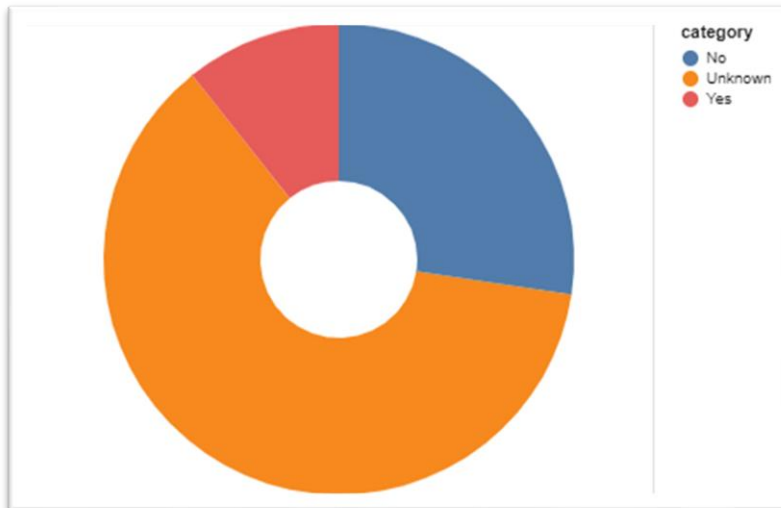


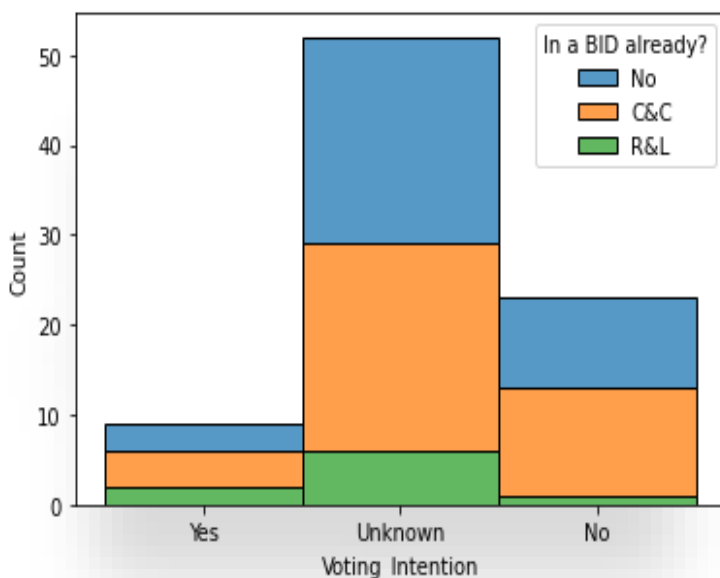
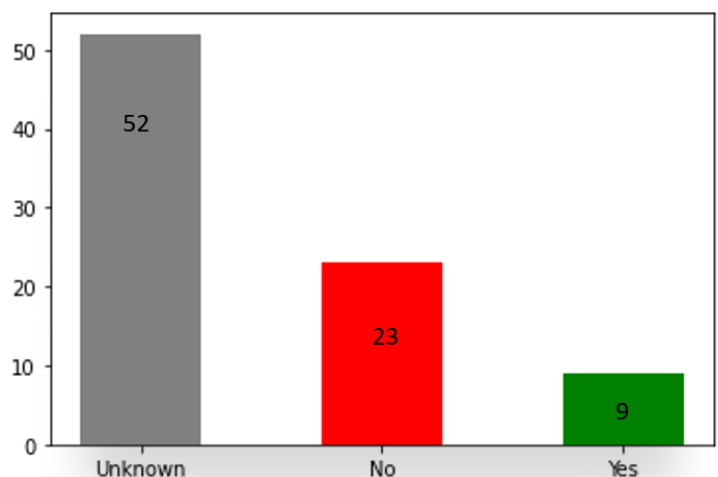
## Data Exercise – Liverpool BID Company

### Accommodation BID Analysis



- It's still unclear of the voters' acceptance of the new Accommodation BID since Most of the Payers' Voting intentions are Unknown.
- It Looks like the 'No' category has high percentage than the 'yes' for new accommodation BID approval from the payers'
- A second survey on the Unknown category of voting intentions can aid us in better understanding and preparing for business strategy.

