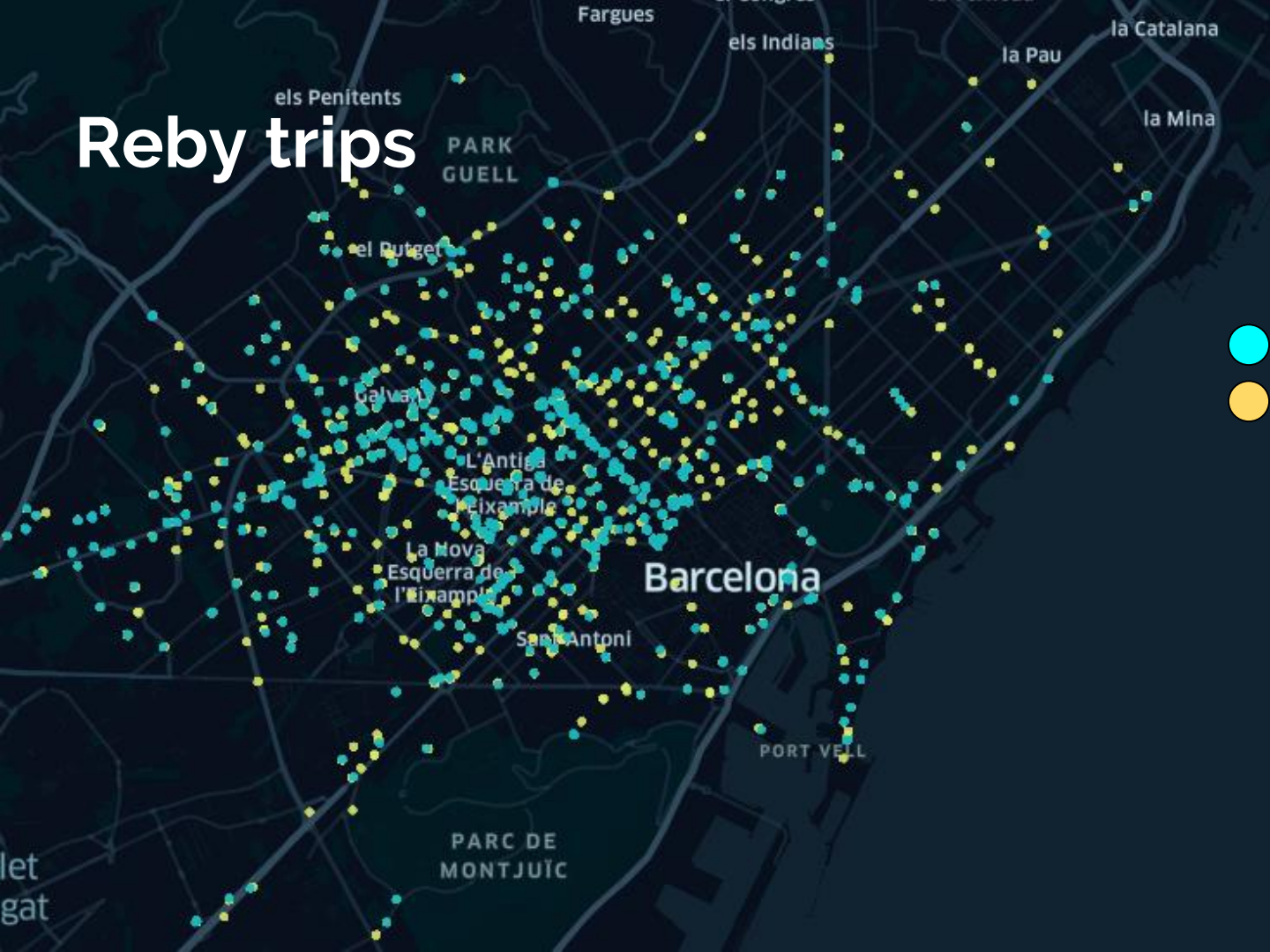


# Reby

Forum Mobilitat



# Reby trips



- Salidas
- Llegadas

# Trips



17mins  
2,8km



Salidas

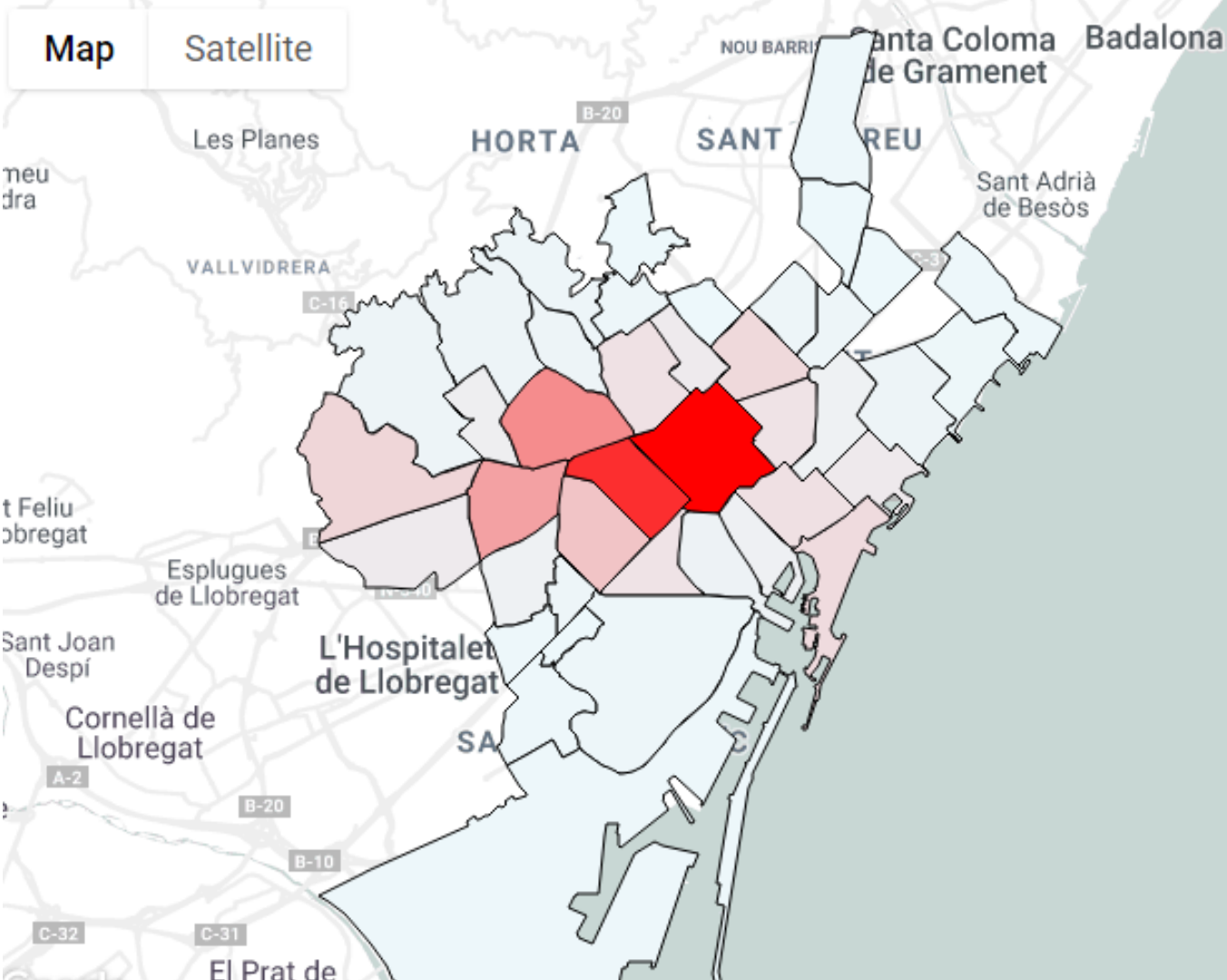


