Seneca

SHUTTLE BUS STUDY

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ABOUT

A study to assess the Seneca College's Shuttle Bus service from users perspective and understand the important KPIs.

MOTIVE

To explore

1. Patterns of use
2. Users & Non-users Characteristics
3. Satisfaction Level

METHODOLOGY

The Survey

18 Questions

24 Respondents

Tests/Analysis

Measure of Central Tendencies: Mean, Median Mode

Sentiment Analysis: Text Mining/Analysis

Data Collection

Google Forms

Data Analysis & Visualization
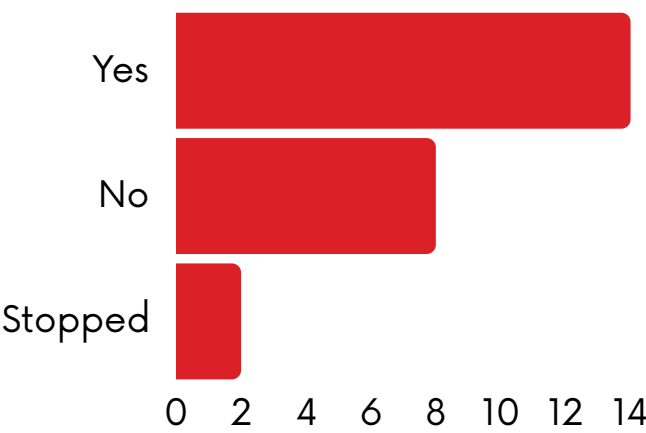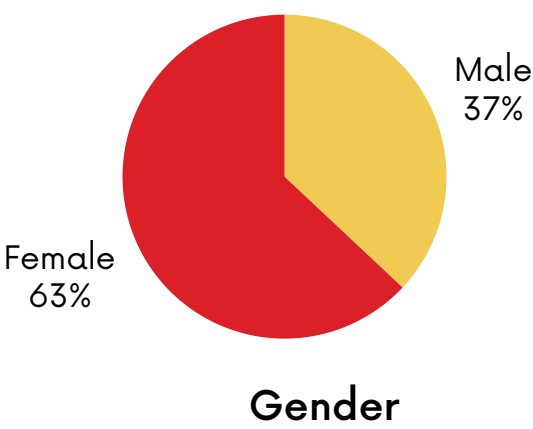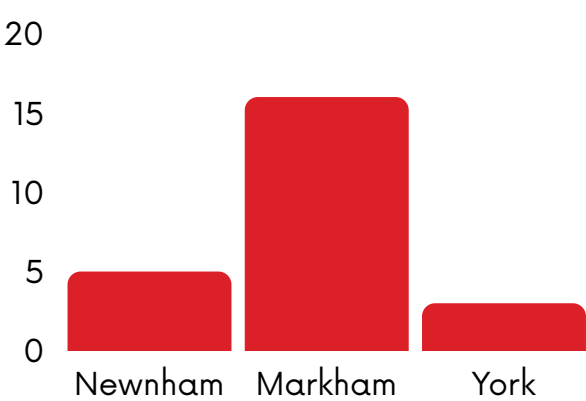
Tableau 2024

MS SQL Server 19

MS Excel 16

Python Programming

FINDINGS

General Description of all 24 Participants.

