

RIDE SHARING case study data visualisation

Rides vs Users

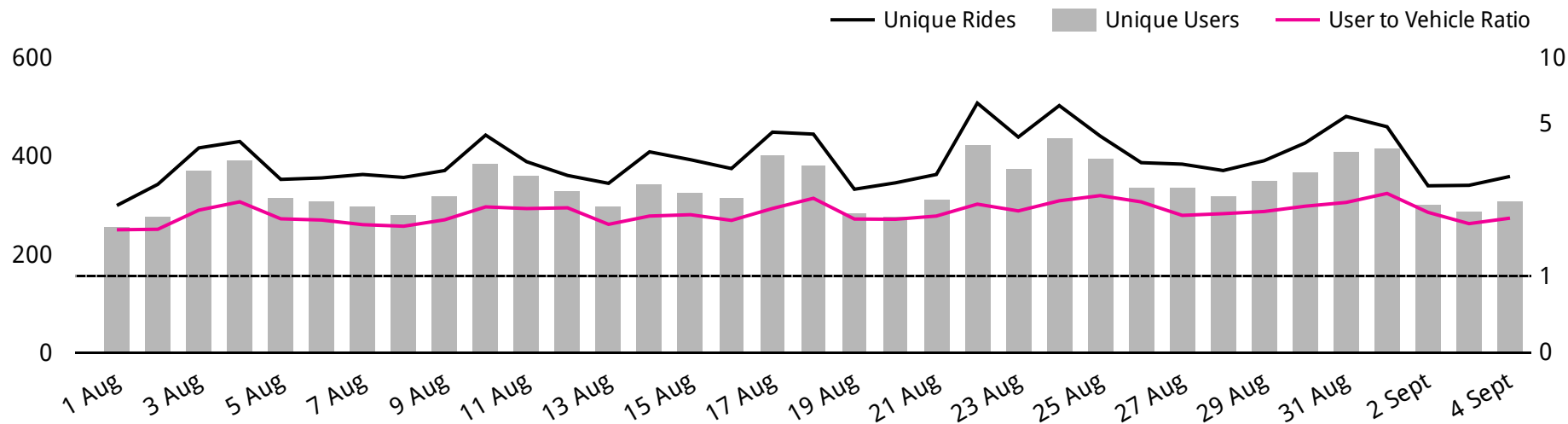
There's a positive correlation between Rides and MILES users. User to Vehicle ratio remains above 1. It might be useful to check the number of users who ended up not booking a reservation, to rule out a demand-supply issue

