Bin-Ovation Ltd

Mid Ulster District Council
Data & Statistical Behavioural Analysis Report
Ref: 063 – November 2020

Report Specifics			
Council:	Mid Ulster District Council		
Reporting period:	063 – 1st November – 30th November 2020		
Date of Report:	3rd December 2020		
Author:	Michael Brady	Revision:	

Overview

This is a report to demonstrate a variety of metrics and overall usage of the Bin-Ovation App by Mid Ulster District Council (MUDC) householders.   The report informs MUDC about how many of their residents are using the Bin-Ovation App and specifically how they are using it. This information will give the Council a unique view of the issues its residents have with its Waste Management scheme and therefore put the Council in a better position to improve its 'Recycling' performance

The data is sourced from the following:

- Bin-Ovation API (Application Programme Interface)
- Bin-Ovation CMS (Content Management System)
- Google Firebase

The information within the report is regarded as confidential and is not to be shared with any other third parties without the express permission of MUDC Officers.
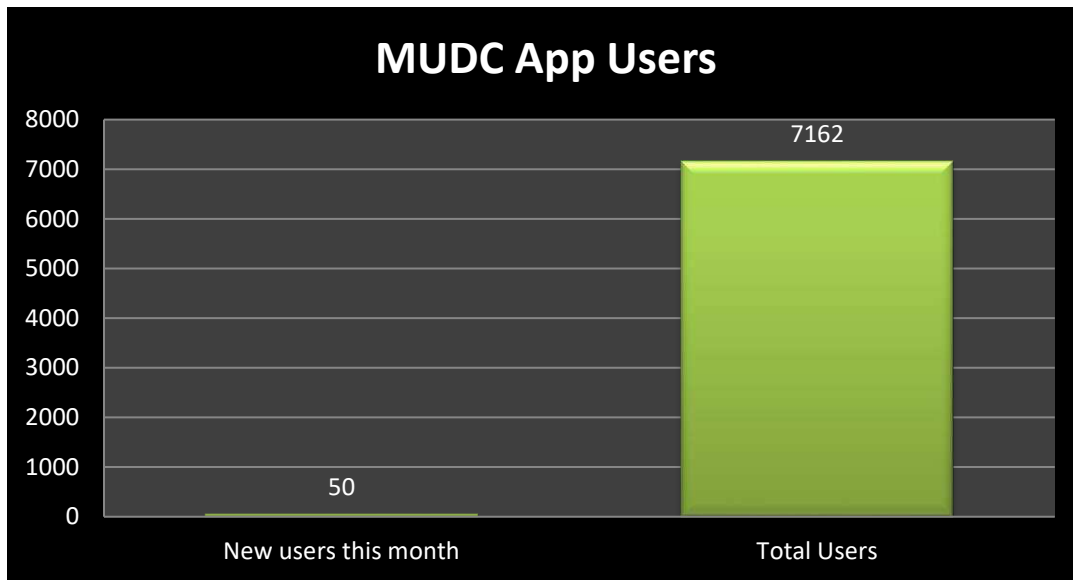
Executive Summary