Main Campus

20
15
10
5
0

Newnham   Markham   York
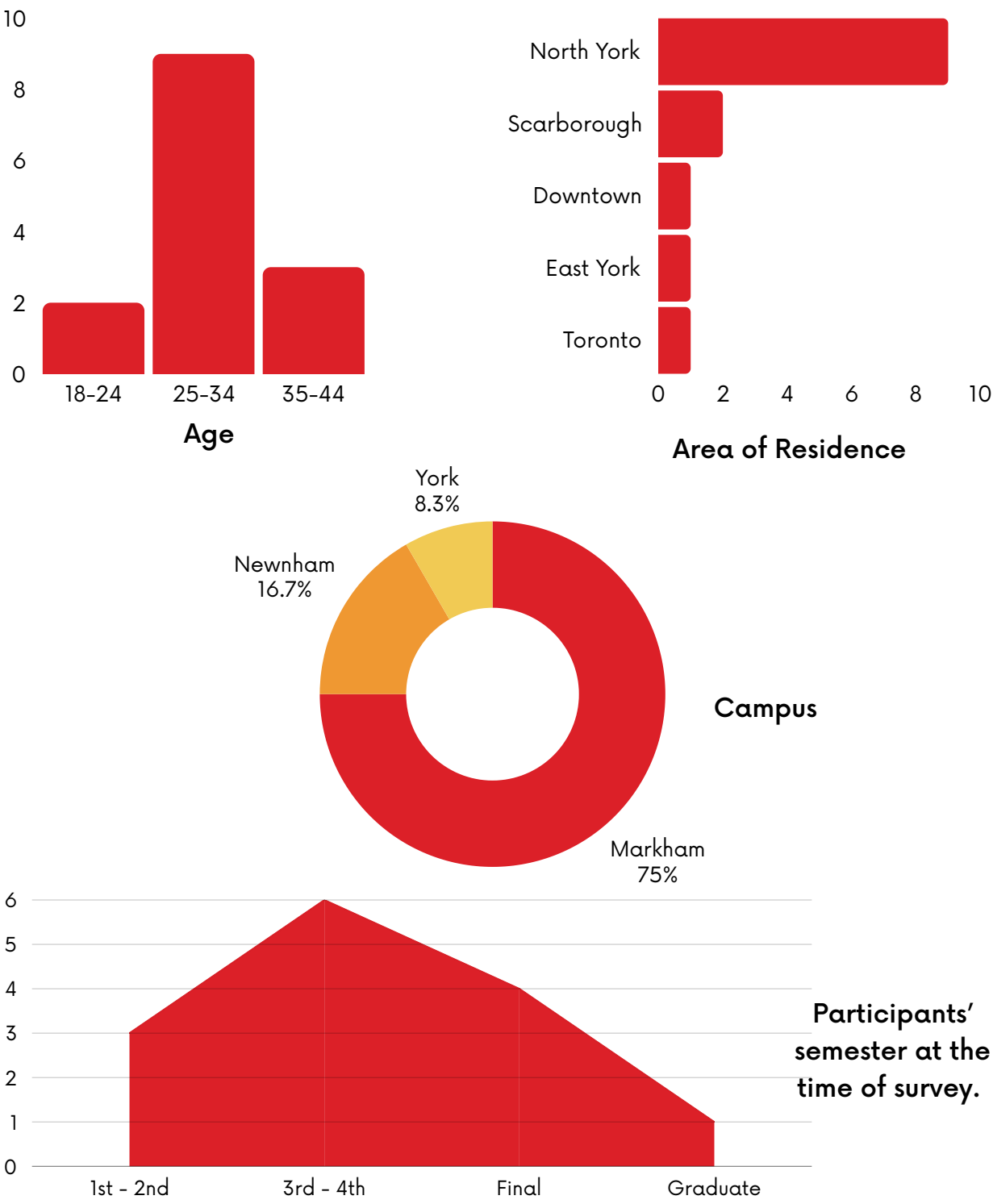
Gender

Male 37%

Female 63%

Yes
No
Stopped

0 2 4 6 8 10 12 14

Those who use, those who did not & those who stopped.

THOSE WHO USED

Characteristics of the Participants who used the service

Age

Area of Residence

- North York
- Scarborough
- Downtown
- East York
- Toronto

Campus
- York 8.3%
- Newnham 16.7%
- Markham 75%

Participants' semester at the time of survey.

