



Final Presentation Duke Engage

ADYA RAJPAL & KUSHAL MOHTA



OVERVIEW

SURVEYS

MARKETING PROPOSAL

SENDINBLUE

RIDERPERKS



Company Overview

MoGo is Detroit's non-profit bikeshare, with a mission of equitable and reliable transportation.

- MoGo operates in 10 neighborhoods in the greater downtown area of Detroit, as well as Northwest Detroit, Ferndale, Oak Park, Huntington Woods, Berkley, and Royal Oak.
- Offers 650 peddle bikes and E-bikes in over 75+ stations.
- Offers 10 pricing plans catering to a wide demographic.

The Team



Adriel Thorton
Executive
Director



Rory Lincoln



Jacob Graham



**Jeremy
Rosenberg**



Project Overview

Tasks Assigned:

1. Create Member and casual rider 2022 survey
2. Enhance the RiderPerks Program
3. Comprehensive analysis of SendinBlue efficacy

Additional Projects Undertaken:

1. MoGo Focus Group
2. Marketing Proposal
3. Customer Engagement Data Analysis



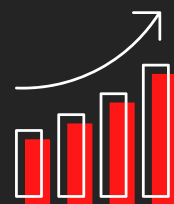
2022 Surveys

Execution



Created a categorised annual survey for Casual and Member riders including questions regarding General, Demographic, Operational Logistics, RiderPerks, Information and Advertising.

Analysis



Compiled a report analysing the results from over 200+ survey responses to help MoGo develop a comprehensive understanding of the problems, potential solutions, suggestions and consumer tastes and preferences regarding bikeshare and MoGo.

Casual survey: <https://www.surveymonkey.com/r/mogocasual>
Member survey: <https://www.surveymonkey.com/r/mogomember>