Llegadas



40% of uber  
trips

Map

Satellite





# Departures

-  Less density
-  More density

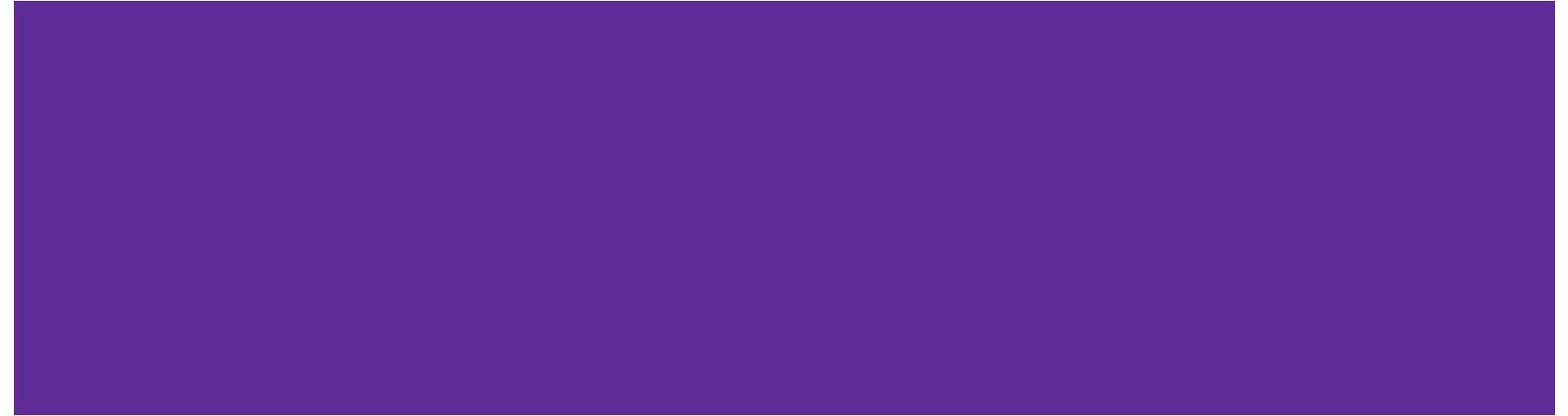
# How do we know when we meet demand?



-  users
