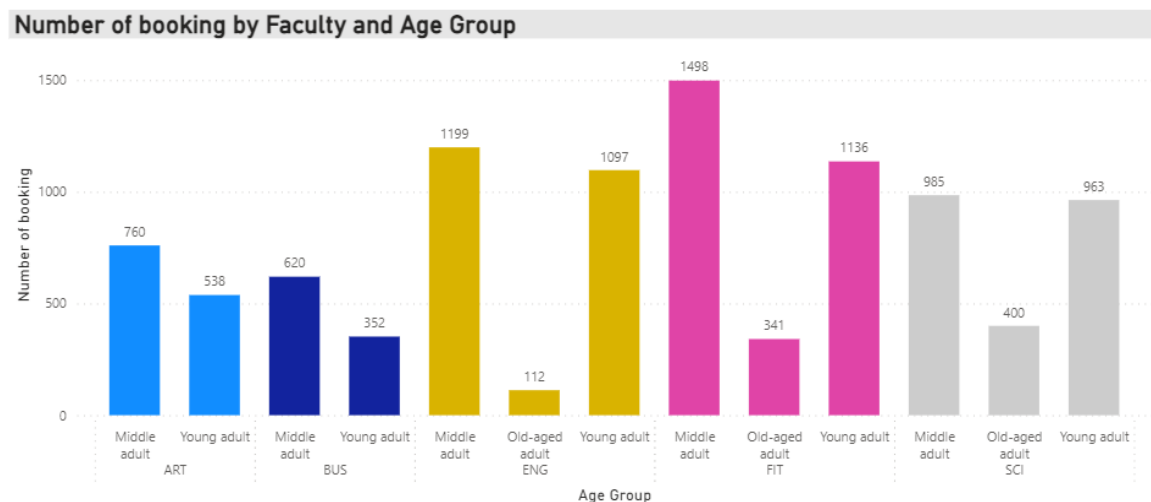


# 5. Final Recommendations/Suggestions

To support business intelligence needs, part of my jobs is to design data warehouse based on business objectives and develop reports with insight of customer behavior and help identify trends in business performance over time. As such, here makes four suggestion to our manager and other relevant stakeholders like Data / Business Analyst.

## Suggestion 1: Marketing campaigns specifically for old-age adult group



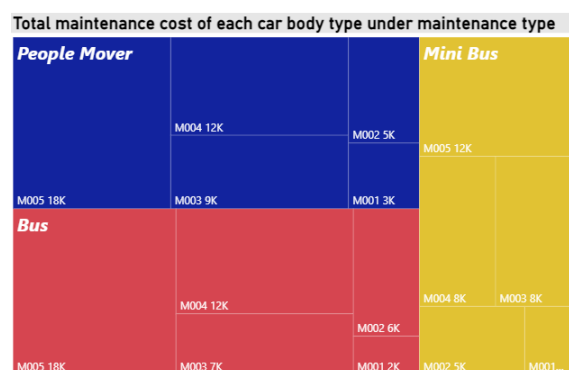
As MonCity has an increasing trend on aging population and generally old-aged groups are in needs of a more convenient way of commute, we think that there is a demand for this group of people. This graph shows that the demographic of old-age adult group contributes the lowest number of booking across all faculty. To expand our customer base, we should target this clientele. Generally, offering discounts, having affiliated marketing, and email marketing campaign are the examples of marketing campaigns. This is to gain the awareness of our brand, and knowing that our service could help them Therefore, a part of the investment should go towards the marketing on old-aged group.

