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 2024-02	0	15	59	-44	2.84%
2 2024-01	2,080	48	63	-15	3.00%
3 2023-12	2,097	45	54	-9	2.56%
4 2023-11	2,107	52	80	-28	3.74%
5 2023-10	2,139	75	94	-19	4.34%
6 2023-09	2,165	105	128	-23	5.84%
7 2023-08	2,192	118	154	-36	6.93%
8 2023-07	2,221	69	72	-3	3.24%
9 2023-06	2,221	52	70	-18	3.13%
10 2023-05	2,240	96	75	21	3.38%
11 2023-04	2,219	74	95	-21	4.24%
12 2023-03	2,240	85	88	-3	3.92%
13 2023-02	2,244	66	53	13	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	2024-02	6.0	81	482	3,446	63	1.29	49.23	5.95	26.2%
2	2024-01	4.0	174	836	6,216	101	1.72	35.72	4.80	26.8%
3	2023-12	5.4	245	1,150	11,659	145	1.69	47.58	4.69	26.5%
4	2023-11	5.6	232	1,708	17,996	161	1.44	77.57	7.36	37.3%
5	2023-10	6.0	294	1,822.5	20,369	194	1.52	69.28	6.20	36.7%
6	2023-09	6.0	336	1,547	16,937	222	1.51	50.40	4.60	28.9%
7	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	33.5%
8	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	27.9%
9	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	31.8%
10	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	39.0%
11	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	42.9%
12	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	49.8%
13	2023-02	6.0	291	1,765	16,612	176	1.65	57.08	6.07	35.6%

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Calendar Month <	2024-02	2024-01	2023-12	2023-11	2023-10	2023-09	2023-08	2023-07	2023-06	2023-05	2023-04	2023-03	2023-02
Location Name	Utilization												
1 UIUC: Bousfield Hall (University)	44.7%	20.3%	19.2%	37.4%	45.8%	31.5%	41.4%	25.5%	21.5%	29.6%	39.9%	45.1%	37.9%
2 UIUC: Illinois Street Residence Halls (University)	35.9%	34.1%	34.2%	40.1%	40.0%	33.6%	33.2%	33.0%	21.4%	38.7%	37.0%	43.3%	22.6%
3 UIUC: S Goodwin St / W Illinois St (University)	21.1%	25.8%	24.8%	24.8%	24.5%	25.3%	30.3%	37.1%	28.1%	40.7%	39.1%	48.9%	44.2%
4 UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (Univers	9.7%	17.9%	22.9%	40.4%	35.0%	24.7%	31.4%	21.2%	46.3%	44.5%	52.4%	56.2%	43.2%