



V+ Dashboard Rider Activity & Campaign Analysis

MSc in Digital Marketing and Data Science
Professor: Anna Abreu

Students: Yu-Chieh YU, Clara VERCHERE, Lia WADIH, Alara ÜNAL, Jingqian ZHANG



Global Overview

Users

town

is_student_adjust...

Student

Non-Student

Subscriptions

user_type

yearly

monthly

Rides

ride_month

January

ride_start_week

Total Users



61

Total Used Bikes



2,839

Total Bike Rides



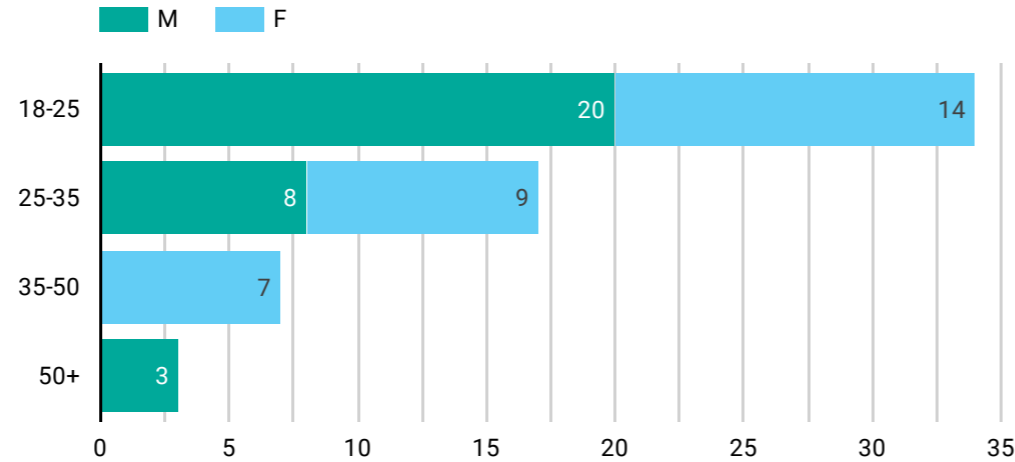
2,951

Average Ride Duration

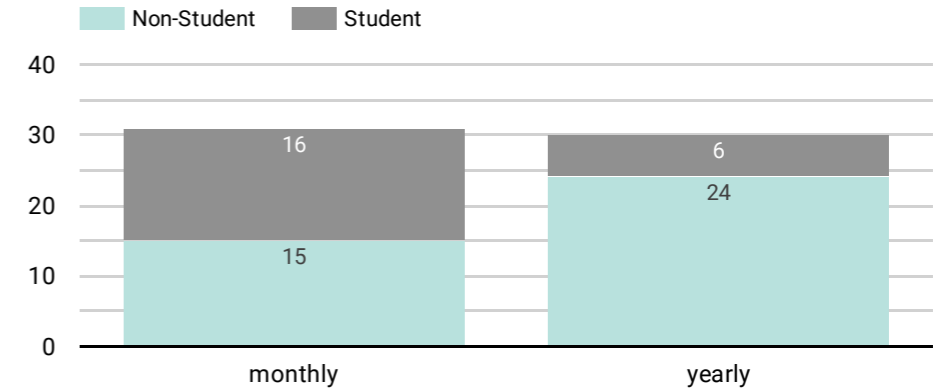


14.4 (min)

