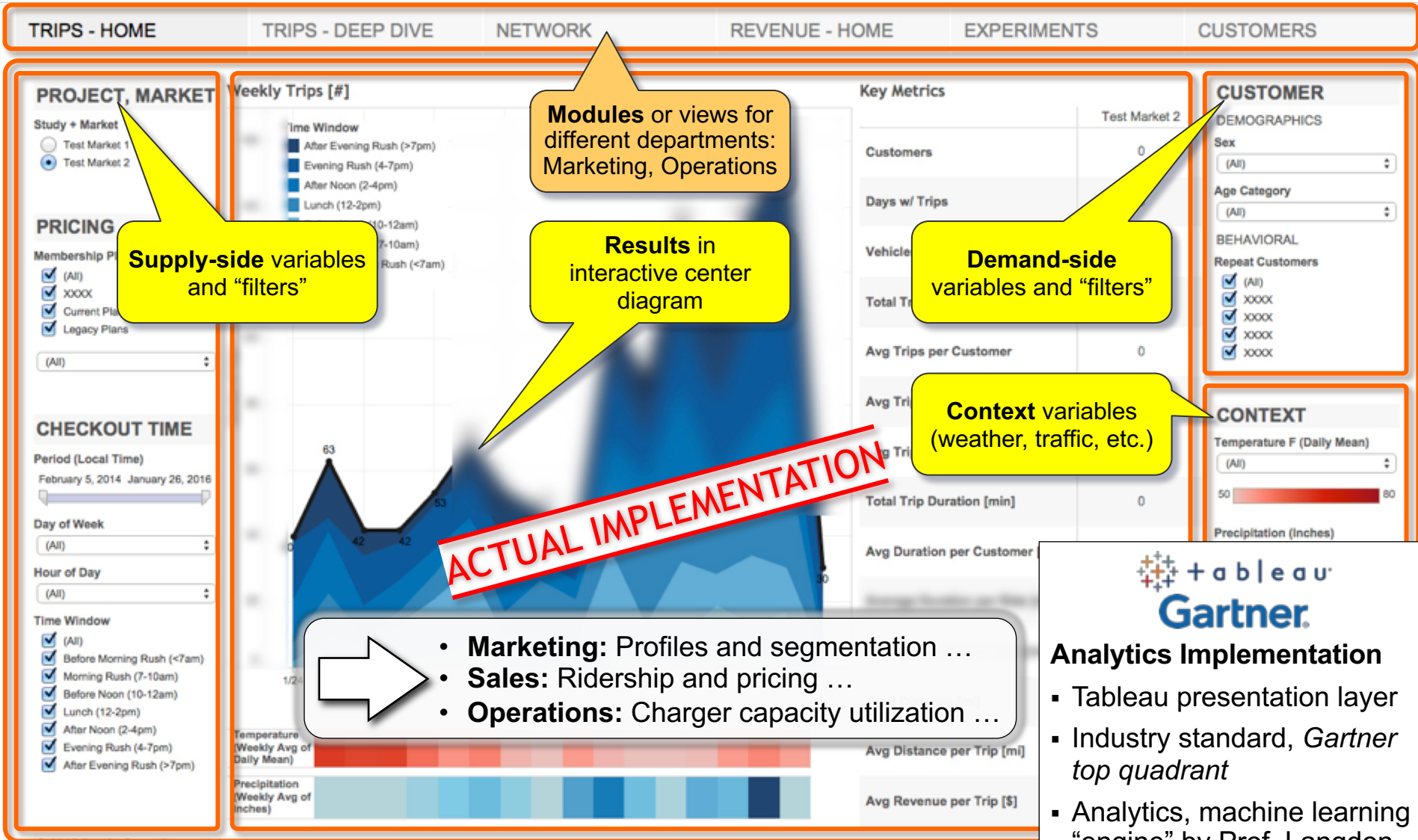
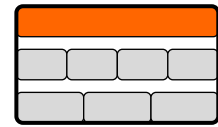


Self-Service Portal – Shared, Electrified Mobility: Quantifying, Testing, Predictions



Modules or views for different departments: Marketing, Operations

Supply-side variables and “filters”

Results in interactive center diagram

Demand-side variables and “filters”

Context variables (weather, traffic, etc.)

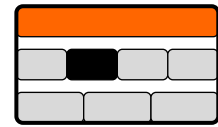
- **Marketing:** Profiles and segmentation ...
- **Sales:** Ridership and pricing ...
- **Operations:** Charger capacity utilization ...

tableau
Gartner

Analytics Implementation

- Tableau presentation layer
- Industry standard, *Gartner top quadrant*
- Analytics, machine learning “engine” by Prof. Langdon

Self-Service Portal – Shared, Electrified Mobility: Locating hubs and chargers for max. fleet utilization



RIDES - HOME

RIDES
- DEEP DIVE

NETWORK

REVENUE - HOME

REVENUE
- DEEP DIVE

CUSTOMERS

CUSTOMERS
- SURVEYS

PROJECT, MARKET

Study + Market

PRICING

Membership Plans

CHECKOUT TIME

Period (Local Time)

Day of Week

Time Window

- (All)
- Before Morning Rush (<7am)
- Morning Rush (7-10am)
- Before Noon (10-12am)
- Lunch (12-2pm)
- After Noon (2-4pm)
- Evening Rush (4-7pm)
- After Evening Rush (>7pm)

Map of Rides [#]

- Travel Type
- Round-Trip
 - Outgoing
 - Incoming
 - Unidentified Location

Map of Rides (w/ & w/o Revenue) [#]

Point-to-point,
from A to B

Select Location

Map of Rides (w/ & w/o Revenue) [#]

Mostly local rides
and round trips

CUSTOMER

DEMOGRAPHICS

Sex (All) Age Category (All)

BEHAVIORAL

Repeat Riders at end of pilot

- (All)
-
-
-



Analytics Implementation

- Tableau presentation layer
- Industry standard, *Gartner top quadrant*
- Analytics, machine learning “engine” by Prof. Langdon