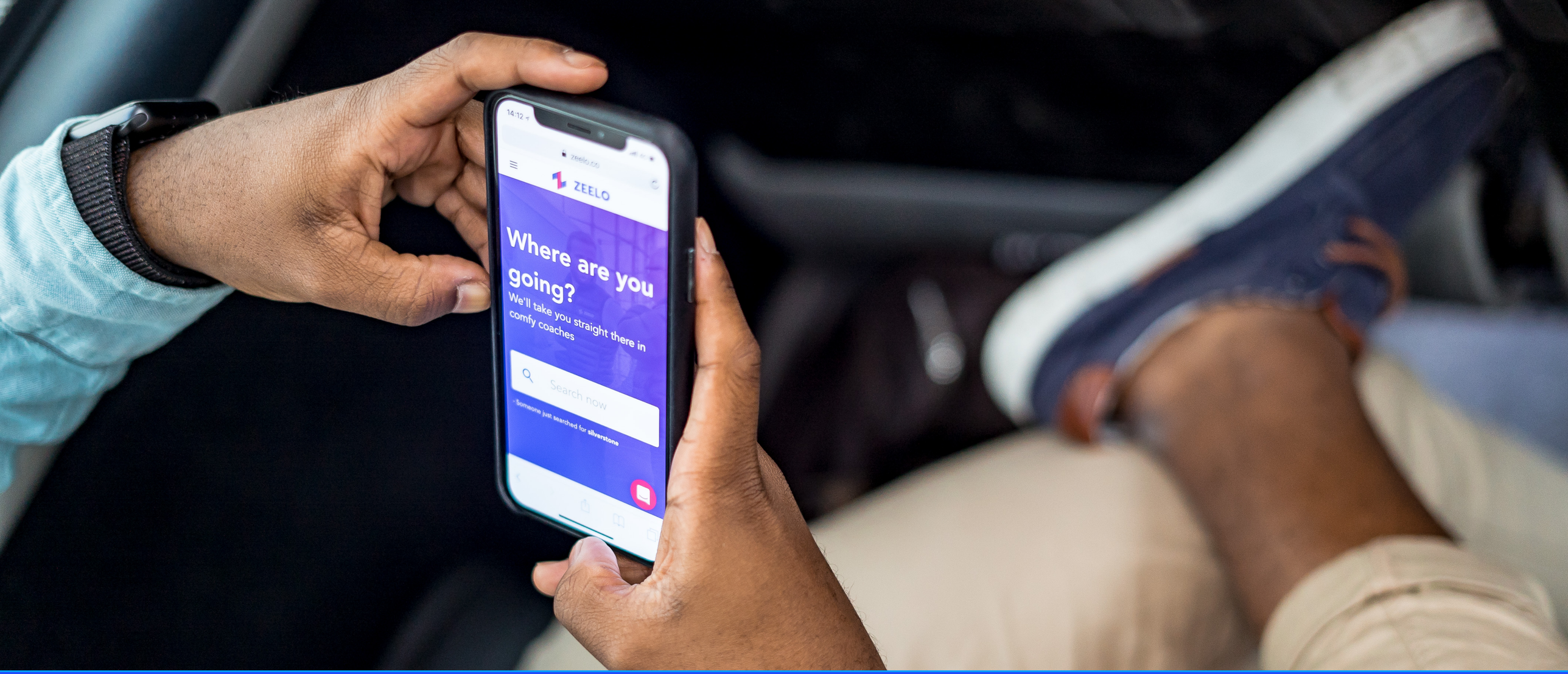


The smart transportation service
Built with data

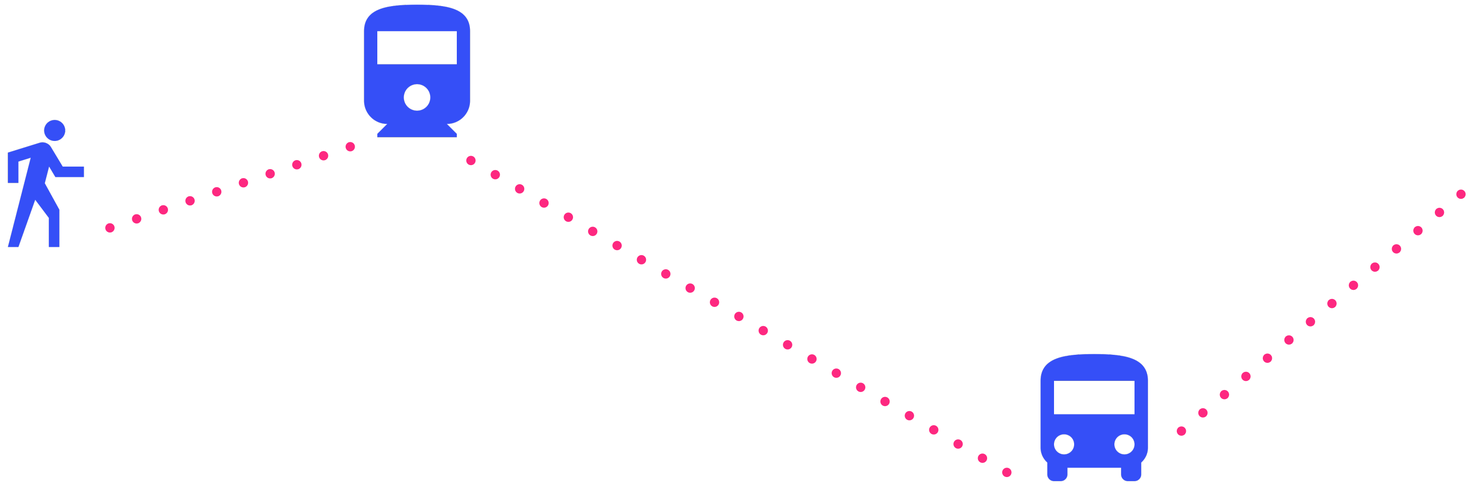
ZEELO

ZEELO

Zeelo is an on-demand coach service

We use data and AI to redesign inter-urban shared transportation that's built around the customer

