**Specification of business processes**

1. Business goals of the organization

“CarShare” is a car sharing company located in Poland which provides sharing cars for minutes in Polish biggest cities. The main goal of the company is to achieve the highest profit possible from car sharing service. Two main metrics are being monitored: **monthly rentals of cars in each city and total profit in all locations annually**. It is assumed that the company is successful if **there is an increase of monthly rental by at least 1% and annual profit for all locations is increased by at least 7%**. Currently the biggest problem is to answer the question why is there different demand for different types of cars in different cities.

The most important business issues in the bookstore include buying and sharing cars. Cars shared are of different types e.g. utility, compact, family etc. Each of the cars is of certain make and model. Cars can be shared anytime they are available and in anyplace they are located by customers who use the service by themselves. Cars are bought by the CEO and shipped to different cities.

The CEO would like to analyze which car brands and models, therefore types, are rented the most in which cities.

2. Business processes

***Car sharing***

1. A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems.

The process of sharing a car is as follows: the customer downloads the CarShare app, creates an account with a linked credit/debit card. Next, the customer finds a nearby car to rent it for a ride, all of the available cars are shown on the map in the app. After the customer has chosen a car, he confirms his choice, the car unlocks itself and is ready to be driven. After the customer has reached the planned destination, he confirms the end of the ride in the valid area for parking (visible in the app), linked bank account is charged appropriately to time spent in the CarShare vehicle. The car is locked and ready to use for the next customer, if there is enough petrol for average ride distance.

After payment these metrics are generated:

location of starting and finishing points of the travel, time in which the distance was traveled, total distance, information regarding if the user had a subscription, type of car rented, how much a customer was charged, cars VIN number, the date of travel.

1. Typical questions

What are the most popular car models used by customers?

What is the average distance traveled by customers?

What is the average cost of a ride?

What is the average occupancy rate of the cars?

What is the most popular type of car rented?

Which cities have the highest number of rentals?

What are the busiest times of day or week for car sharing rentals?

What is the average age of customers?

What is the average money spent by a customer monthly?

What is the average duration of a ride?

What is the average rating?

1. Data

Data is stored in the databases connected with the CarShare app.

***Car purchase***

1. A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems.

The car purchase process is as follows: CEO searches for offers on the car market for the car types that the company is interested in, only new cars are bought. Then the CEO contacts the car manufacturer responsible for the sale of desired vehicles and places an order. After cars arrive in destined magazines they are wrapped in veneers of CarShare brand, and then they are sent to the cities that require more cars for efficient and effective service.

The following metrics are generated: date of purchase and arrival of vehicle, type of car bought, cost of the car, name of the car manufacturer, car model, name of the city that the car was sent to.

1. Typical questions

Which car manufacturer delivers the cars the fastest?

Which car brands are delivered the fastest?

Find cities that required the most vehicles in the last year.

Which cars are the cheapest and which are the most expensive, looking at the average prices.

What types of cars are the most required in total in previous years?

1. Data

All data about bought cars are stored in an EXCEL file.