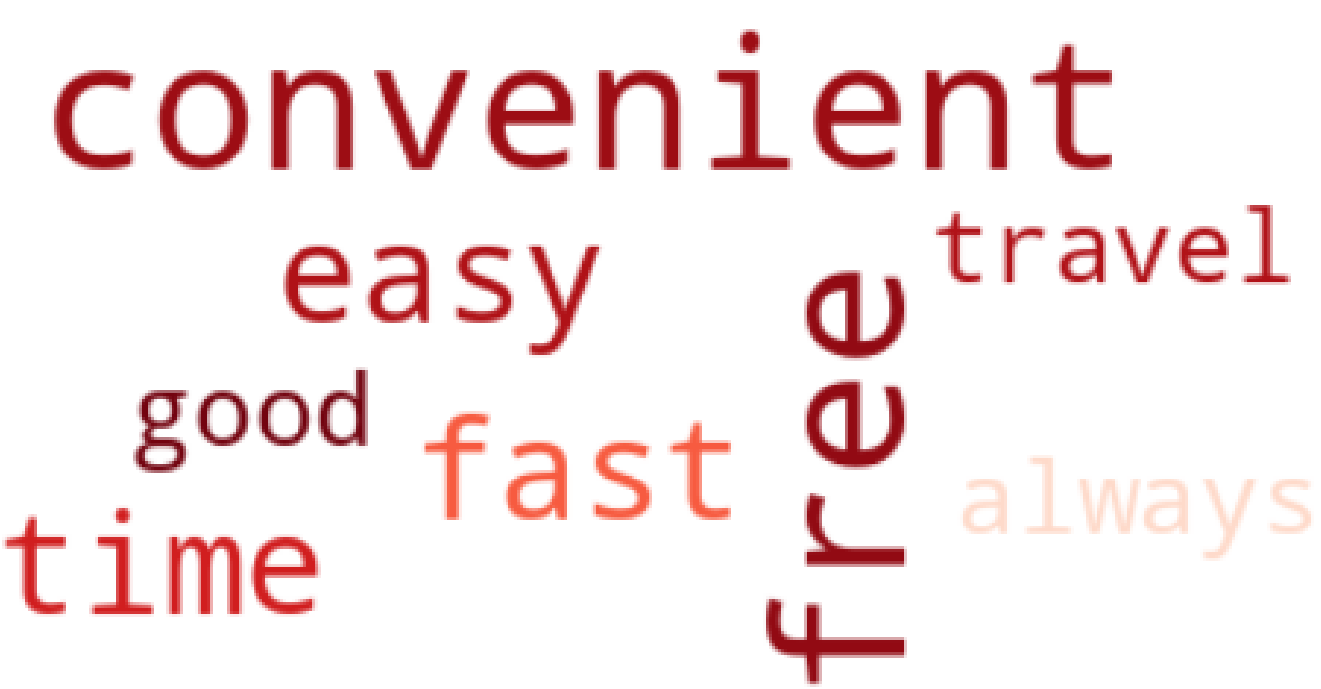| 1st - 2nd | 3rd - 4th | Final | Graduate |

THOSE WHO DID NOT USE

Characteristics of the Participants who did not use the service

Age

Area of Residence

- Scarborough
- Downtown
- Markham
- Midtown
- North York
- York
- Whitby

Campus
- Newnham 37.5%
- Markham 62.5%

Participants' semester at the time of survey.