Total Rides
13,737

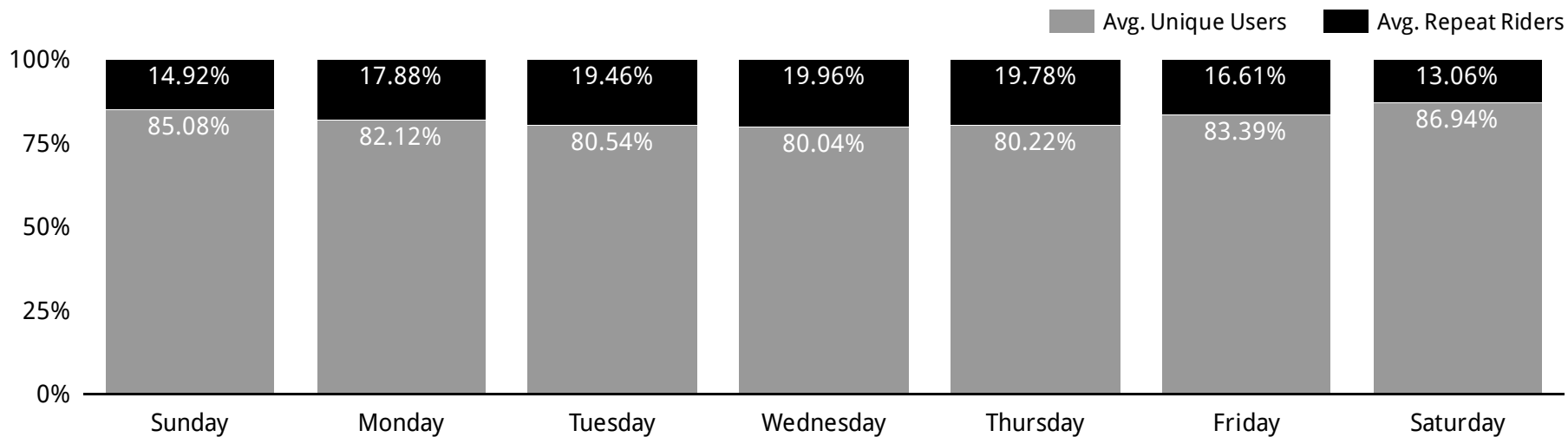
Daily Rides
392.5

Total Users
9,013

Daily Users
257.5



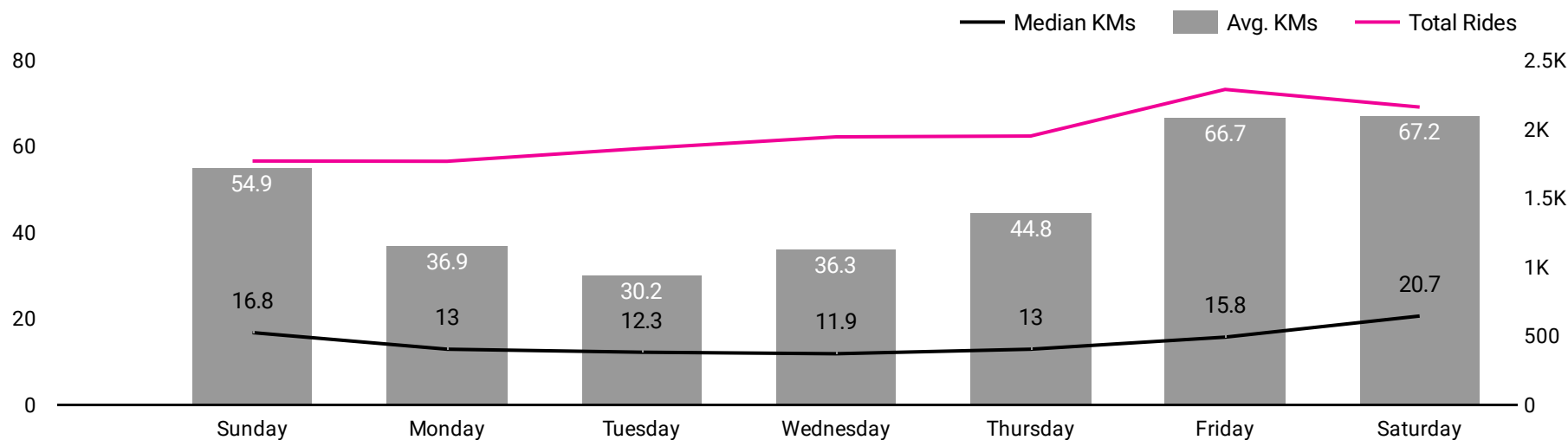
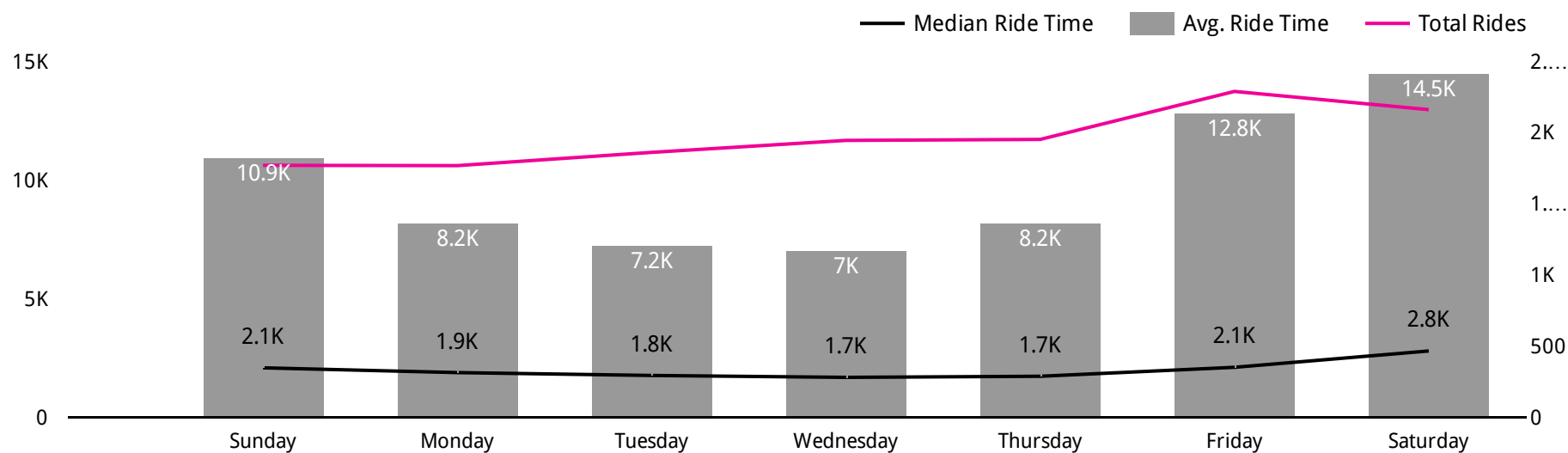
19.3% of users completed more than 1 ride daily - with slightly higher frequencies in the middle of the week



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Rides Seasonality and Trends

The number of rides booked increased more significantly from Thursday to Friday (+17%), reflective of the weekend getaway trend. Correspondingly, ride duration and distance travelled increased over the weekend, with the biggest in average ride patterns happening on Fridays and Saturdays.