-  scooters

# Benefits of app-driven businesses

Hint: Users are more at hand

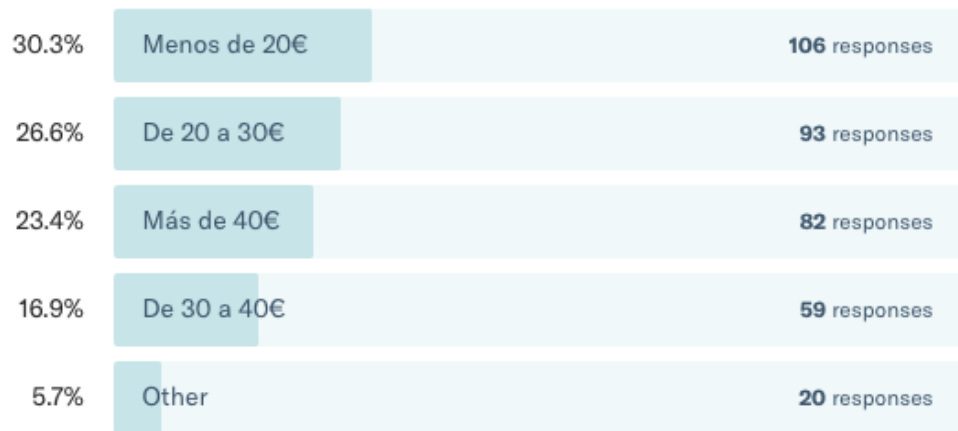


# Survey Results



¿Cuánto sueles gastar en transporte mensualmente?