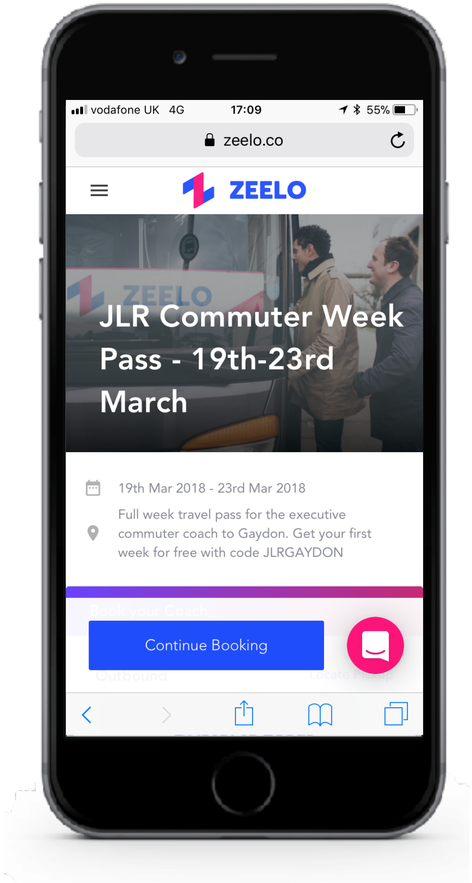
ZEELO

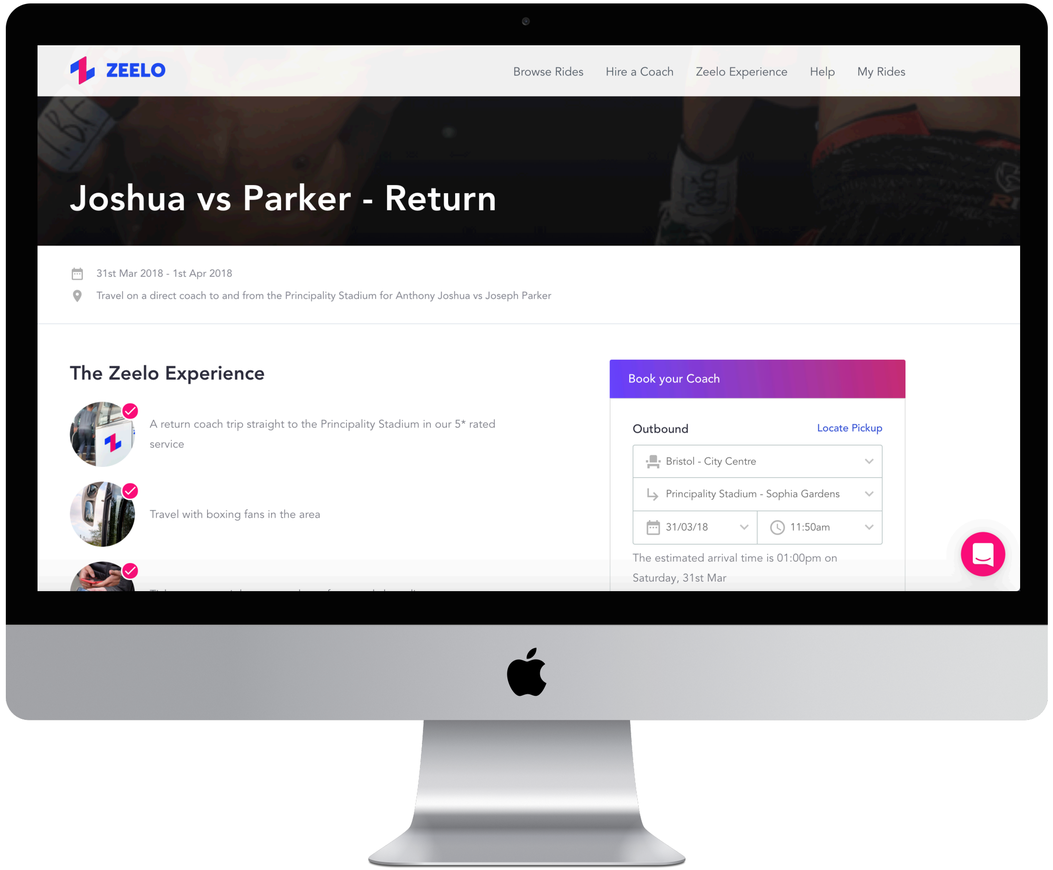


ZEELO

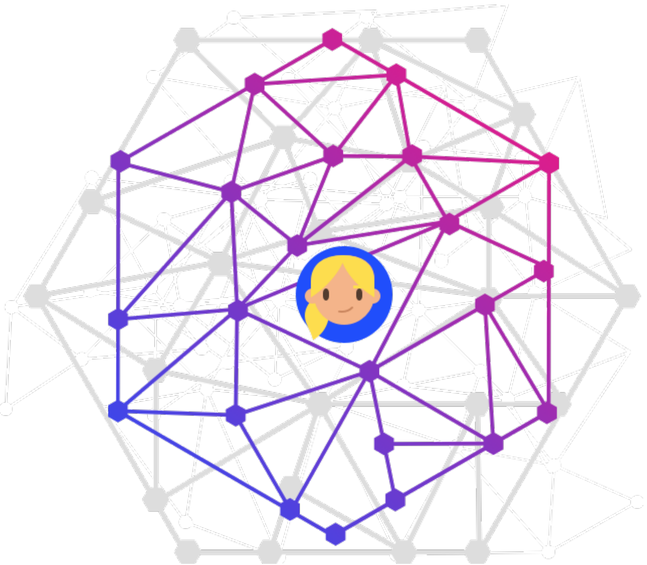
Zeelo is powered by an algorithm Called RINA

