Why we choose our Kpi’s ?

1.- Rents per Hour.

We were thinking that the relation between the number of rents per hour would be a key identificatory and one of the most important to have a oversee of how is this been development over the hours.

2.- Bikes per Hour

This indicator help us to have a track of how many bikes are been used in a certain amount of time, that will help us to make it possible to schedule the maintenance of the bikes and how many bikes should be at free at each hour.

3.- Rents per Station per Hour

This indicator make us possible to have an overview of how the rents in each Hour are distributed on the stations that we have. This is very important to have a better view of how we can improve how we need to distribute our bikes over the stations to make sure that there is going to be always bikes to be rent and that the station will not to be overtax on the demand on bikes.

4.- Number of Rentals per Customer or Subscriber.

This indicator may for us possible to have an overview of how many subscriber or customers are using our rental system to have a travel. That may us help to improve the services for those ones who are subscribed to our Company and to make new decisions of how can we reach those ones who are not subscribed to us and are just casuals to take the step to subscribe to us.

5.- Average Drive Time.

This indicator help us to see how long in average the customers or subscribers are renting/driving our bikes. This could be important to make decision later on to make a better plan of how many times in a year or in a season the bikes need to be in maintance to make sure that our guest are going to be traveling safe.