



Investing in your future

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European Regional Development Fund

SMART CITIES Conference

Economics and metrics of logistic infrastructure as a service

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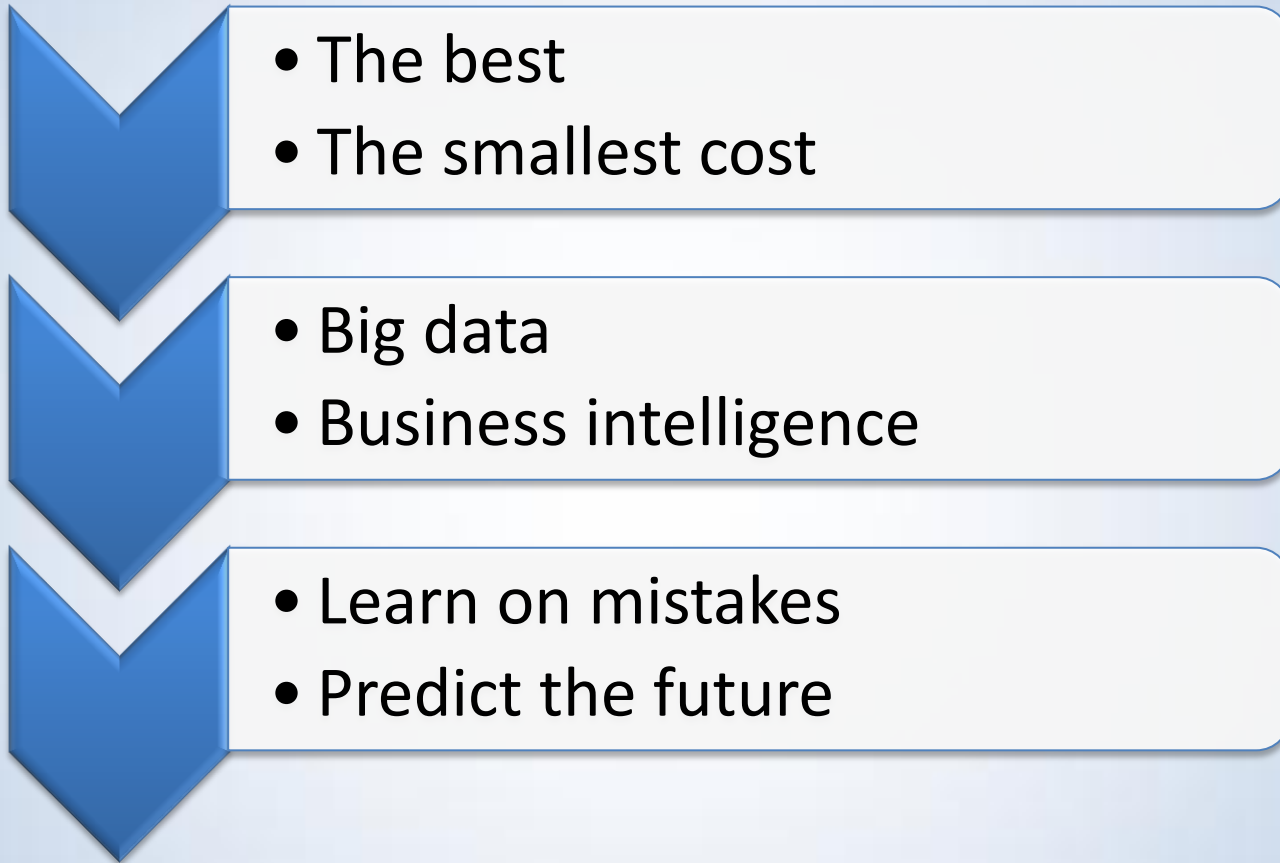
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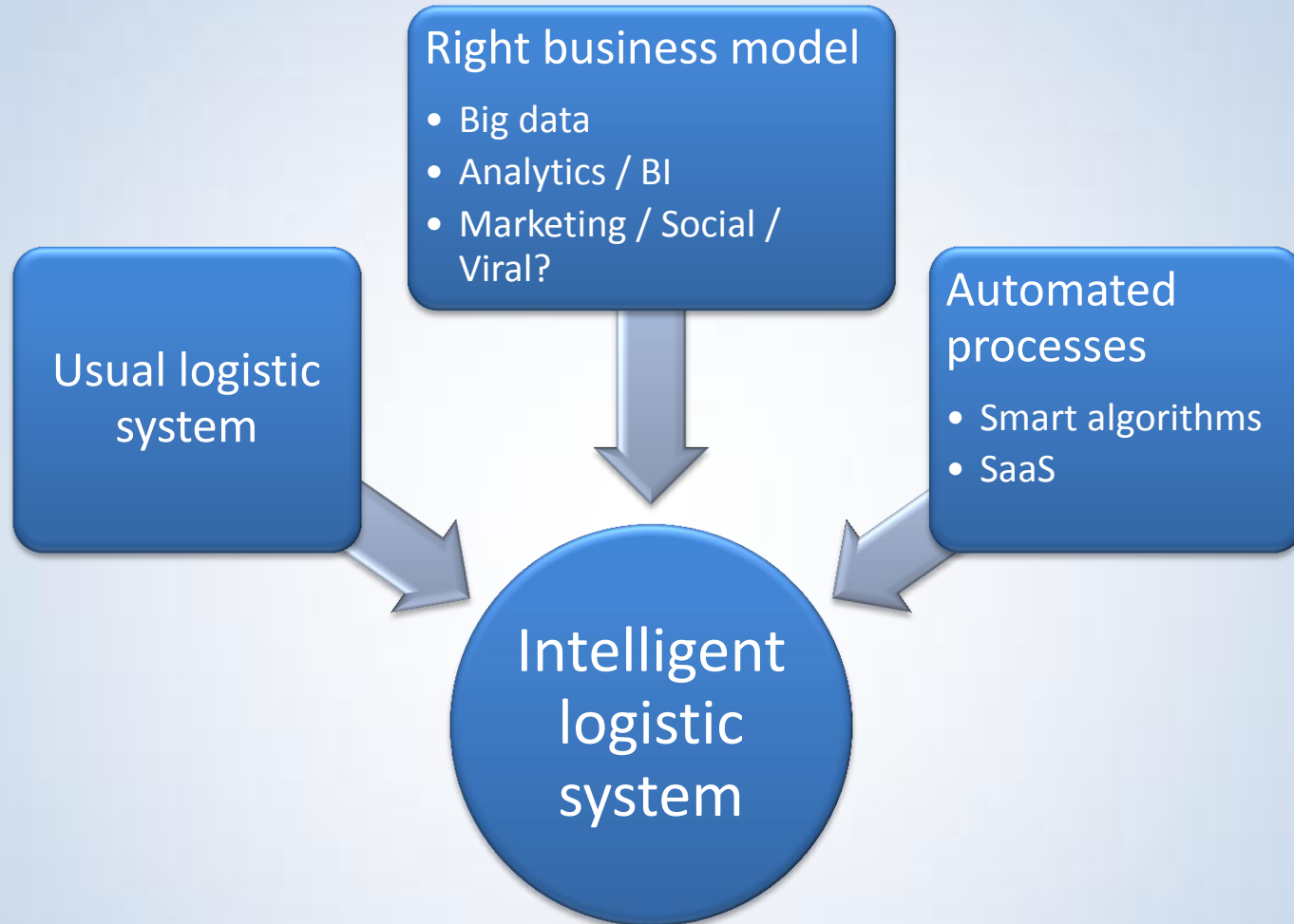
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The idea



The idea



Business metrics

KPIs

- Monitor the performance
- Monitor the quality



“And this is the only performance indicator that’s moving up. Unfortunately, it’s my blood pressure.”

Vir: cartoonstock.com



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Case study

GoOpti



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Income and achieving plan

Income from sales



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Income and achieving plan

Income from realization



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Income and achieving plan

Expected income from
realization



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Income and achieving plan

Total income from sales



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Operational indicators

Percentage of canceled seats



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Operational indicators

Income per type



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Operational indicators

General occupancy and actual occupancy



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Operational indicators

Income per sales channel



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Operational indicators

Price per customer



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Operational indicators

Income per km-seat



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Customer analytics

Number of bookings



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Customer analytics

Number of customers



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Customer analytics

Number of passengers
per order



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Customer analytics

Orders by day in a week



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Customer analytics

Departures per day in week



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Customer analytics

Departures per hour in day



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Customer analytics

Ratio of flexibility window type

(Latest drop-off – soonest pick-up)



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Customer analytics

Time window



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Customer analytics

Ratio of one-way
and returning orders



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Thank You

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