Booking Platform





How we make RINA smarter

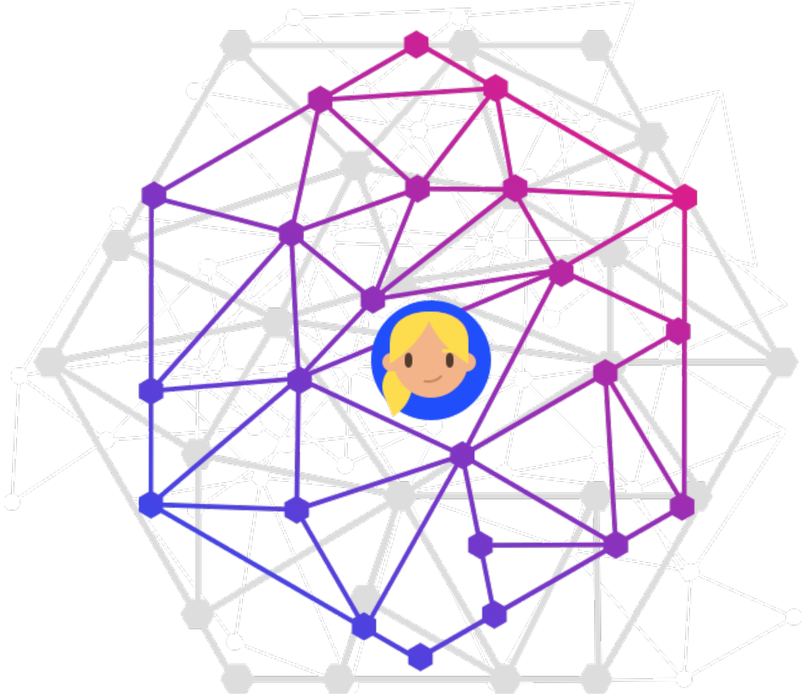


RINA

Booking Platform

We build routes where others can’t

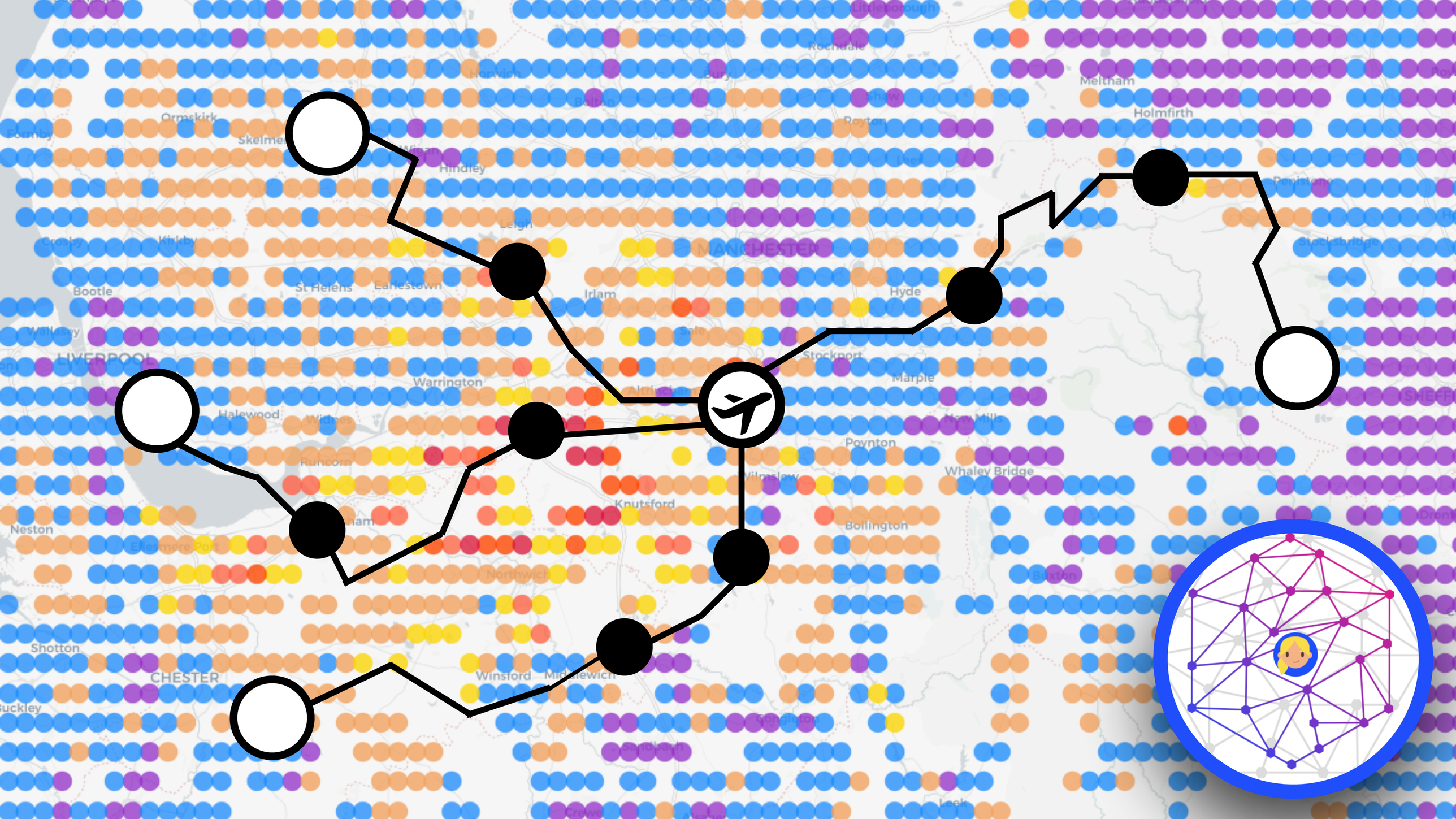
RINA is our algorithm



RINA uses multiple data sets to identify those who are poorly served by public transport

Through **superior data analytics**, we build customer-centric and commercially viable routes

That RINA helps us to continuously optimise


Ormskirk
Skelmersdale
Wigan
Hindley
Leigh
Bolton
Rochdale
Oldham
Meltham
Holmfirth
Penistone
Stocksbridge
Bootle
St Helens
Eccleston
Irlam
Hyde
Stockport
Marple
Wallasey
LIVERPOOL
Warrington
Halewood
Widnes
Runcorn
Altrincham
Sale
Poynton
Whaley Bridge
New Mills
Wilmslow
Knutsford
Bollington
Buxton
Neston
Ellesmere Port
Northwich
Shotton
CHESTER
Winsford
Middlewich
Sandbach
Crewe
Leek