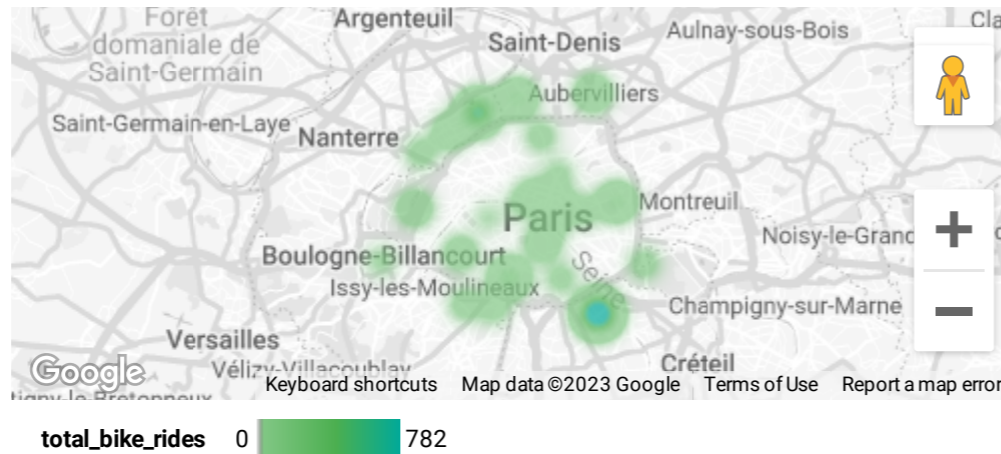
User Distribution by Age & by Gender



V+ Subscription Distribution



Total Bike Rides Repartition



	town	total_bike_rides
1.	IVRY-SUR-SEINE	782
2.	CLICHY	433
3.	PARIS-14E-ARRONDISSEMENT	210
4.	PARIS-20E-ARRONDISSEMENT	163
5.	SAINT-OUEN	160
6.	AUBERVILLIERS	121
7.	LEVALLOIS-PERRET	104



Users & Rides Overview

Users

age

is_student_adju...

Student

Non-Student

Subscriptions

user_type

yearly

monthly

Rides

ride_month

January

ride_start_week

Total Users



61

Total Used Bikes



2,839

Total Bike Rides



2,951

Average Ride Duration



14.4 (min)

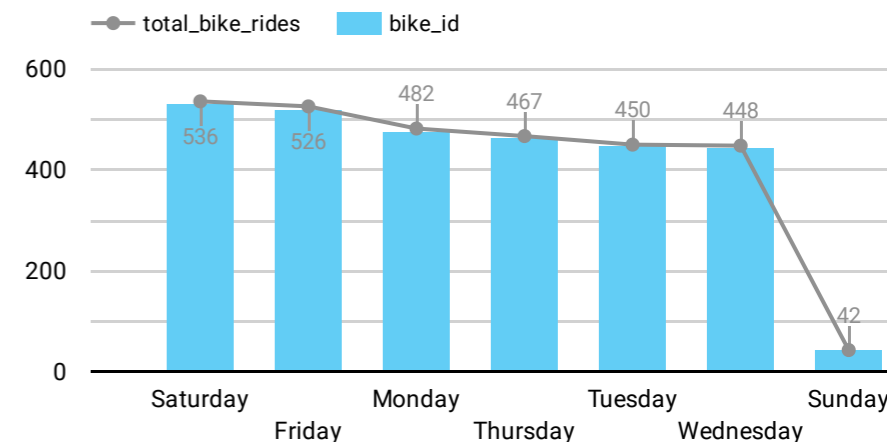
Most Active Bike Users

Target Ride Duration Per User Per Month

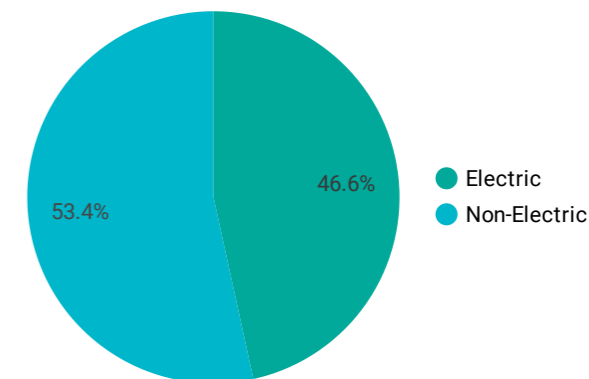
600

	user_id	total_bike_rides	duration_min	% of max ride duration target
1.	123	65	<div style="width: 65%;"></div>	164.67%
2.	100	62	<div style="width: 62%;"></div>	160.67%
3.	118	63	<div style="width: 63%;"></div>	158%
4.	122	58	<div style="width: 58%;"></div>	149.67%
5.	109	59	<div style="width: 59%;"></div>	148.5%
6.	148	58	<div style="width: 58%;"></div>	146.17%
7.	117	61	<div style="width: 61%;"></div>	145.67%
8.	160	60	<div style="width: 60%;"></div>	144.83%
9.	115	59	<div style="width: 59%;"></div>	144.83%
10.	145	59	<div style="width: 59%;"></div>	137.33%
11.	130	55	<div style="width: 55%;"></div>	135.33%
12.	134	51	<div style="width: 51%;"></div>	128.5%
13.	121	49	<div style="width: 49%;"></div>	127.5%
14.	110	53	<div style="width: 53%;"></div>	126.83%