| 1st - 2nd | 3rd - 4th | 5th - 6th |

convenient
easy   travel
good   fast   free   always
time

★ ★ ★
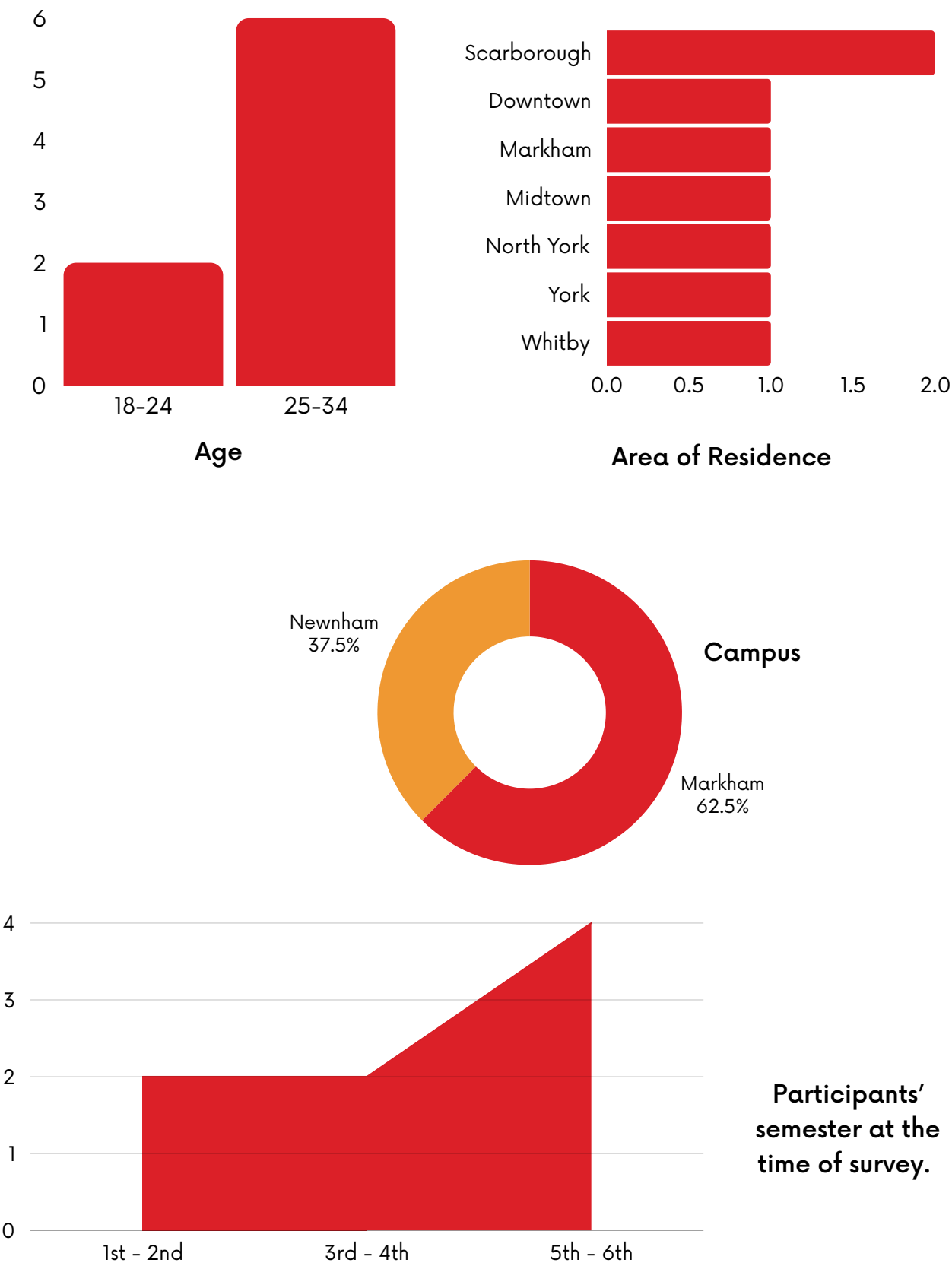
Overall Satisfaction: 3/5*

Campus

Newnham	★ ★ ★ ★	4/5
Markham	★ ★ ★	3/5
York	★ ★ ★	3/5

*Also for satisfaction by gender & age

LIMITATIONS

- **Small Sample Size**: 24 participants.
- **Majority** of participants identified as Female(63%) & were from **Markham campus (15 out of 24).**
- **Self Reported** data.
- **Missing Data** points.

RECOMMENDATION

- **More data** required for a **realistic understanding** of the service use.
- **Convenience** was the main factor determining the use of shuttle bus service **(based on our data)**; hence the service providers/managers should focus on making/keeping the buses user friendly.

CONCLUSION

The study was conducted with the **aim to investigate the factors linked to the use/non-use of the shuttle bus & satisfaction level of the users with the shuttle bus service.**

We found **noteworthy patterns/ratings etc.** in **service use** in relation with the **users' main campus, age, residence area etc.**

However, the data & analysis based on the survey is **very limited** and should be **restricted** only to the observations in this study.

'**Convenience**' was the topmost factor that led the use of service as reported by the participants.

Recommendation for the collection of more relevant data and inquiry into the factors that lead to '**Convenience**' in relation with the service use.

REFERENCES

Icons

Flaticons: www.flaticon.com
IconsDB: www.iconsdb.com
Vecteezy: www.vecteezy .com