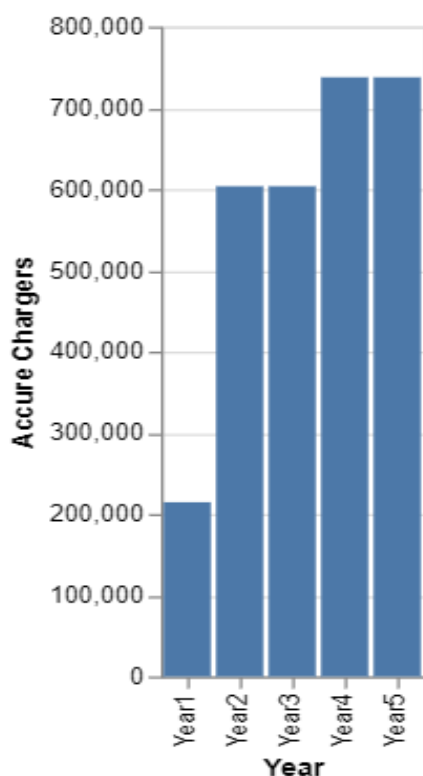
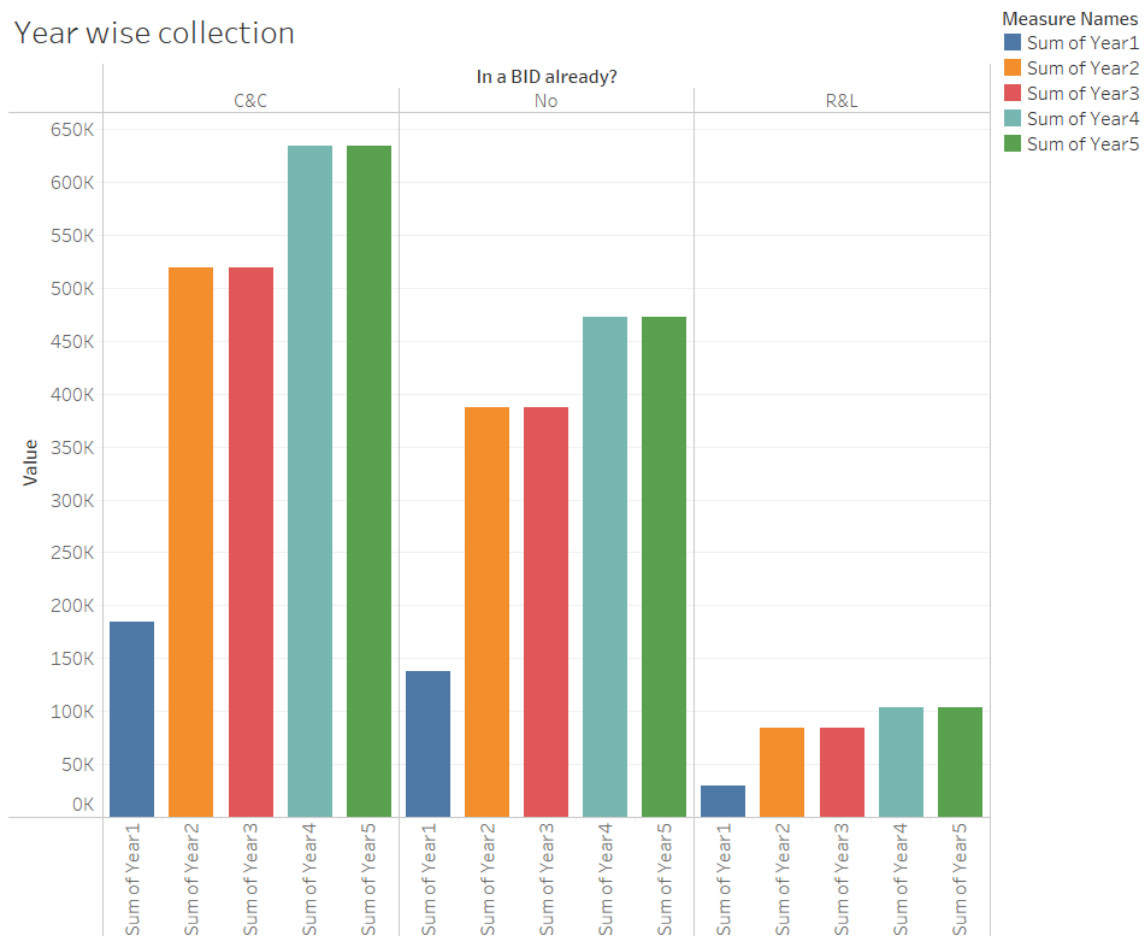
- There is a high probability to improve the success of the new Accommodation BID if we can get more than 50% of Yes votes from the 'Unknown' voting intention category.



