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DIGITAL GUIDELINES

Online advertising

Bannering

Website

Social

Job advertisements

A case study to recruit KE@Work students for two Business Intelligence projects.



Figure 64: Job advertisement - Recruitment case study 1



KE @ Work - 2 Project Proposals

1. Customer segmentation

- We want to define distinct customer types per car park
- We want to cross-check comparability of customer types
- We want to predict the optimal parking needs for season tickets customers, allowing us to free up parking spaces for ad hoc customers (i.e. increasing revenues per car park)

How do we enable you to tackle this challenge? You analyse key behavioural drivers, obtained from a combination of our parking data and data we've bought or collected from open data sources. You may want to start with analysing time and money spend, number of visitors at certain hours and days, discounts and campaigns, locations and POIs captured from Google APIs and the telecom industry, payment behaviours from banks and traffic data.

2. Portfolio benchmark

- We want to create a car park benchmark for acquisition purposes, comparing new with existing car parks
- We want to generate a database with key revenue drivers for car parks
- We want to have an in-depth understanding of the performance of competitive car parks

How do we enable you to tackle this challenge? You analyse our car park portfolio from a financial and location perspective, and combine our portfolio data with relevant desk research, data we've bought (or need to buy) or collected from open data sources. You may want to start with analysing our portfolio performance, competitive portfolio performance, influencing factors, dependencies, opportunities and relevant trends.