RINA data strategy

Intent

Understanding demand patterns and reasons for travel

- Online data (social networks, search data)
- Macro-mobility data (telcos, tracking apps)
- Data from partners (if applicable)
- Zeelo user data (apps)

+

Competition

Understanding what options exist today, to identify gaps and pain points

- Personal car option, considering the 'sunk cost'
- Public transport options (time, cost, pain)
- Use case specific pain points (no parking, congestion etc)
- Service frequencies

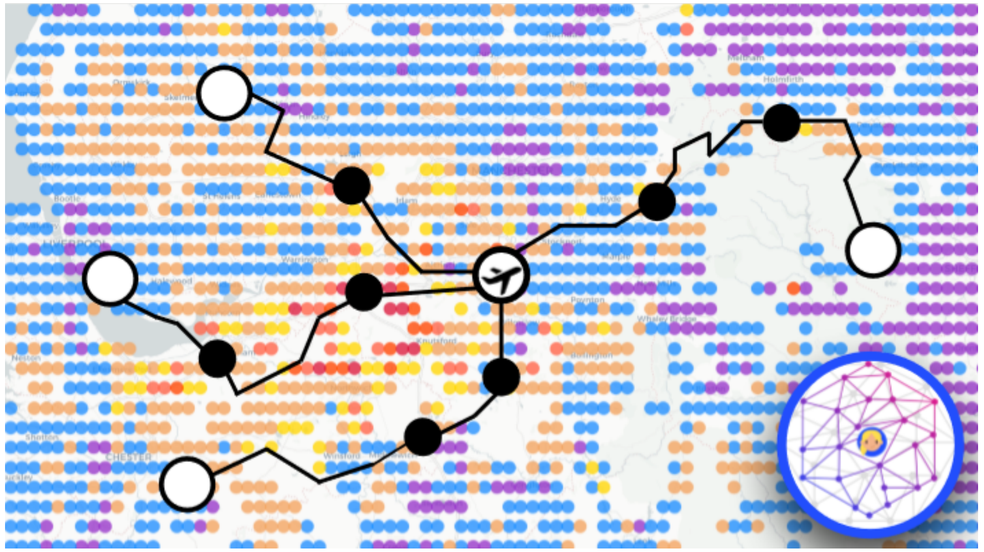
+

Behavioural [The secret sauce]

Understanding how potential travellers evaluate different transport options and choose a Zeelo service

- Zeelo historical sales and analytics data
- Demographic data
- Customer interviews
- Travel aggregator / search data

To build commercially viable routes using our pricing and route optimisation engine…