- A high percentage of C&C (Culture & Commerce) and Non-BID members are in the Unknown category of Voting Intention.

- If the new Accommodation BID is Successful, overall top BID payers in the category are from C&C.

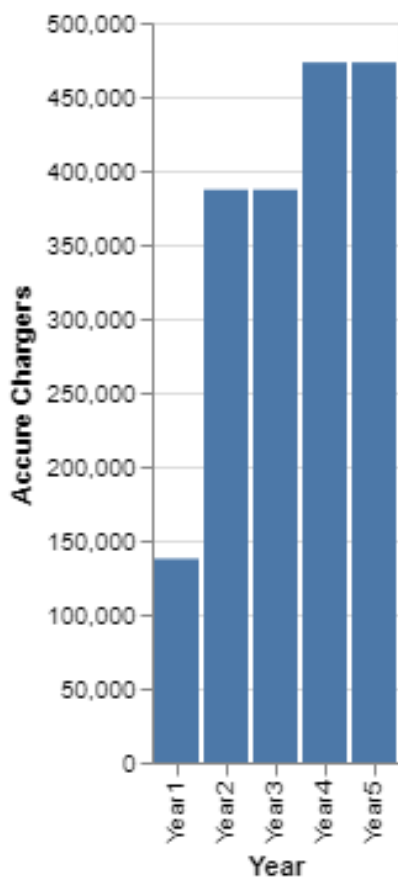
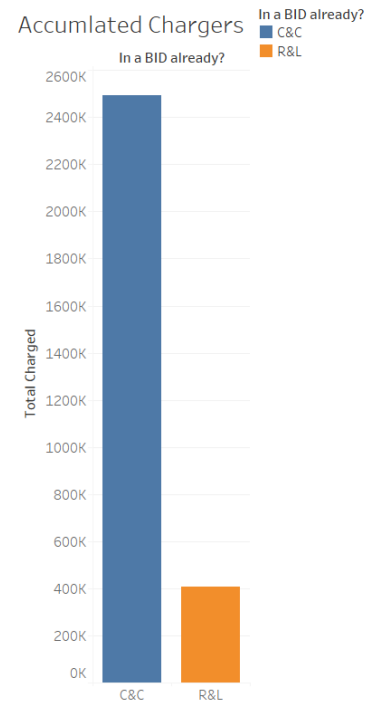
Year wise collection



- If chargers are applied for eligible BID payers, then accumulated chargers as per year wise.
- A total of £2,896,992 is collected in 5 years from Eligible BID payers.

**Assumption:** Eligible BID payers are the payers who are already in either any category C&C or R&L.

- Accumulated RV chargers are mostly collected from C&C category BID payers almost accumulated more than £240K in 5 Years.



If Non-BID payers are considered Eligible payers then a total of £1,858,086 is collected from Non-BID payers in 5 years.

**Assumption:** Non-Bid payers are those who are not in either category of C&C and R&L.