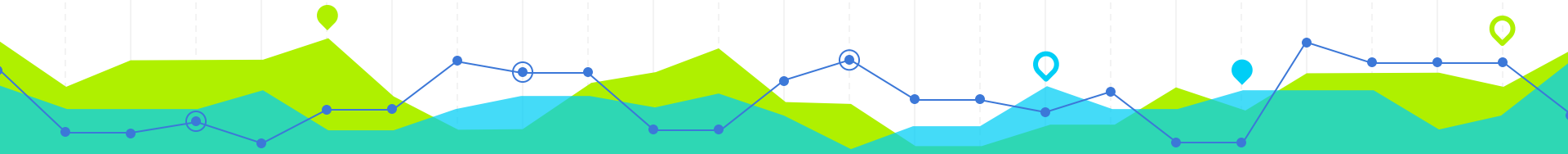
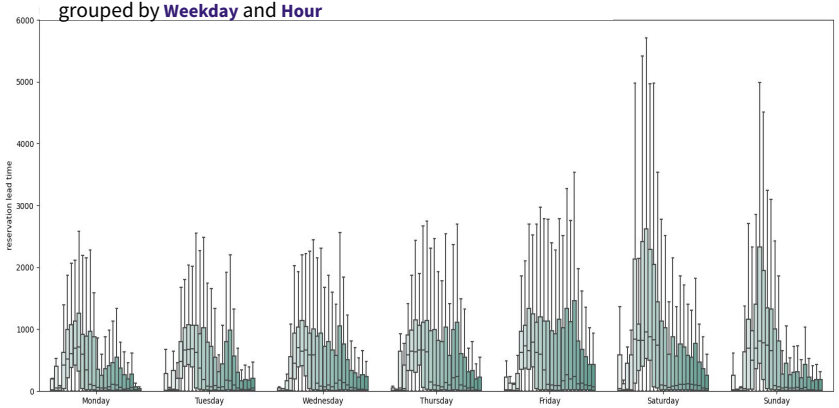


Demand data analysis

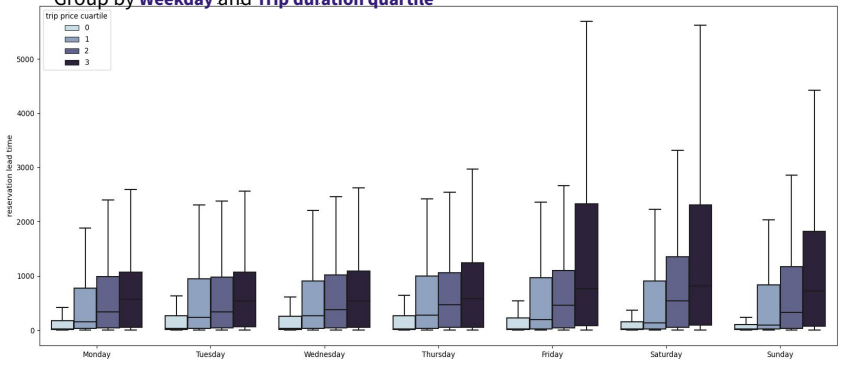
Joaquin
Tempelsman

Reservation lead time by starting time of the trip
grouped by **Weekday** and **Hour**



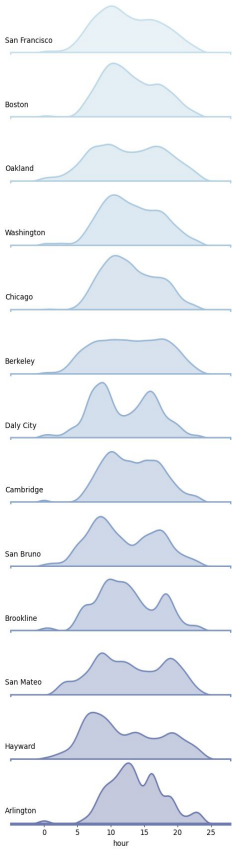
Trips starting on saturday and sundays have more lead time than trips during the week. Probably associated with longer planned holiday trips vs unplanned utilization during daily errands and commute to work.