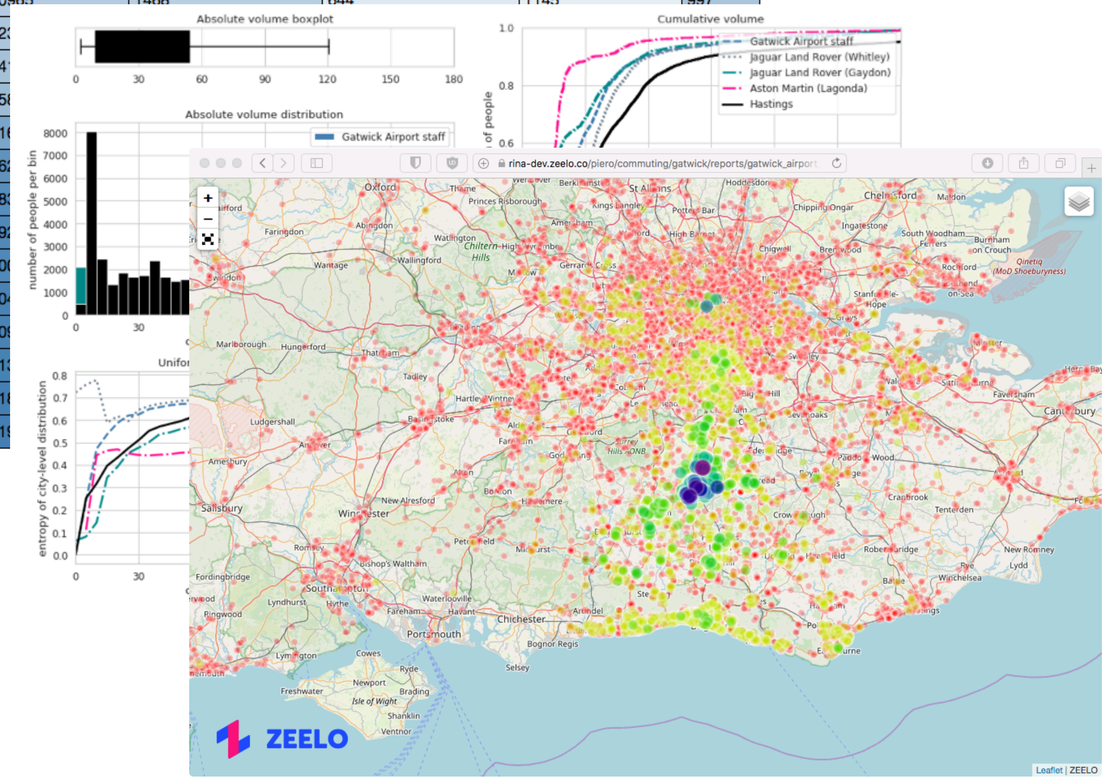


Zeelo Sales + Analytics Data

Ongoing route optimisation + **RINA Adjustments using Machine Learning**

Identification of opportunities and data visualisation

	Gatwick Airport staff	Jaguar Land Rover (Whitley)	Jaguar Land Rover (Gaydon)	Aston Martin (Lagonda)	Hastings
driving time (min)					
5	492	149	42	1057	440
10	8533	724	119	1070	612
15	10965	1468	644	1145	997
20	12				
25	14				
30	15				
45	21				
60	26				
75	28				
90	29				
120	30				
150	30				
180	30				
240	31				
300	31				
360	31				



Data collection

- RESTfull APIs (third party services)
- Custom data import (from partnerships)