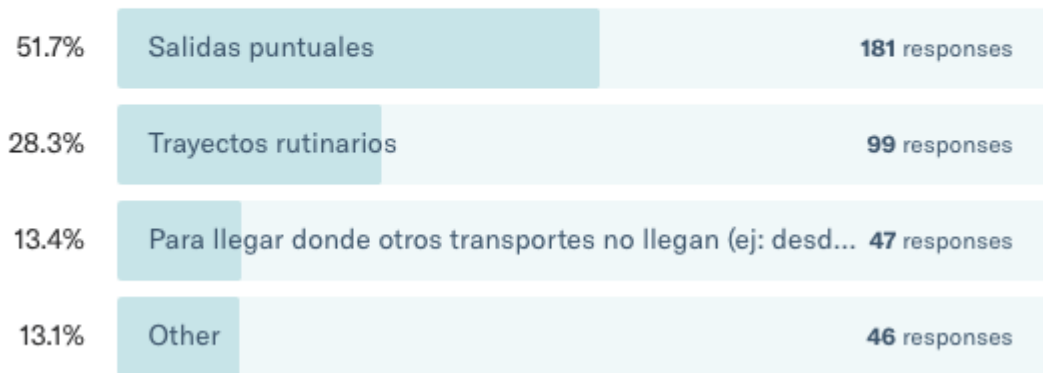
350 out of 350 people answered this question