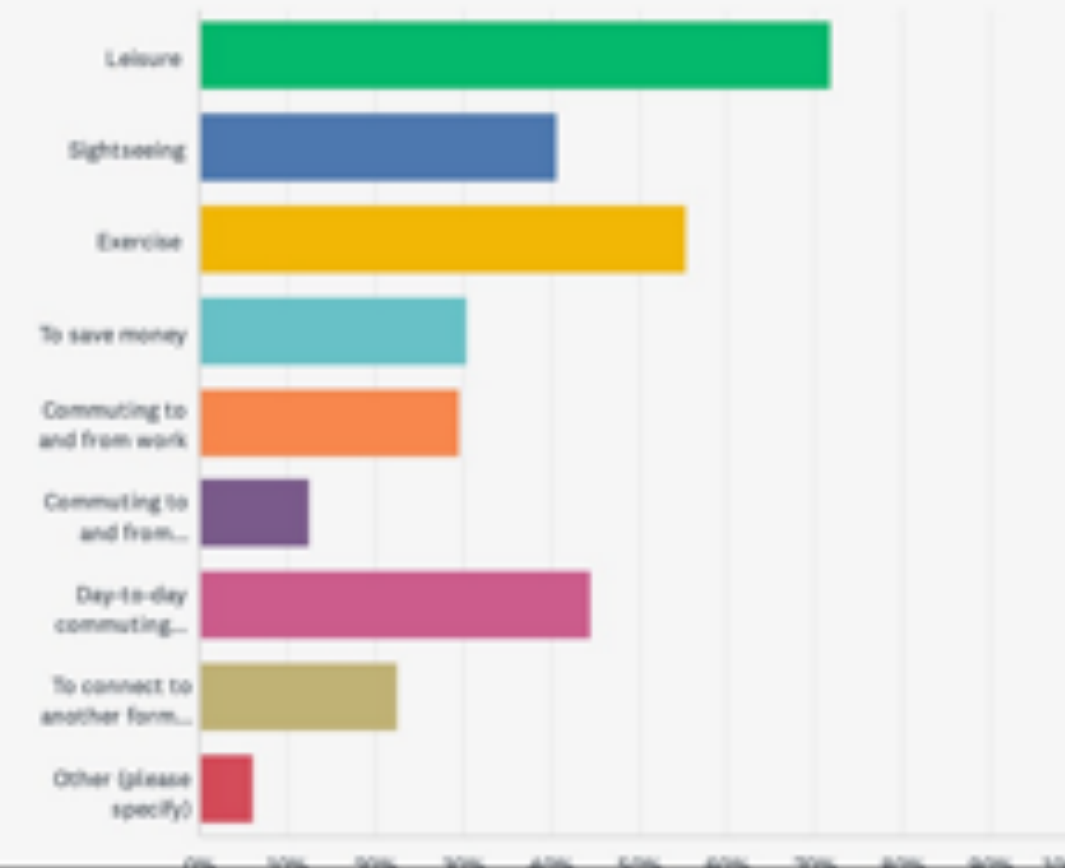
Casual Member Survey 2022

Introduction

Hi MoGo Rider! Thank you for taking the time to complete the 2022 survey. We reached out to our riders to learn how we can improve the service to better serve you. If you are longer than 10 minutes. In exchange for your time and feedback, those who provide their phone number at the end of this survey will have the opportunity to win a \$50 gift card. Always, we're grateful for your support of bikeshare in Metro Detroit!

Q4 What do you most use MoGo for? (Select all that apply)

Answered: 128 Skipped: 21





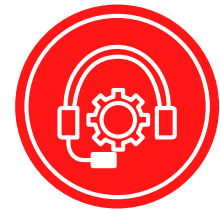
Survey Selection for Marketing Proposal

DYNAMIC PYTHON BUILT PROGRAM TO IDENTIFY THE TOP 3 USED ADJECTIVES FROM USER SURVEYS

```
def keyword(file):  
    file = (open(file), 'r')  
    filefinal = file.readlines()  
    d = {}  
    for x in filefinal:  
        if x not in d:  
            d[x] = 0  
        d[x] += 1  
    dfinal = [a for a in sorted(d.keys(), key=lambda item: d[item], reverse=True)]  
    ret = [dfinal[0], dfinal[1], dfinal[2]]  
    filefinal.close()  
    return ret
```




Marketing Proposal



Kiosk Improvement Strategy and Transit App Enhancement



Ideas for MoGo Community Events such as RidetoWork, riderperks Fest, etc.



Developing MoGo Bike Angels by replicating BlueBikes program.



Introduction of New Student and Corporate Passes



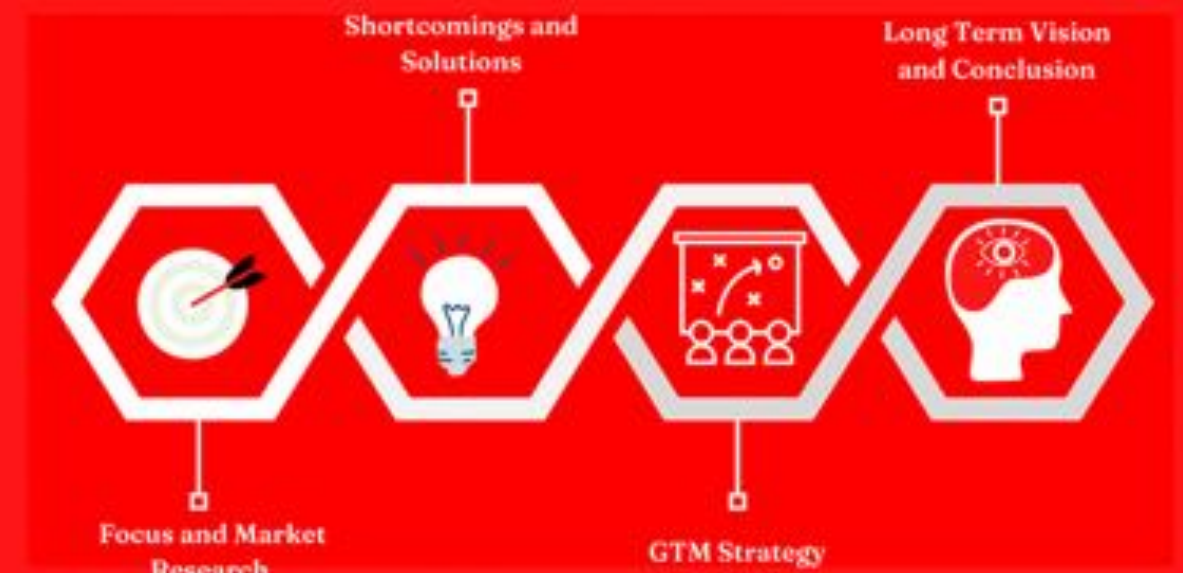
Proposed Partnerships with Touring Agencies