City

- Hamburg
- Berlin

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Daily Users
257.5

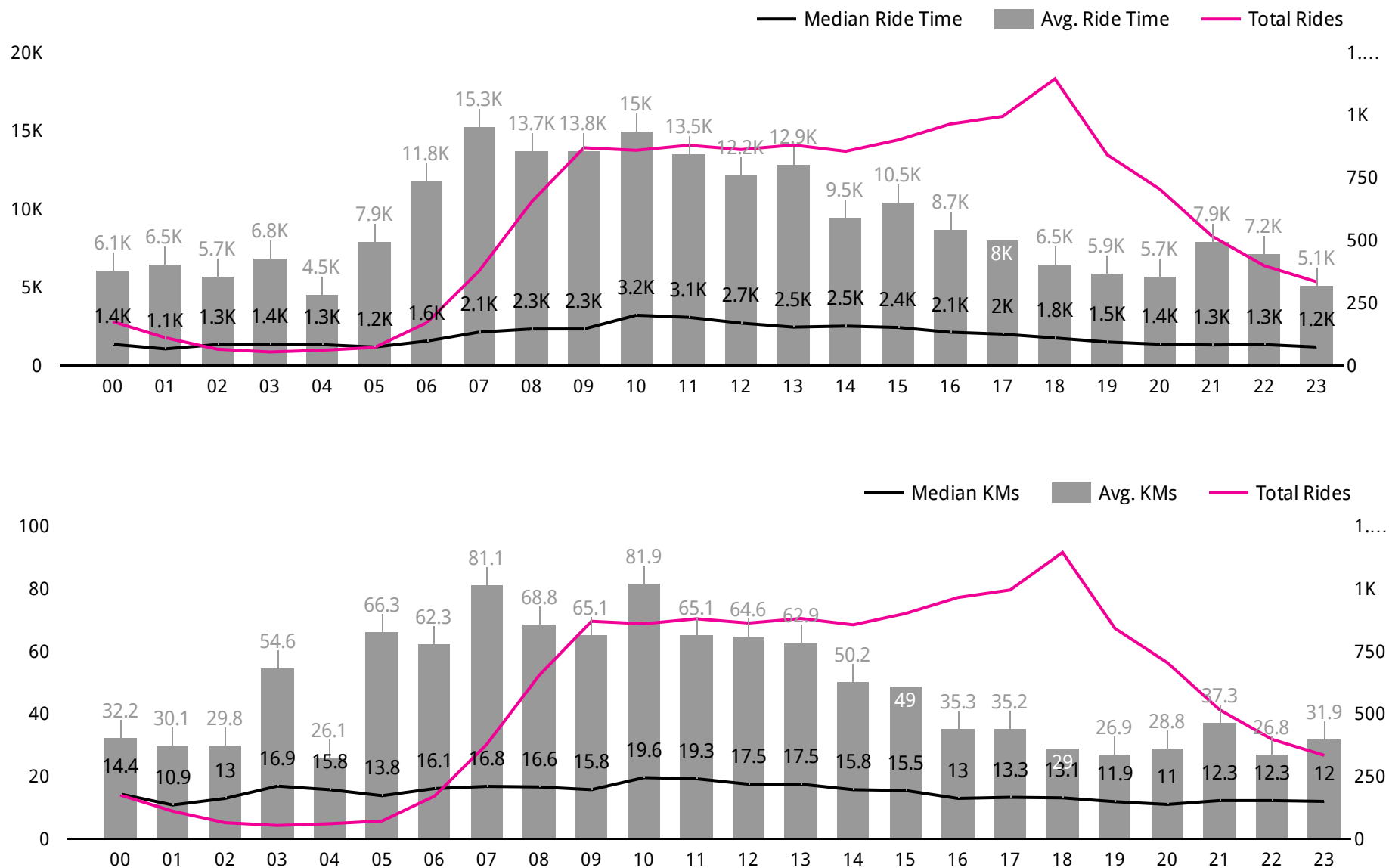
Median KMs
14.18

Median Ride Time
00:32:40

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Rides Seasonality and Trends

Exploring hourly trends, there's an uptick in car bookings at the start and towards the end of an assumed work day. Mapping the trends with daily activities of users and/or the target audience might gleam some insights. Interestingly, there is a spike in distance travelled at about 7am in Hamburg. As the hourly median remains relatively low, it is worth investigating what drove the skew in KMs at 7am.