# Survey Results

## 3 ¿Para qué sueles utilizar Reby?

350 out of 350 people answered this question





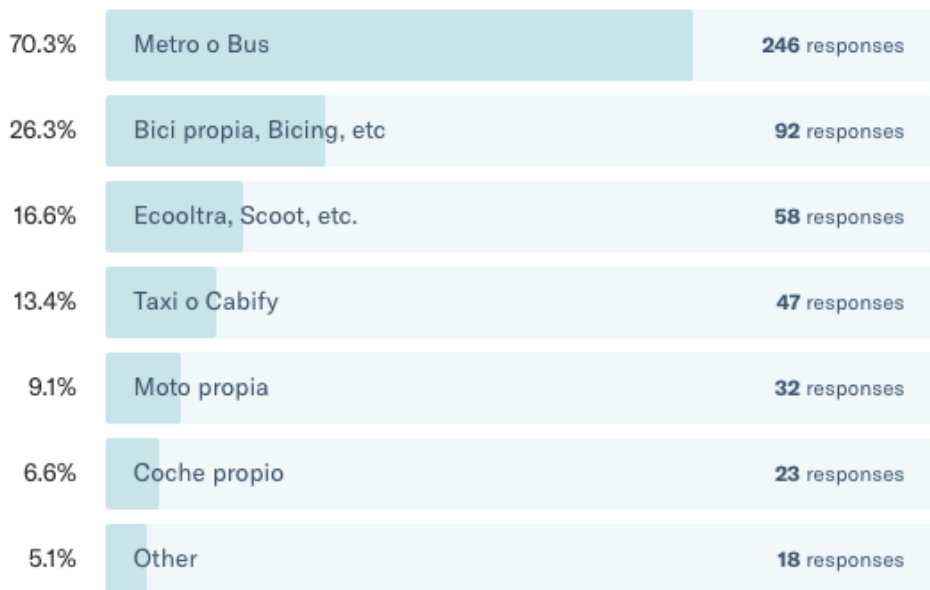
# Survey Results



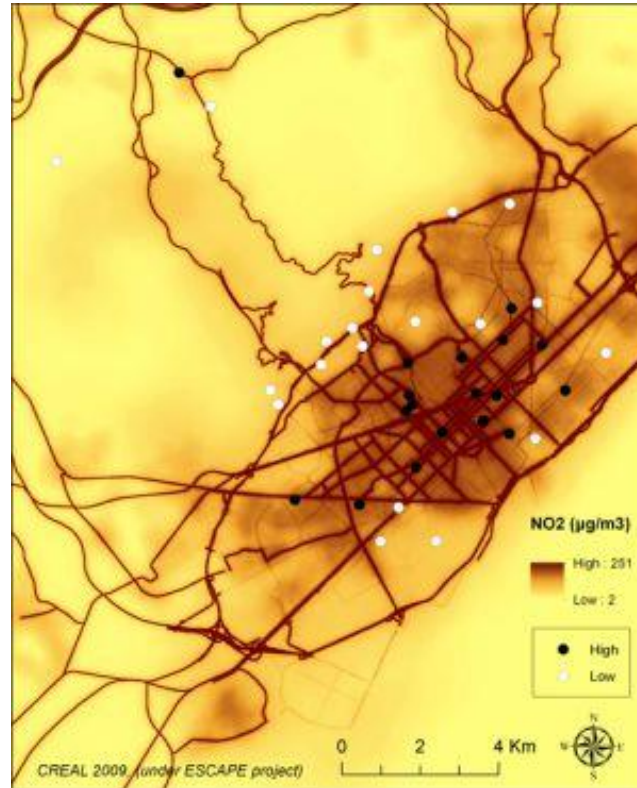
2

¿Con qué sueles moverte por Barcelona?

350 out of 350 people answered this question (with multiple choice)



# The next chapter: environment centric

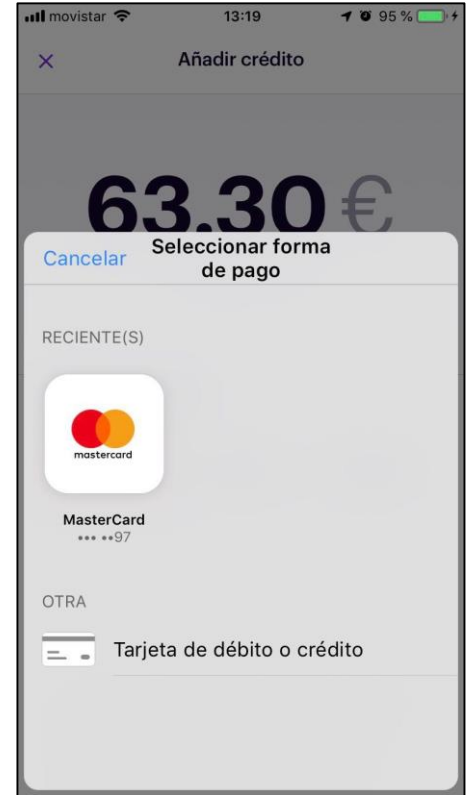
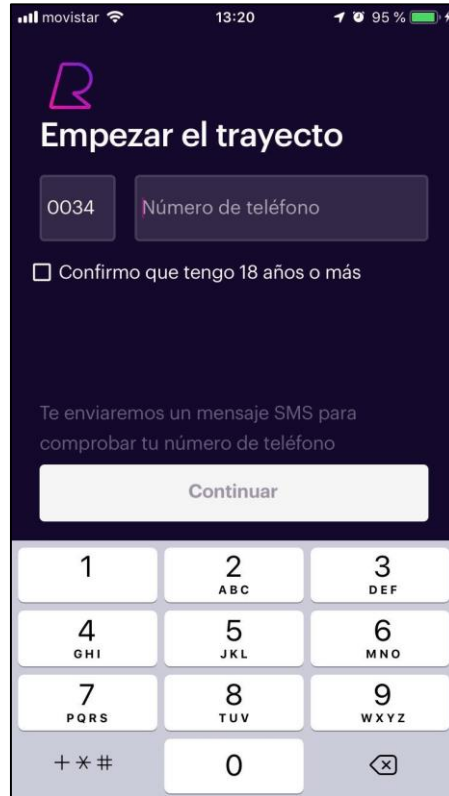
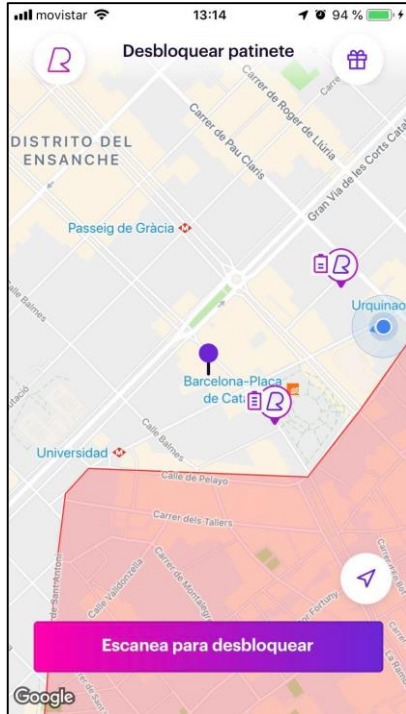


