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 disp	lays the total active accounts as of the	e end of month - it populates after the month ha	s been completed so you will see 0 during the cu	rrent month. Total Accounts Created includes bo	th new accounts and reactivated accounts
Month 🗸	Total Accounts Total Accounts Created		Total Deactivated Accounts	Net Accounts	Attrition Rate
1 2024-03	0	10	61	-51	2.97%
2 2024-02	2,052	59	92	-33	4.43%
3 2024-01	2,078	48	62	-14	2.96%
4 2023-12	2,095	45	53	-8	2.52%
5 2023-11	2,105	52	80	-28	3.74%
6 2023-10	2,138	75	92	-17	4.25%
7 2023-09	2,163	106	127	-21	5.80%
8 2023-08	2,189	118	153	-35	6.90%
9 2023-07	2,218	69	71	-2	3.20%
10 2023-06	2,218	52	70	-18	3.13%
11 2023-05	2,238	96	74	22	3.34%
12 2023-04	2,217	74	94	-20	4.20%
13 2023-03	2,238	85	87	-2	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	2024-03	6.0	71	783.5	3,590	59	1.20	58.84	11.04	41.6%		
2	2024-02	6.0	265	1,378.5	15,091	159	1.67	56.94	5.20	32.0%		
3	2024-01	4.0	174	836	6,216	101	1.72	35.72	4.80	28.6%		
4	2023-12	5.4	245	1,150	11,659	145	1.69	47.58	4.69	27.0%		
5	2023-11	5.6	232	1,708	17,996	161	1.44	77.57	7.36	37.9%		
6	2023-10	6.0	294	1,822.5	20,369	194	1.52	69.28	6.20	37.2%		
7	2023-09	6.0	336	1,547	16,937	222	1.51	50.40	4.60	29.4%		
8	2023-08	5.6	357	1,465	11,159	233	1.53	31.25	4.10	34.1%		
9	2023-07	5.3	244	1,181.5	10,940	156	1.56	44.83	4.84	27.8%		
10	2023-06	5.4	231	1,691.5	14,421	134	1.72	62.42	7.32	33.2%		
11	2023-05	5.5	463	1,839	19,422	274	1.69	41.94	3.97	40.0%		
12	2023-04	6.0	396	1,971.5	15,971	232	1.71	40.32	4.98	43.3%		
13	2023-03	5.0	298	2,183	17,675	202	1.48	59.31	7.33	50.5%		

	Utilization by Location													
	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
	Location Name	Utilization												
		(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
1	UIUC: Bousfield Hall (University)	55.7%	49.7%	22.9%	19.2%	37.4%	48.1%	34.5%	42.3%	25.5%	21.5%	29.6%	39.9%	45.1%
2	UIUC: S Goodwin St / W Illinois St (University)	46.1%	35.6%	26.5%	26.7%	24.8%	24.5%	25.3%	30.3%	37.1%	28.1%	40.7%	39.1%	48.9%
3	UIUC: Illinois Street Residence Halls (University)	40.4%	29.6%	36.0%	34.8%	41.9%	40.2%	33.6%	34.8%	33.8%	25.1%	40.2%	38.2%	45.9%
4	UIUC: Pennsylvania / Florida Av - Residence Hall - PAR/FAR (Univers	33.6%	23.6%	19.1%	22.9%	40.4%	35.0%	24.7%	31.4%	20.4%	47.5%	45.9%	52.4%	56.2%

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