Social Media Post Ideas: Detroit Pistons, and Tigers Game Days



Today's Agenda



Introduction & Focus

PILLARS OF MARKETING: EASY, CONVENIENT, FUN.



EASY

Most corporate consumers struggle to allocate time to fitness; traditional methods of working out may get boring; MoGo is an **easy** method to exercise.



CONVENIENT

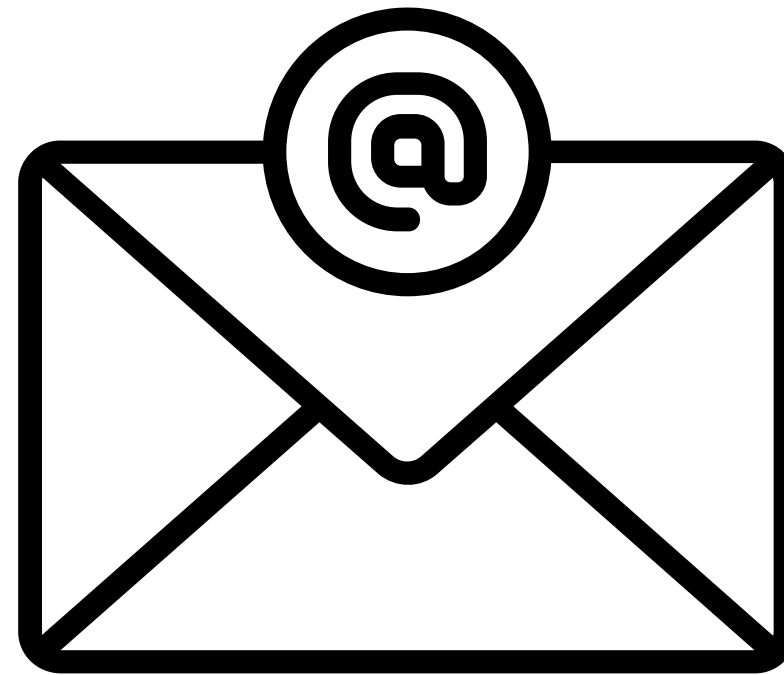
Don't want to waste money on Uber, don't want to waste time walking, MoGo is a cost & time efficient **convenient** method to commute.



FUN

Biking race along the riverfront, sightseeing tour on your visit to Detroit; MoGo is a **fun** method for friends and family.

SendinBlue Efficacy



Email Automation Platform

- Calculated the Open Rate Efficiency of Emails
- Calculated the Weighted Average Most Effective Time to send out an Email
- Calculated the number of GiftCodes Utilized
- Recalculated the efficiency of each email incorporating the giftcode use percentage

Newsletter Automation Platform

- Calculated the Open Rate Efficiency of Newsletters
- Calculated the Weighted Average Most Effective Time to send out a Newsletter
- Calculated the most effective subject line keywords
- Calculated the most and least engaged customers based on newsletter open rate







