Zipcar Partner Reporting

Calendar Month is in the last 13 months Organization Key is university-of-illinois-at-urbana-champaign

Please Note: this data is considered proprietary and we ask that you don't share this publicly.

Account Activity

Total Accounts displays the total active accounts as of the end of month - it populates after the month has been completed so you will see 0 during the current month. Total Accounts Created includes both new accounts and reactivated accounts

	Month ∨	Total Accounts	Total Accounts Created	Total Deactivated Accounts	Net Accounts	Attrition Rate
1	2024-01	0	7	41	-34	1.96%
2	2023-12	2,097	45	53	-8	2.52%
3	2023-11	2,107	52	80	-28	3.74%
4	2023-10	2,139	75	94	-19	4.34%
5	2023-09	2,166	105	129	-24	5.88%
6	2023-08	2,194	118	154	-36	6.93%
7	2023-07	2,223	69	72	-3	3.24%
8	2023-06	2,223	52	71	-19	3.17%
9	2023-05	2,242	96	76	20	3.42%
10	2023-04	2,221	74	95	-21	4.24%
11	2023-03	2,242	85	88	-3	3.92%
12	2023-02	2,246	66	53	13	2.37%
13	2023-01	2,234	56	71	-15	Ø

Reservations Activity

The data you see here is based on all usage of these vehicles, whether or not they are university related.										
	Start Month 🗸	Total Fleet	Total Reservations	Total Hours	Total Miles	Total Reserving Members	Reservations per Reserving Member	Average Distance	Average Hours	Utilization
1	2024-01	5.0	33	322.5	967	23	1.43	33.36	9.77	25.5%
2	2023-12	5.4	245	1,150	11,659	145	1.69	47.58	4.69	26.8%
3	2023-11	5.6	232	1,708	17,996	161	1.44	77.57	7.36	37.7%
4	2023-10	6.0	294	1,822.5	20,369	194	1.52	69.28	6.20	36.8%
5	2023-09	6.0	336	1,547	16,937	222	1.51	50.40	4.60	28.9%
6	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	33.5%
7	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	27.9%
8	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	31.8%
9	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.0%
10	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	42.9%
11	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	49.8%
12	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	35.6%
13	2023-01	5.2	236	1,535	11,620	143	1.65	49.23	6.50	38.7%

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	Calendar Month <	2024-01	2023-12	2023-11	2023-10	2023-09	2023-08	2023-07	2023-06	2023-05	2023-04	2023-03	2023-02	2023-01
	Location Name	Utilization												
1	UIUC: Illinois Street Residence Halls (University)	44.3%	34.2%	40.1%	40.0%	33.6%	33.2%	33.0%	21.4%	38.7%	37.0%	43.3%	22.6%	39.1%
2	UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (Univers	28.6%	23.2%	40.8%	35.2%	24.7%	31.4%	21.2%	46.3%	44.5%	52.4%	56.2%	43.2%	28.1%
3	UIUC: S Goodwin St / W Illinois St (University)	8.3%	24.8%	24.8%	24.5%	25.3%	30.3%	37.1%	28.1%	40.7%	39.1%	48.9%	44.2%	41.3%
4	UIUC: Bousfield Hall (University)	2.2%	20.2%	38.8%	45.8%	31.5%	41.4%	25.5%	21.5%	29.6%	39.9%	45.1%	37.9%	68.1%