



Segmentation

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Multinational parking company

Industry Utilities

Q-Park was founded in 1998 and is one of the largest parking providers in Europe. The parking company offers more than 547,000 parking spaces in over 2,500 car parks at strategic locations in cities in Belgium, the Netherlands, Germany, Great Britain, Ireland, France and Denmark.



Challenges

- Build **segmentation** to compare parking facilities for pricing purposes and other pricing initiatives
- **Validate** segmentation model by generalizing a revenue pilot's results



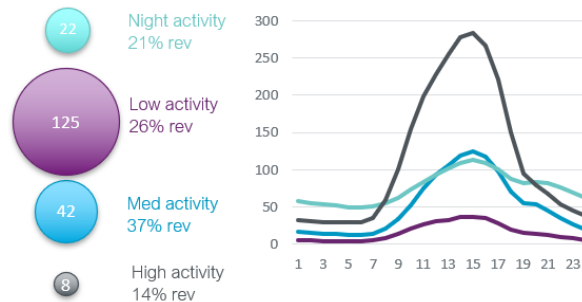
Solution

- Visualize **insights** on **enriched** database to understand data
- Build **model** to predict/determine optimal revenue model for each parking facility segment



Benefits

- **Insights** (statistical visualizations) in revenue metrics
- **Increased** revenue of parking facilities
- **Roll-out** successful pricing structures on most similar parking facilities



PF's closest to 6 successful pilots will show similar revenue gains: **+22,4%**

- 6 successful pilots
- Manually selected PF's for roll-out (✓ well chosen)
- New roll-out candidates

- Most similar PF's are equally successful as pilots.
- However, this doesn't mean unsimilar PF's can't be more successful!