## Suggestion 2: Buying more bus

Number (#) and cost of maintenance in every Team and Car Body Type				
Car Body Type	Maintenance cost	Maintenance cost (%)	#of Maintenance	#of Maintenance (%)
☐ Mini Bus	<b>34000</b>	<b>27.13%</b>	<b>113</b>	<b>28.32%</b>
T003	14700	11.73%	51	12.78%
T002	19300	15.40%	62	15.54%
☐ Bus	<b>44900</b>	<b>35.83%</b>	<b>136</b>	<b>34.09%</b>
T002	18400	14.68%	58	14.54%
T003	26500	21.15%	78	19.55%
☐ People Mover	<b>46400</b>	<b>37.03%</b>	<b>150</b>	<b>37.59%</b>
T003	21400	17.08%	73	18.30%
T002	25000	19.95%	77	19.30%
<b>Total</b>	<b>125300</b>	<b>100.00%</b>	<b>399</b>	<b>100.00%</b>

In expanding our business, we will need buy more cars, and this pivot table can give an insight to decide which should be bought. This figure shows that People Mover has higher maintenance cost but less seats (10), whereas Minibus has lower maintenance cost but more seats (20). From a pragmatic point of view, we want to buy cars that have less maintenance cost meanwhile containing more seats to take more passengers. Therefore, when deciding which types, we would not recommend buying more People mover because of high maintenance cost with the least number of seats. While the maintenance cost of bus is not as low as mini bus but but it can carry twice as much. We hence suggest that the further expenditure on buying cars should go towards buying bus.

### Suggestion 3: New KPI should be made in tracking the performance of maintenance cost

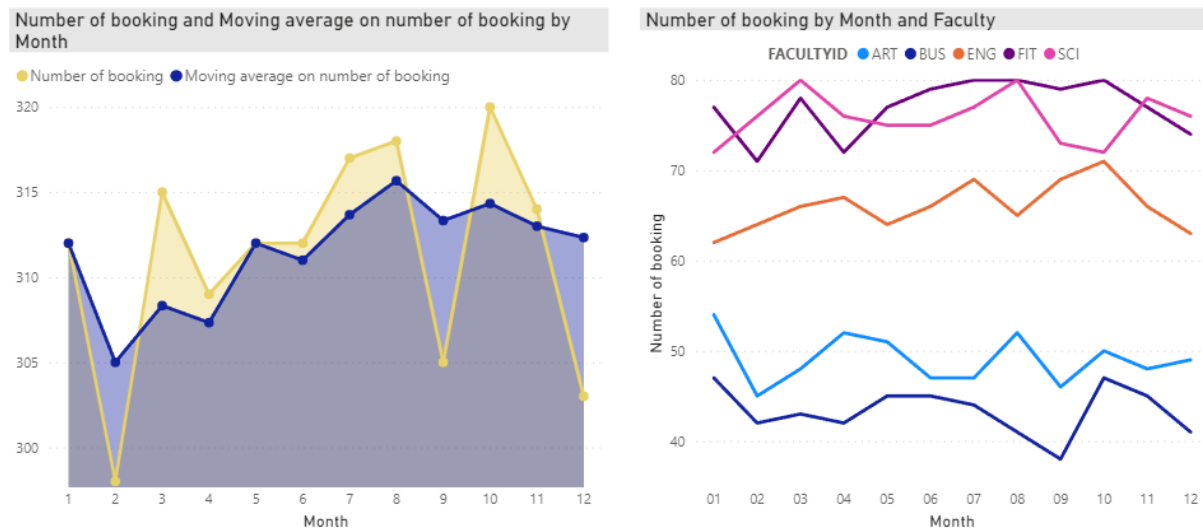


**125K**  
TOTAL MAINTENANCE COST

With cumulative maintenance cost being 125,000, we should worry about the cost of maintenance. To reach a breakeven, we suggest that Data Analyst and other top management should work together and come up with a new KPI in tracking the cost.

From the left chart, we found that M005 has contributed the most maintenance cost, therefore, such a KPI needs to take a greater account for M005, and find a way to minimise the type of maintenance.

## Suggestion 4: Promotions on slack months or seasons



We suggest that there could be a promotion on a specific month or seasons. For example, February has the has lower number of booking maybe because that was the holiday. To boost the sales, we suggest the marketing team could investigate that further.

In conclusion, the above suggestions — including inflow and outflow of the investment — are based on the dashboard we made. For further analysis or a need to edit the dashboard, please feel free to contact our team.