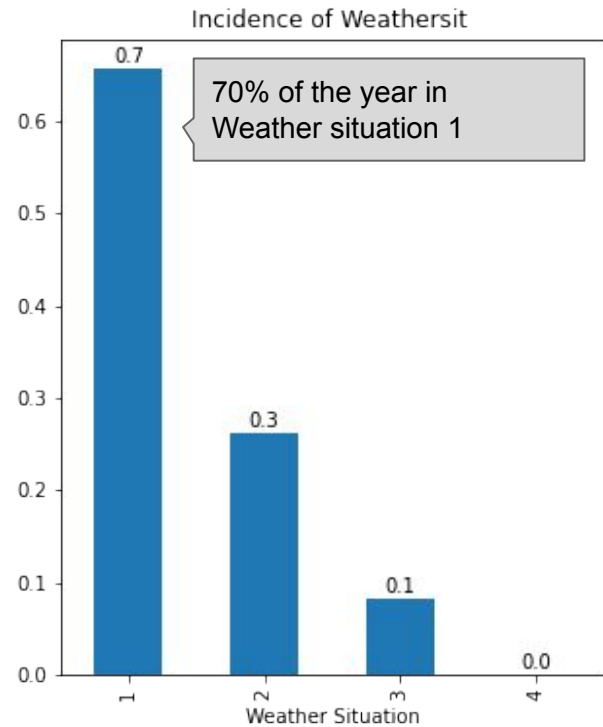
User Date/Time: Best Maintenance Time



User & Weather Relationship



Weather Behavior



Extras

Interactive Dashboard for Data Analysis: [Datapane - Hans Christian Ravache Lemm / Reports / Data Report](#)

Github with code files and this presentation: [hanslemm/Study \(github.com\)](#)