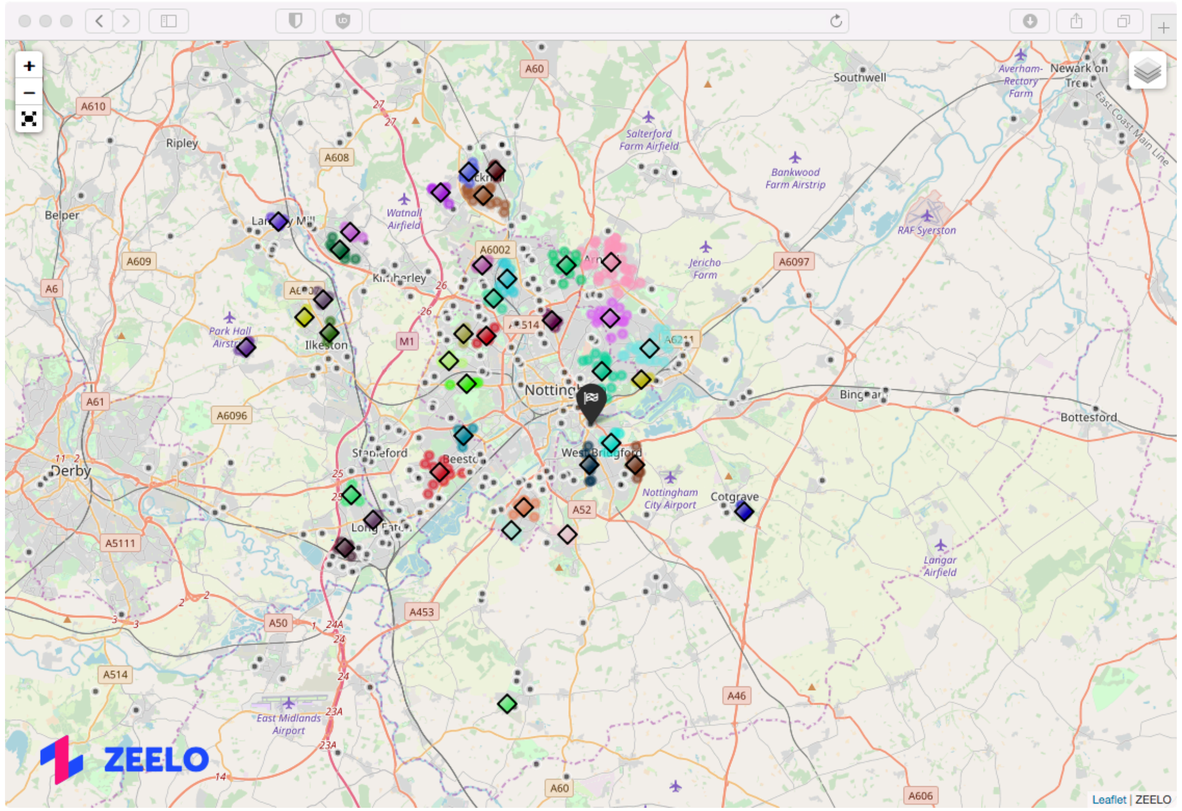
Preprocessing

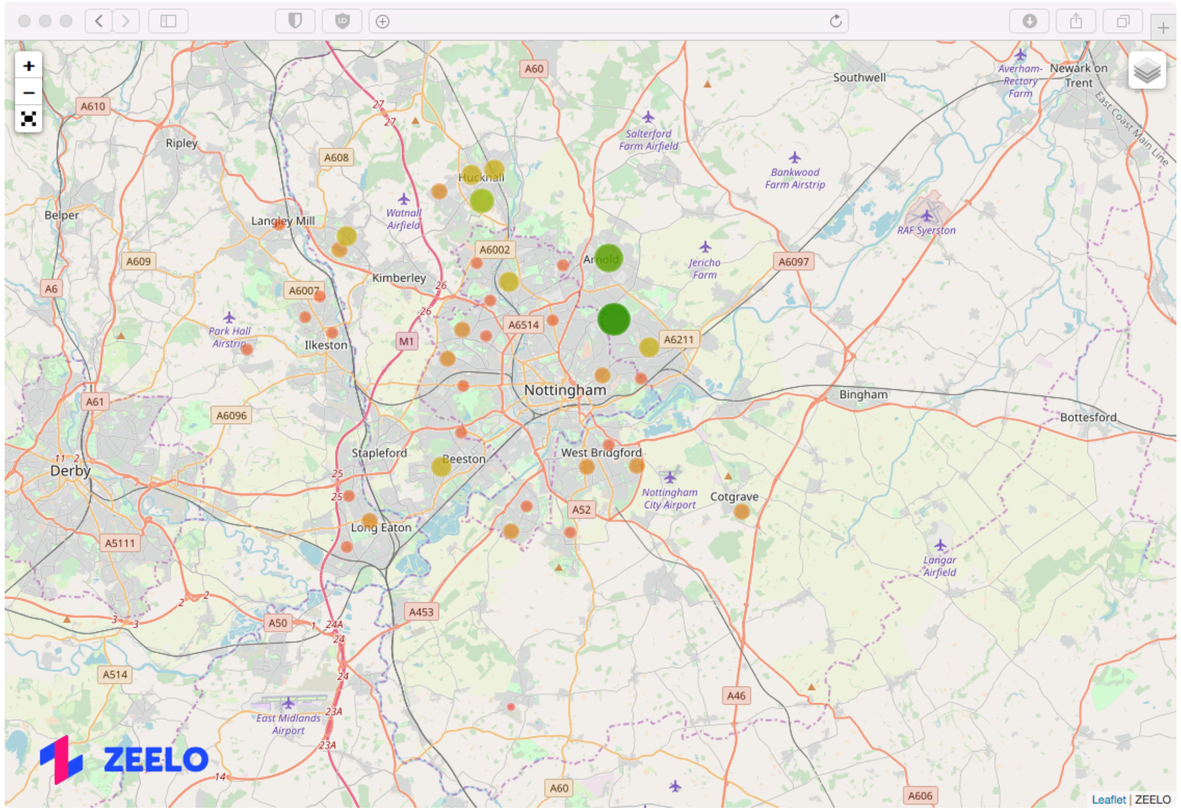
- Data cleaning and geocoding records
- Geographical aggregations (GIS tools)

Visualisation

- Statistics (geographical distribution of audience, distance, travel times, etc.)
- Maps