Part 2: Determining Efficiency of the Newsletter Automation Platform

Data Collection: Newsletters											
Year	Newsletter	Day	Time	Recipients	Opens	Open %	Clicks	Click %	Subscribers	Unsubscribe %	Efficiency
2021	October Newsletter #1	Wednesday	11:02 AM	11,000	1,301	11.81%	100	8.46%	11	0.20%	1.80%
2021	October Newsletter #1	Wednesday	2:02 PM	11,000	1,308	11.90%	101	8.50%	10	0.20%	1.80%
2020	March Newsletter #2	Monday	2:02 PM	10,001	2,428	24.28%	100	2.50%	99	0.20%	1.70%
2021	August Newsletter #3	Wednesday	11:02 AM	4,300	479	11.14%	17	0.40%	4	0.10%	0.70%
2020	January Newsletter	Wednesday	11:04 AM	10,701	1,301	12.16%	101	0.95%	99	0.40%	0.90%
2020	May Newsletter #2	Wednesday	1:04 PM	10,001	1,001	10.01%	100	0.00%	11	0.20%	0.20%
2021	November Newsletter #1	Wednesday	10:06 AM	11,421	1,011	8.85%	30	0.27%	99	0.21%	0.21%
2020	June Newsletter #1	Wednesday	3:02 PM	10,001	1,000	10.00%	97	0.97%	11	0.20%	0.20%
2021	August Newsletter #1	Wednesday	11:02 AM	4,374	1,010	23.09%	14	1.39%	99	1.00%	0.90%
2021	September Newsletter #1	Wednesday	12:06 PM	10,701	1,000	9.34%	99	0.93%	20	0.21%	0.21%
2021	August Newsletter #2	Wednesday	3:01 PM	7,111	900	12.67%	99	0.70%	97	0.80%	0.80%
2020	May Newsletter #1	Friday	1:01 PM	10,000	1,001	10.01%	99	0.99%	99	0.90%	0.90%
2021	September Newsletter #1	Wednesday	11:02 AM	4,300	301	6.98%	12	0.28%	9	0.21%	0.21%
2021	September Newsletter #2	Thursday	1:02 PM	10,000	1,010	10.10%	101	0.91%	101	0.90%	0.90%
2020	April Newsletter #2	Thursday	11:00 AM	10,004	1,000	9.99%	11	0.00%	99	0.21%	0.21%
2021	December Newsletter #2	Saturday	11:00 AM	10,000	1,701	17.01%	100	0.71%	100	0.01%	0.01%
2021	October Newsletter #0	Saturday	11:02 AM	4,411	371	8.41%	9	0.20%	9	0.10%	0.10%
2020	March Newsletter #1	Thursday	4:00 PM	10,001	1,000	10.00%	99	0.99%	99	0.20%	0.20%
2021	November Newsletter #1	Friday	11:04 AM	11,012	900	8.17%	20	0.23%	20	0.30%	0.30%
2021	August Newsletter #4	Wednesday	11:02 AM	4,371	600	13.73%	9	0.21%	11	0.20%	0.20%
2020	February Newsletter	Wednesday	3:01 PM	10,701	1,010	9.44%	100	0.94%	100	0.70%	0.70%
2021	December Newsletter #2	Wednesday	10:02 AM	10,000	910	9.10%	11	0.10%	99	0.20%	0.12%
2021	September Newsletter #1	Wednesday	11:00 AM	4,000	701	17.53%	11	0.80%	11	0.17%	0.17%
2021	September Newsletter #0	Wednesday	12:01 PM	11,000	1,201	10.92%	11	0.10%	99	0.10%	0.10%
2020	April Newsletter #1	Wednesday	4:00 PM	10,011	1,001	10.00%	20	0.20%	71	0.30%	0.20%
2021	October Newsletter #0	Wednesday	11:01 AM	0,000	999	0.75%	9	0.75%	17	0.01%	0.01%
2021	September Newsletter #2	Wednesday	12:00 PM	10,000	1,000	10.00%	100	0.00%	101	0.80%	0.80%
2021	December Newsletter #1	Wednesday	10:02 AM	10,001	1,701	17.01%	20	0.20%	100	0.40%	0.40%
2021	November Newsletter #2	Wednesday	11:00 AM	10,004	1,110	11.10%	99	0.99%	100	0.90%	0.90%
2021	November Newsletter #4	Thursday	1:00 PM	10,000	1,012	10.12%	71	0.40%	100	1.10%	0.70%
2021	August Newsletter #4	Wednesday	11:01 AM	1,014	1,000	98.62%	20	0.90%	44	1.00%	0.91%
2021	August Newsletter #1	Wednesday	12:10 PM	10,711	1,001	9.35%	14	0.01%	991	1.00%	1.50%