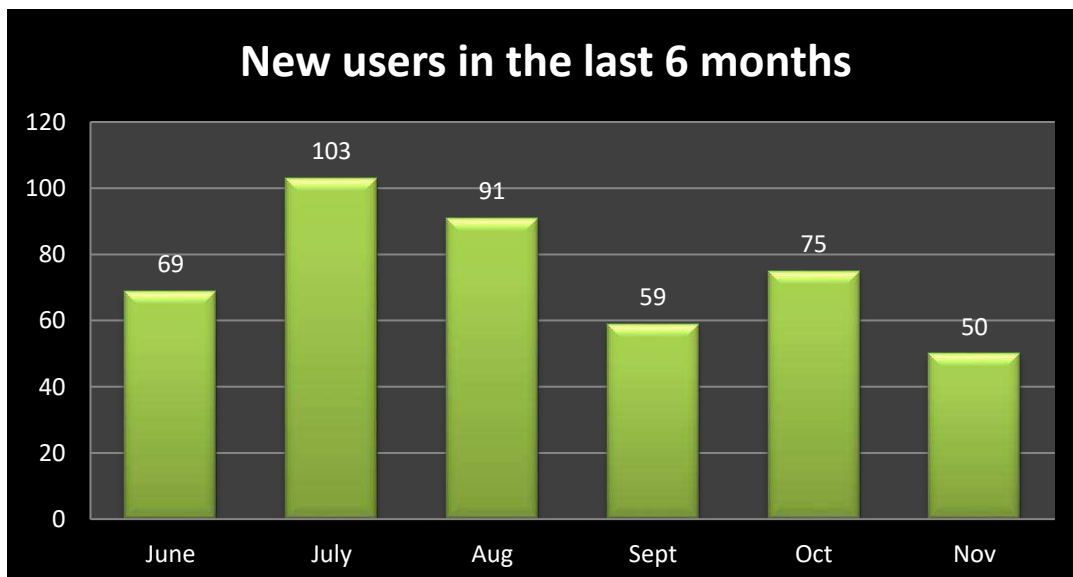The main figures to highlight from the report are as follows:

1. Since launch there have been **7,162** new users with **50** new users this month.

2. The best day for new users this month was 30th November with **6**.

3. The number of product page views since launch is **28,343** and the average time spent viewing each product page has been **16.62** seconds. This represents excellent learning for the users and they experience immediate learning and form the habit of using the App as their reference point.

4. The top viewed items in MUDC since launch have been:

   I. Pizza Boxes (Takeaway)
   II. Used Tissues, Kitchen Roll or Napkins
   III. Shredded Paper
   IV. Printer Cartridges
   V. Ash

5. The most viewed items in **Northern Ireland,** since launch in March 14, based on **547,677 searches**, have been:

   i. Pizza Boxes (Takeaway)
   ii. Used Tissues, Kitchen Roll or Napkins
   iii. Kitchen Foil
   iv. Foil Trays
   v. Cartons/Cartons-Tetrapak

6. The most viewed article in the 'News/ Info' and 'Tips 'has been 'When is my collection day?' with 10,801 views since launch.

7. The most frequently viewed Recycling Centre has been 'Cookstown Recycling Centre' with 575 views each.

8. No Push Notifications were sent this month.

9. 3 Contact Council emails were received this month.

10. 11 Environmental reports were received this month with 88 in the last 12 months.

Section 01: Users and Devices

This table shows existing users since the App was introduced in the Council area and the number of new users for the reporting period. We define Users, not as downloads, as the App can be deleted, but as users who have the App installed on MUDC at month end. This gives a true reflection of how many residents are using App.

MUDC App Users

A bar chart titled "MUDC App Users" with y-axis from 0 to 8000. "New users this month" = 50, "Total Users" = 7162.

The table below shows the monthly total of new users over the last 6 months:

New users in the last 6 months

A bar chart titled "New users in the last 6 months" with y-axis from 0 to 120. Values: June = 69, July = 103, Aug = 91, Sept = 59, Oct = 75, Nov = 50.

Section 02: Product Page Views

Below is the list of the top 20 screen views and the average viewing time on each item page time on for since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Pizza Boxes (Takeaway)	1567	26.88
02	Used Tissues, Kitchen Roll Or Napkins	1253	25.62
03	Shredded Paper	934	22.01
04	Printer Cartridges	746	22.48
05	Ash	457	17.35
06	Asbestos	450	10.98
07	Oil Filter	444	10.29
08	Envelopes: Windows	429	15.05
09	Kitchen Foil	382	12.69
10	Foil Trays	371	17.89
11	Takeaway Container (Plastic)	362	7.59
12	Plastic Food Tray	359	14.74
13	Cartons	333	18.96
14	Plastic Bags	322	23.72
15	Cereal Box Inner Packaging	321	13.23
16	Cooked Food Scraps	312	25.14
17	Aerosols	309	23.03
18	Bread	302	18.84
19	Butter Tubs	296	10.36
20	Yoghurt Pot (Plastic)	291	18.49
	Total Product Views	**28,343**	**16.62**