# Qué datos recoge Reby

Y por qué



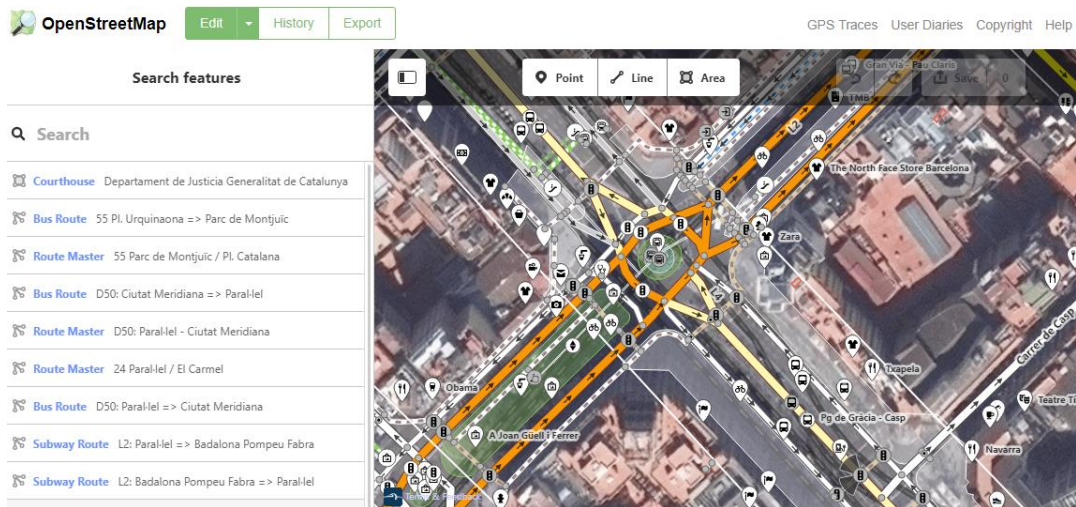
# The minimum to offer a service...



# ...fleet management



# What they don't say but we know



The screenshot displays the OpenStreetMap web interface. On the left, the search results panel is visible under the heading "Search features". It lists several items:

- Courthouse**: Departament de Justícia Generalitat de Catalunya
- Bus Route**: 55 Pl. Urquinaona => Parc de Montjuïc
- Route Master**: 55 Parc de Montjuïc / Pl. Catalana
- Bus Route**: D50: Ciutat Meridiana => Paral·lel
- Route Master**: D50: Paral·lel - Ciutat Meridiana
- Route Master**: 24 Paral·lel / El Carmel
- Bus Route**: D50: Paral·lel => Ciutat Meridiana
- Subway Route**: L2: Paral·lel => Badalona Pompeu Fabra
- Subway Route**: L2: Badalona Pompeu Fabra => Paral·lel

The main map area shows an aerial view of a city intersection in Barcelona. Several bus routes are highlighted in orange and yellow lines. The map includes various icons for points of interest, such as "The North Face Store Barcelona", "Zara", "Obama", "A Joan Güell i Ferrer", "Pg de Gràcia - Casp", "Txapela", "Teatre T", and "Navarra". The interface also shows navigation controls, a search bar, and a "Save" button.

# Qué hacemos con todo esto?

Predecimos la demanda según los datos disponibles, con ello hacemos una gestión más eficiente de la flota

Anticipamos roturas y mantenimiento

Detectamos actividad delictiva

.....y qué vamos a hacer

Predecir horas de uso por usuario por zona

Predecir el movimiento de la flota a lo largo del día -> disponibilidad

**Gracias**