Part 3: AB Subject Line Testing Software to create the most effective Subject Line

```
import java.io.BufferedReader;
import java.io.FileNotFoundException;
import java.io.FileReader;
import java.io.IOException;
import java.util.*;

public class SubjectLine {
    static String exclude = "is and a the to in into with of for";
    static HashSet<String> exset = new HashSet<>();
    static HashMap<String, Float> total = new HashMap<>();
    static HashMap<String, Float> number = new HashMap<>();
    static HashMap<String, Float> record = new HashMap<>();
    public static void main(String[] args) throws IOException {
        fillset();
        fillmap();
        getAverage();
        for (String s: record.keySet()){
            System.out.println(s + "," + record.get(s) + "," + number.get(s));
        }
    }

    private static void getAverage() {
        for (String s: total.keySet()){
            record.put(s, total.get(s)/ number.get(s));
        }
    }
}
```

```
private static void fillmap() throws IOException {
    BufferedReader br = new BufferedReader(new FileReader("subjectline.txt"));
    try {
        String or = br.readLine();
        while (or != null) {
            ArrayList<String> words = new ArrayList<>(Arrays.stream(br.
                readLine().toLowerCase(Locale.ROOT).split(" ")).toList());
            for (String s: words){
                if(!exset.contains(s)){
                    total.putIfAbsent(s, 0.0F);
                    number.putIfAbsent(s, 0.0F);
                    total.put(s, total.get(s)+Float.valueOf(or));
                    number.put(s, number.get(s)+1);
                }
            }
            or = br.readLine();
        }
    } catch (IOException e) {
        e.printStackTrace();
    } finally {
        br.close();
    }
}

private static void fillset() {
    ArrayList<String> list = new ArrayList<>(Arrays.stream(exclude.split(" ")).toList());
    for (String s: list){
        exset.add(s);
    }
}
```

Keywords that Generate the Highest Open Rate			
Keyword	Average Open Rate	Number of Occurences	Effective Open Rate
starts	0.2138	1	
you	0.2138	1	
pass	0.1824	1	
lights	0.1824	1	
fitness	0.1692	2	
saturday	0.1692	2	
fun	0.1692	2	
keep	0.1507	1	
summer	0.1507	1	
rolling	0.1507	1	
discount	0.1478	2	
give	0.1444	2	
winter	0.13775	2	
all	0.1328	3	
still	0.1312	1	
time	0.1312	1	
soon	0.1303	1	
final	0.1303	1	
our	0.1303	1	
coming	0.1303	1	
spotlight	0.1291	1	
day	0.12876667	9	
tomorrow	0.12450001	4	
mogo	0.12445385	13	
next	0.121549994	2	
week	0.12	1	
free	0.11744	10	
rides	0.117	1	
ride	0.115227275	11	



Part 4: Creating a Program to Calculate Customer Engagement Statistics

```
def engaged(file):
    final_file2 = open(file, "r")
    opened = final_file2.readlines()

    email2 = []
    d = {}
    for line in opened:
        first2 = line.split(",")
        email2.append(first2[0])

    for word in email2:
        if word not in d:
            d[word] = 0
        d[word] += 1

    for (k,v) in d.items():
        print(k + "," + str(v))
```