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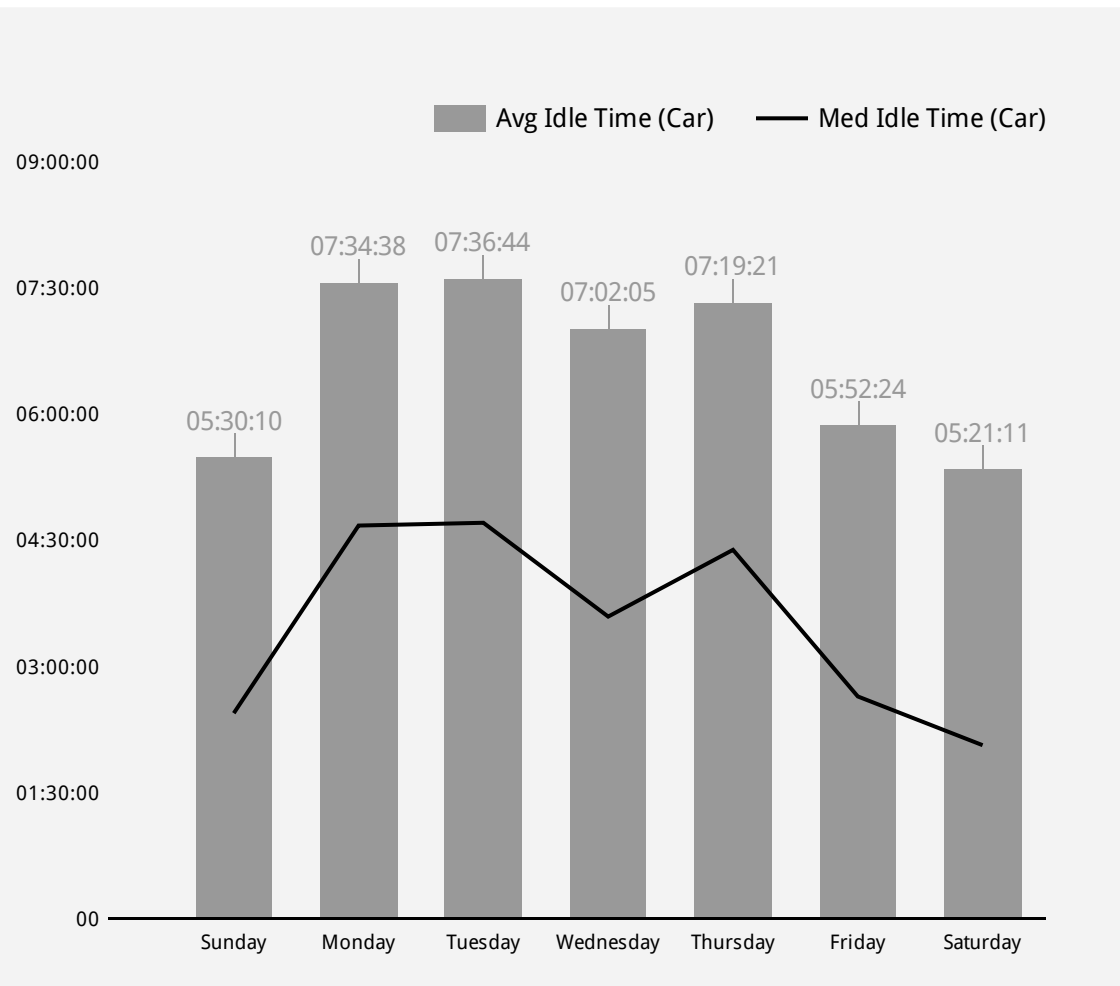
Idle Time

Overall idle time between use of a MILES car is higher during the common workday (Mon-Thurs), with lower numbers during the weekend. However the trend does not apply for the city of Hamburg, where the spikes are on every other day.

Overall time between rides, generally follow similar patterns in Berlin and Hamburg. The time between rides increases from Sunday to Tuesday before dropping back down midweek. User-to-vehicle ratio is more than 1. Pairing this information with MILES user behaviour on the app and location of cars could provide information if there is a supply issue.

✓ City
✓ Hamburg
✓ Berlin

Time between car use



Time between rides (User)