Reservation lead time by starting time of the trip
Group by **Weekday** and **Trip duration quartile**

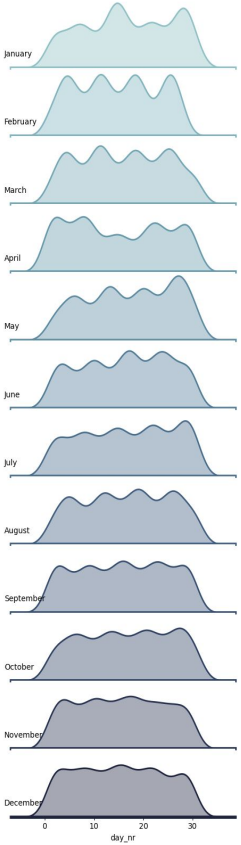


The duration of the trip is positively associated with the lead time for the reservation. If the reservation is longer, there is a tendency in making the reservation in advance. This relationship is relevant for weekend reservations and don't apply to the rest of the week.

reservations distribution
City



reservations distribution
Monthly



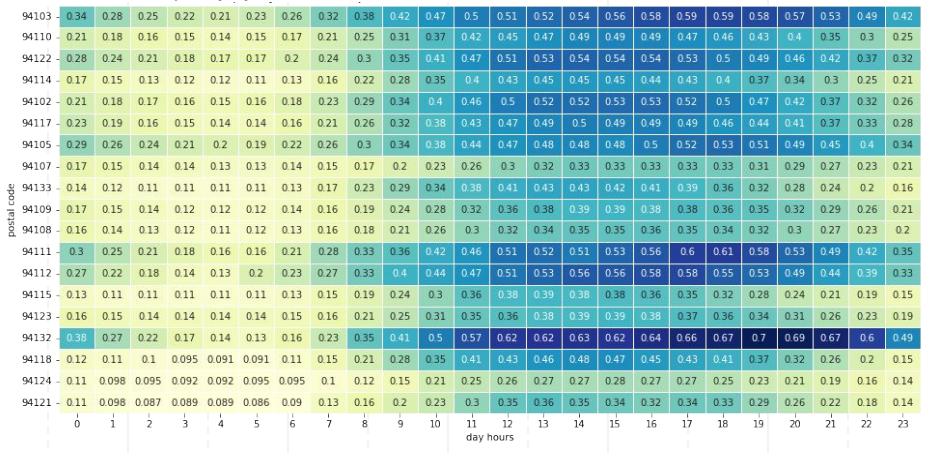
city	yearly_total_income
San Francisco	1871258.34
Washington	349568.59
Boston	249875.26
Chicago	235988.84
Oakland	156582.28
Cambridge	59662.60
Berkeley	57045.27
Daly City	19038.75
San Bruno	10620.00
Hayward	9993.75
San Mateo	8881.25
Brookline	8383.12
Arlington	4228.48

city	total_reservations
San Francisco	36154
Washington	4996
Chicago	4382
Oakland	3773
Boston	3659
Berkeley	1371
Cambridge	808
Daly City	443
San Bruno	306
Hayward	224
San Mateo	214
Brookline	122
Arlington	85

Most cities have a similar trend in hourly utilization of the fleet. Except some specific locations that have low activity during the middle of the day and more concentration during rush hour (Daly City).

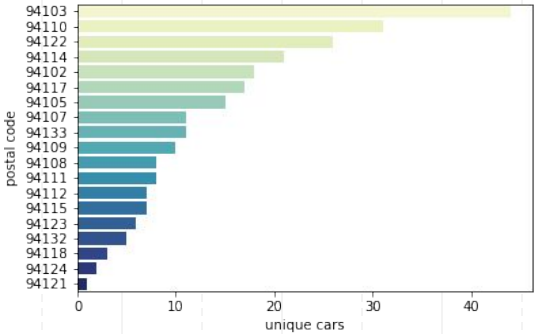
Monthly demand have higher variability during the first months of the year and is more stable and evenly distributed during the rest of the year with december being the most evenly distributed month.

SFO fleet capacity by **Hour** and **Zip Code**



Utilization of the car fleet incurs during working hours peaking around 15hs. This trend is smoothly repeated through all the SFO area.

SFO - cars available per **Zip code**



The fleet is not evenly distributed through the SFO zip codes. We can detect that some areas are needing more resources that could be relocated from other areas. For example zip code 94132 has the highest utilization treds with less than 10 hours assigned.

THANKS!

Any questions?

Joaquín Tempelsman