Most Engaged Customers (Sorted by most opens)	Number of Opens
mutahr@gmail.com	41
maherrabahnasr@gmail.com	41
taoistextremist@gmail.com	40
merckcharles@yahoo.com	39
jhartmich@gmail.com	39
ljacquot@pbsc.com	39
wilsonemail64@gmail.com	39
scott.a.burdick@gmail.com	39
andrewrosskamm@shifttransit.net	39
austinwolfclaw@gmail.com	38
yohanwoo313@yahoo.com	37
patriciacaleb1988@gmail.com	37
humphreykp@gmail.com	37
rory@mogodetroit.org	37
mogo@steven-h.net	36
bj3089@gmail.com	36
dtowndave22@gmail.com	36
aj7945@wayne.edu	35
rohan.shetty@dtenergy.com	35
annschumacher_2000@yahoo.com	34
watersketch@gmail.com	34
fq0082@wayne.edu	34
kkidorf@gmail.com	34
caltman@rocketmail.com	33
rzampardo@gmail.com	33
kimberly.smith@dtenergy.com	33
coreyr1196@gmail.com	33
kathyvandelaare@gmail.com	32

Most Disengaged (Users who have opened 0 emails)
jeffbozimowski@gmail.com
brianna_spinks@yahoo.com
carter772@gmail.com
quashawna.parkswilson@yahoo.com
abeerkhan991@gmail.com
dondi2564i@gmail.com
cameron.gonzales81@yahoo.com
amanoharan@wayne.edu
nwatt2533@gmail.com
cmccrary03@gmail.com
fsheets87@gmail.com
djackson4123@gmail.com
tdonahey2@aol.com
ekfroed@yahoo.com
angelynead@yahoo.com
nicolaperry05@gmail.com
kingggjoe@gmail.com
shinningsheep@outlook.com
kareemelewa@yahoo.com
kirapeoples2015@gmail.com
dessyhayes12@gmail.com
tawana.moss@yahoo.com
m.muntakim@wayne.edu
tricia8411@yahoo.com
officialdavis.52@gmail.com
keneishah4@gmail.com
cmgeolo@gmail.com
hj2356@wayne.edu

```
def disengaged(file):
    final_file3 = open(file, "r")
    opened = final_file3.readlines()

    email3 = set([])
    for line in opened:
        first3 = line.split(",")
        email3.add(first3[0])

    total = delivered("ListofDelivered.txt")
    least_engaged = set(total) - set(email3)

    for x in least_engaged:
        print(x)

    final_file3.close()
```


REWARDS FOR YOUR RIDE

Perks for MoGo riders at local businesses.
Show your receipt, unlock code from
Transit app, or member fob.



RiderPerks Program Enhancement



Problems

We visited several Rider Perk locations throughout Midtown and Downtown Detroit to get an estimate on how many people use MoGo's Rider Perks program. The results were slightly appalling.

When we visited these locations it turned out that in most stores no one even knew that their business was partnered with Rider Perk locations. We had to provide a lot of context for them to understand what we were talking about. For example, at famous locations such as Moose Jaws and Avalon, even though there were Rider Perk stickers on the window, the cashier had no idea about what we were talking about.

The reason for the above situation is the lack of awareness of this program on both the rider and businesses side. Avalon claimed that they get a maximum of 1-2 customers a week who use Rider Perks at their Downtown location. For the riders' side there has been a lack of effective marketing so they are not aware that such a program even exists. Meanwhile, on the business side we figured out that there is a lack of communication between the owner and his/her employees. The owners sign up for the program but do not tell their employees about the same, and hence the confusion arises. For example, at the Midtown location of Ima, when we asked for the 15% MoGo discount, they informed us that nothing like it exists and instead gave us the 10% "Local Discount". However, the owner Mike, who fellow MoGo colleagues are in contact with, continues to say that there should be an option at the POS terminal to apply the MoGo discount.