Nb of Rides & Bikes Used Per Day of Week



V+ Electric Bike Distribution



V+ Campaign Overview

Users

age

Media Channels

- media
- email
- fb
- instagram
- sea

Campaign Runtime

campaign_week

weekday_or_weekend

Total Cost

15.96K €

Total Signup

884

CPA Cost Per Signup

18.06 €

CPM

117.54 €

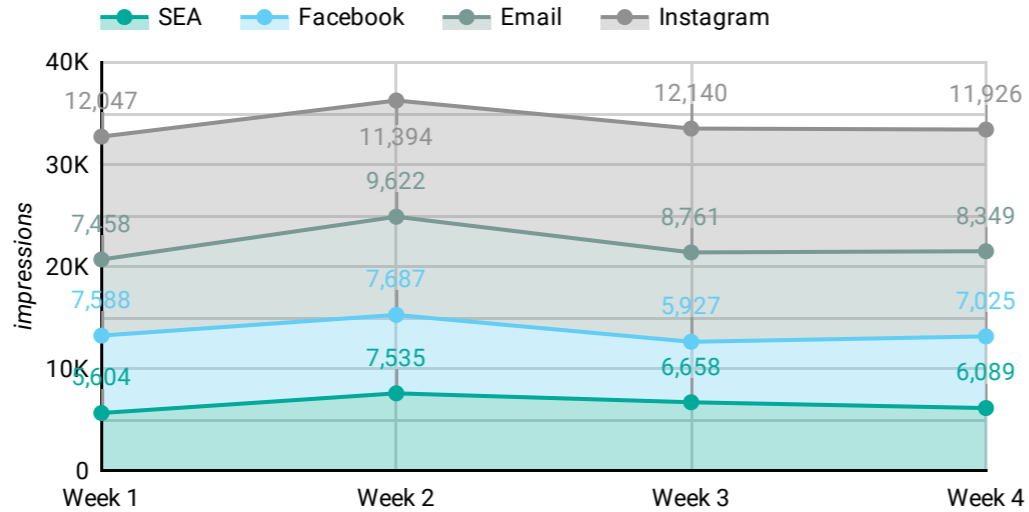
CPC

0.72 €

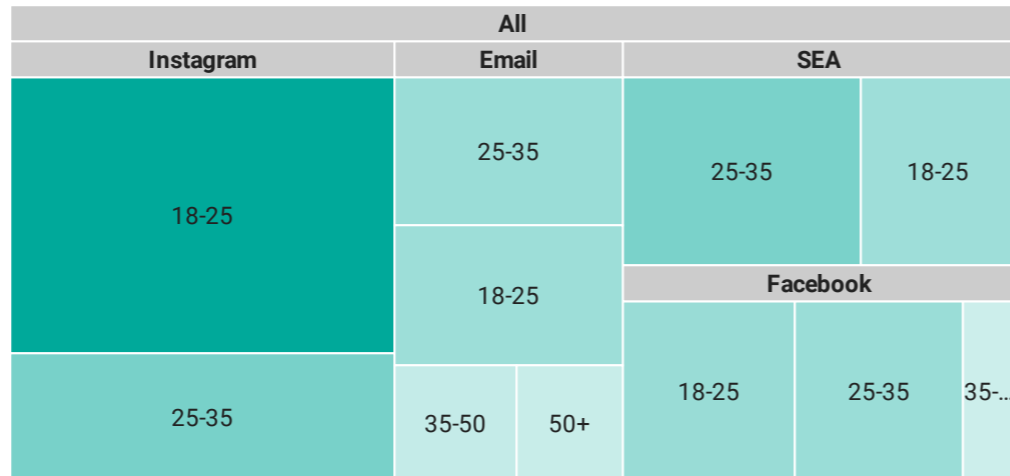
Conversion Rate

3.98%

Total Impressions Per Media Type Per Week



Total Signups Per Media Type



Campaign Analysis

campaign_id	media_adjust...	clicks	signups	conversion_rate
2	Instagram	2,433	114	4.69%
4	Instagram	2,370	111	4.68%
3	Instagram	2,414	112	4.64%
1	Facebook	2,429	112	4.61%
5	SEA	2,260	103	4.56%
6	Email	2,368	107	4.52%

1 - 14 / 14

Average Cost Per Signup Per Media Type