Section 03: Top 20 'News/ Info' and 'Tips' Searches

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	When Is My Collection Day?	10801	50.76
02	Bin Collections On Bank And Public Holidays In 2018	1582	29.00
03	2 January 2018 New Bin Collections For Magherafelt Area	1376	43.94
04	Bag Yourself Some Free Compost!	578	57.95
05	Christmas & New Year Collections & Recycling Centre Arrangements 2017	565	34.81
06	Bulk Waste Collection Service	494	40.22
07	Recycling Centre Opening Hours On Bank And Public Holidays In 2018	441	24.65
08	Your New Council	371	24.74
09	Christmas Arrangements For Bin Collections And Recycling Centre Opening Hours	362	37.86
10	Holiday Bin & Recycling Centre Arrangements	325	38.14
11	Are You A Recycling Hero? Take This Short Quiz And Find Out!	317	57.50
12	Easter 2018 Arrangements For Bin Collections And Recycling Centres	313	14.76
13	Bin Collections Start Earlier!	307	17.43
14	Covid -19 Update – 30th March 2020	304	54.82
15	July Holiday Arrangements Explained.....	268	21.02
16	July 2017 Bank Holiday Bin Collection Arrangements And Recycling Centre Opening Times	262	28.17
17	Reduce - Unwanted Mail.	229	81.14
18	Grow A Greener Garden - Compost Awareness Week 2016!	217	60.70
19	July Holidays 2019 Bin Collection And Recycling Centre Holiday Arrangements	202	39.95
20	Easter 2019 Collections And Recycling Centre Arrangements	197	28.86
	Complete Article Views	**24,860**	**43.14**

Section 04: Top 10 'Recycling Centre/Recycling Point' Searches since launch:

Item no.	Screen Name	Screen Views	Avg. Time on Screen (min:sec)
01	Recycling Centre: Cookstown	575	19.66
02	Recycling Centre: Magherafelt	504	39.01
03	Recycling Centre: Drumcoo	347	27.56
04	Recycling Centre: Coalisland	275	23.04
05	Recycling Centre: Ballymacombs	190	43.59
06	Recycling Centre: Castledawson	177	20.66
07	Recycling Centre: Maghera	177	22.59
08	Recycling Centre: Moneymore	159	26.29
09	Recycling Centre: Tullyvar	159	28.07
10	Recycling Centre: Draperstown	109	34.43
	Total Views	**2,862**	**27.69**

Section 05: Emails to Council this month are enclosed in separate spreadsheet enclosed with this report		
01	**Emails this month**	**3 emails received from MUDC users this month**
02	**Email Service Usage Year to Date**	**171 emails received from MUDC users since launch**

Section 06: Push Notifications		
In last 12 months:	**Push Notification sent 11/07/20:** Bin collections are as normal on Mon 13 and Tue 14 July. Please see News/Info section for details on Recycling Centre arrangements - Thanks	
	Push Notification sent 15/05/20: Three of our Recycling Centres will open Mon 18 May with limited opening hours and strict access conditions - See News/Info for details.	
	Push Notification sent 10/04/20: Collections are as normal over the Easter Holidays.	
	Push Notification sent 31/03/20: Bin collections are as normal however Recycling Centres are closed and Bulk Waste collections suspended - See News/Info for details.	
	Push Notification sent 20/12/19: Please remember! Bins due for collection Wed 25 Dec will be collected tomorrow Sat 21 Dec - Bins must be out at 7.30am to ensure collection	

	Push Notification sent 17/12/19: For holiday bin collections and recycling centre arrangements please see the News/Info section of this App - Thanks
	Push Notification sent 29/11/19: Please remember that all bins must be at the kerb by 7.30am on their designated collection day to ensure collection - Thanks

Report end