Solutions

The rider side of this problem can be fixed by marketing closely Rider Perk locations at their nearest stations. Moreover, there should be pins for the Rider Perk locations in the



MoGo Focus Group

Hey {{ contact.FIRSTNAME }},

My name is Adya Rajpal with MoGo, the nonprofit bike share system in Metro Detroit. I hope you're enjoying the summer and have had the chance to get out and ride MoGo recently.

Every year, MoGo takes time to collect feedback from riders. After all, you are our greatest resource for learning how we can improve the service to meet your needs. We strive to integrate your feedback into changes that we're planning for the system.

This year, we're reaching out to 25 randomly selected MoGo riders to get one-on-one feedback about your experience with the service. You are one of those 25 riders! We're really excited for the opportunity to meet with you and learn more about your experience. We know everyone has busy schedules, so we'd like to offer a free monthly MoGo pass in exchange for your time and feedback.

If you're interested in chatting with us, please use this link <https://calendly.com/adya-mogo/20min> or the button below to schedule a 20 minute call with us! If you prefer not, no problem. If you wouldn't mind letting us know that you'll be declining, we'll try reaching out to another rider. Thanks for your consideration!

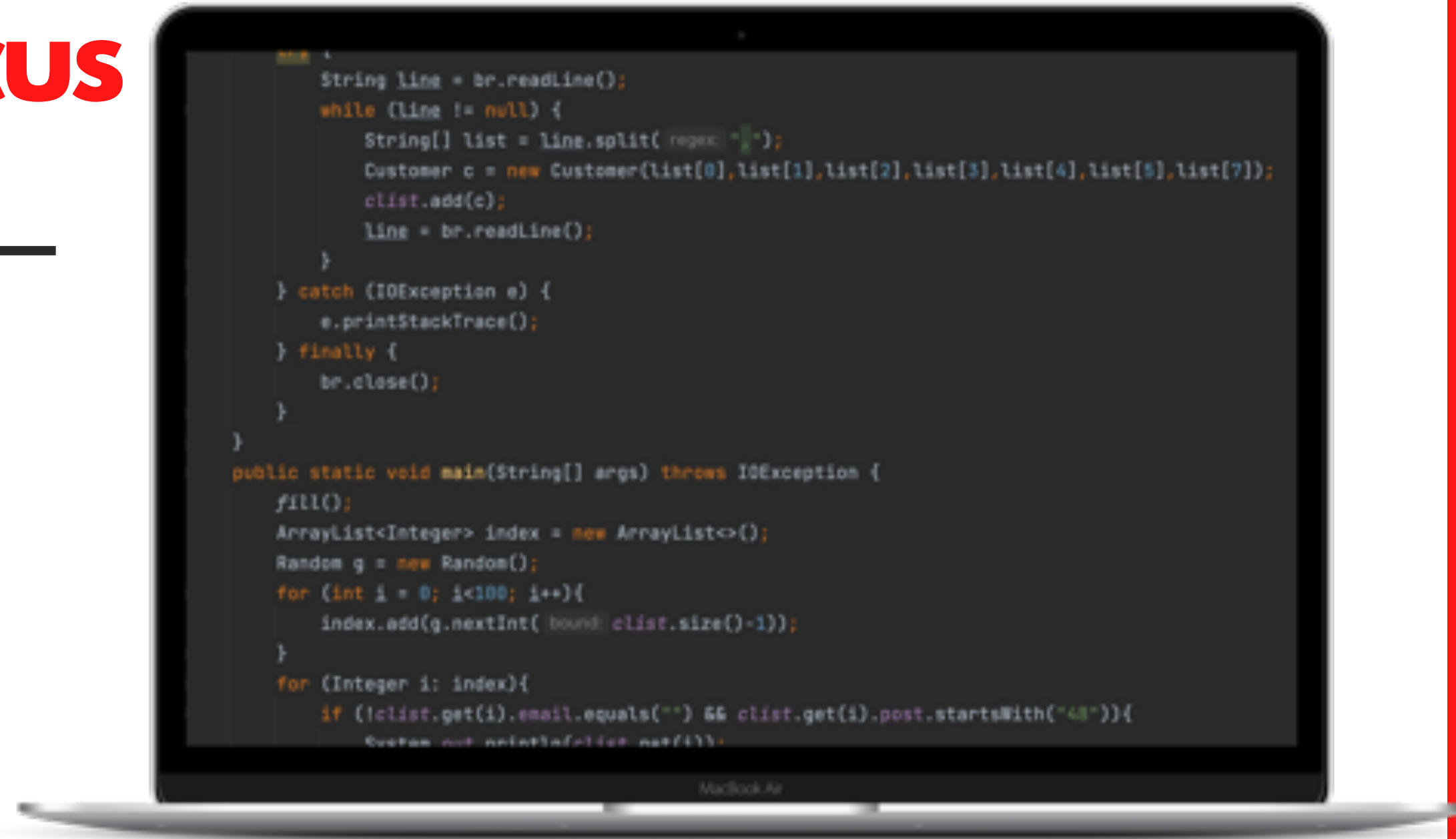
Keep riding!