Identification of target areas and pickup points

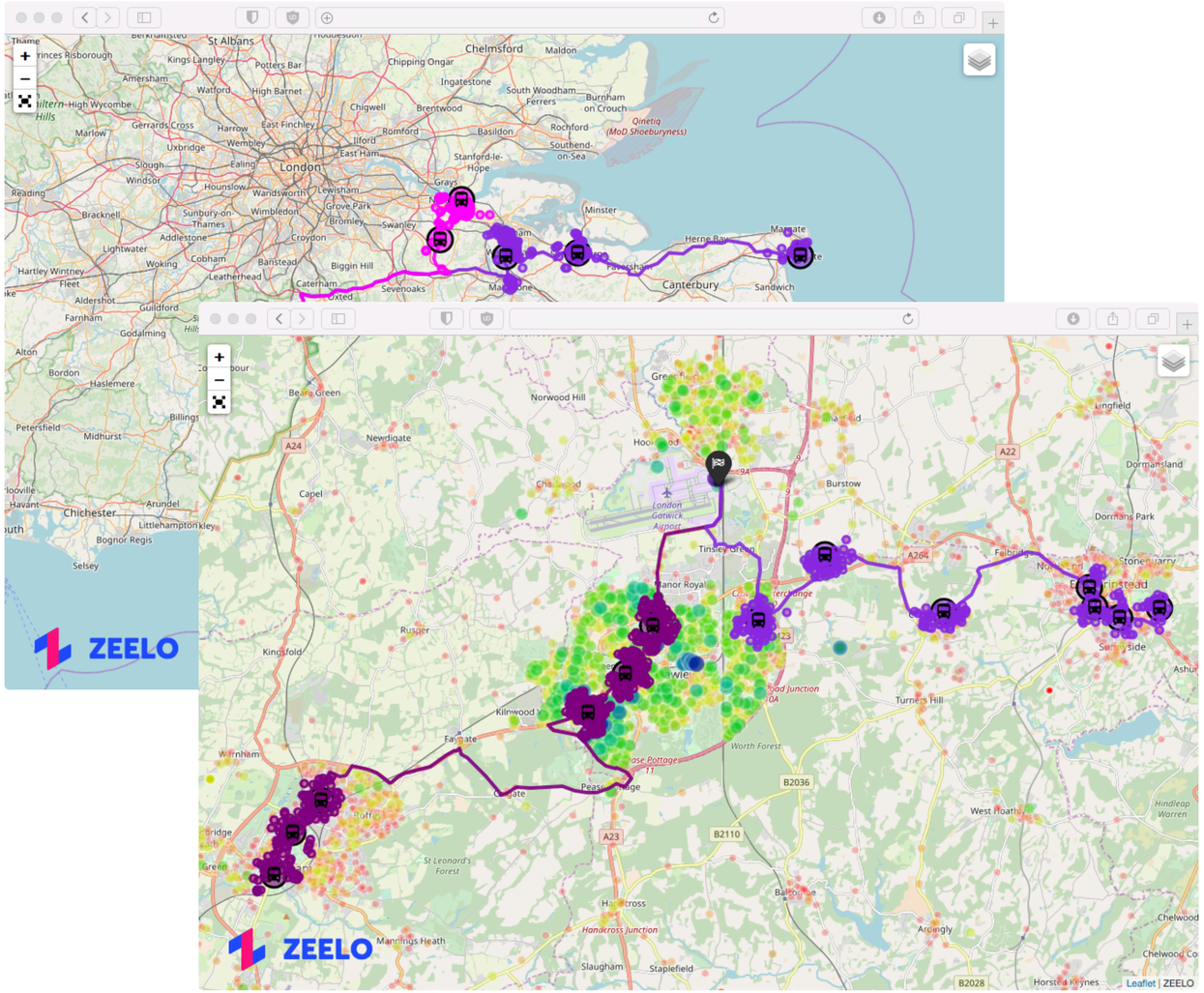




FROM
geographical clustering algorithms
(unsupervised learning techniques)

TO
ranked candidate stops
(optimised and “scored” pickup points)

Route-Generation algorithm

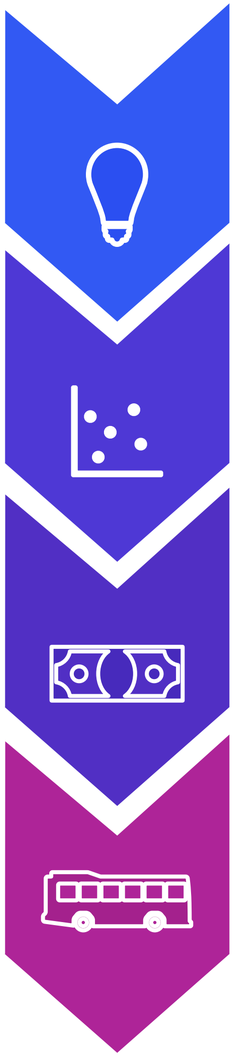


Data input: audience information and navigation data (external APIs and internal routing machine)

Optimal connection between pickup points and destination with minimal impact on travel time

Maximise customer catchment in poorly connected areas

Our mission: a fully automatic and data-driven end-to-end process



Opportunity and transport demand identification

- Additional data sources (social networks monitoring in real-time, macro-mobility datasets, …)
- From purpose-oriented to purpose-agnostic transport (increase flexibility)

Clustering and route generation

- Self-tuning algorithms & meta-learning
- Gradually reduce human intervention and tuning

Sales and marketing

- Bespoke pricing schemes based on time-tables and competitors
- Automatic targeted advertisement campaigns

Support operation tasks and suppliers

- Improved automatic pickup point decision (PoI databases + ML)
- Automatic supplier evaluation and management

Thank you!

Sam Ryan
Co-Founder & CEO

Barney Williams
Co-Founder & CMO

Dani Ruiz
Co-Founder & CTO

Pierdomenico Fiadino
Data Science Lead

ZEELO

http://zeelo.co
@gozeelo