Best,
Adya & MoGo

[Sign Up for your Interview now!](#)



MoGo
One Campus Martius, Suite 380
Detroit, MI 48226
(888) MoGo-123
customerservice@mogodetroit.org



Mission:

Gain a deeper understanding of the problems MoGo users face on a day-to-day basis and the potential solutions that can increase their ridership on a randomised basis.



Miscellaneous Deliverables

Market Research

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Capital and Blue Bikes Marketing Strategies

- Associated with Lyft- half their marketing gets done through that
- They have the scan system- that makes unlocking bikes a lot easier
 - Our kiosks should definitely have the help pamphlet that is on the app printed onto kiosks to help people find the keypad
 - The help icon in the app needs to be better coloured
- They have an own dedicated app that is more user friendly in the following ways
- One positive is that the websites of capital bikes and mogo are pretty similar
- Corporate and student discounts- plus a lot of perks for them
- Marketing idea: we should have events where you just drive MoGos down the riverwalk/belle Isle -> best way most people know about MoGo is by seeing the bike itself
- Study of 8 different bike shares in cities across the world is here: <https://ralphhu.files.wordpress.com/2012/01/vt-bike-share-study-final3.pdf>
- A lot of bike shares have different coloured bikes, more colorful so that they stand out more
- They organize tours of different places around the area
- All their new bikes have the ability to be locked on public bike stands- so if someone

MoGo Website Changes

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- How It Works
 - It has its own page, why do we want it on the home page?
 - The text on the photos is really bad
- Featured rides should come under the ride tab
- RiderPerks should either have its own section or go under programs
- For why MoGo: inspiration from slides-> easy convenient fun
- Find new location for cash app-> doesn't fit under programs
- Put riderperk location on system map

Station and Transit app problems list

File Edit View Insert Format Tools Extensions Help Last edit was made on June 14 by Kushal Mohta

Problems at the station/kiosk/transit app

- Finding the keypad is extremely hard and non intuitive-> should put directions from the app on every station (took us only a lot of time to unlock a bike)
- Some screens on kiosks are broken or don't work -> hinders casual riders
- For some reason it does not accept and a lot of different types of credit or debit cards-> keeps saying unable to read
- There's no qr code anymore to download the transit app
- Transit app can be buggy sometimes
 - Code does not work
 - The map is too sensitive
 - All these issues just make using the app for someone who is not tech savvy extremely difficult and annoying
- Problems with docking
 - If a bicycle has a flat tyre nearly impossible to dock without help of someone else
 - Sometimes you need to push it extremely hard to dock
 - No clear big instructions about what the 3 lights mean -> especially for those who do not have the app
- Kiosk should have explanations about all the available passes
- Kiosk needs to have more user friendly and attractive instructions
- Help symbol in the transit app is poorly designed-> not visible at all

Questions?