

UBER

Express Pool

Suresh

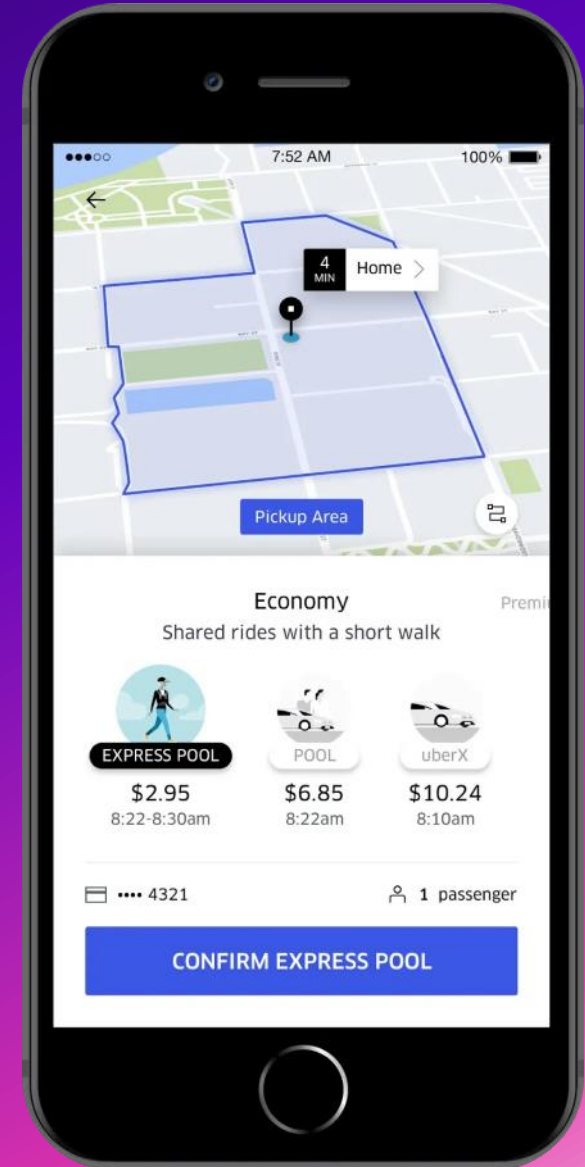


Task

1. Can you provide additional insights on extending the wait time from 2 to 5 minutes, using the qualitative and quantitative data provided?
2. Based on the data and insights available to you, what's your recommendation to Ethan Stock?
Should he increase match wait time from 2 to 5 minutes? If so when should he do so ?

Contents

1. Correlations
2. Weekly rides
3. Rush hour rides
4. Rest of the day rides
5. Recommendations



Correlations - 1

ALL	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.37	 0.45	 0.09	 0.13
EXPRESS	 0.72	 0.80	 0.96	 0.76

2 min

2 min	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.46	 0.56	 0.19	 0.15
EXPRESS	 0.81	 0.81	 0.96	 0.82

Express – 2 min - High

5 min

5 min	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.25	 0.47	 0.06	 0.08
EXPRESS	 0.80	 0.75	 0.96	 0.76

Correlations - 2

2 min

2 min RH	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.23	 0.45	 0.15	 0.19
EXPRESS	 0.94	 0.91	 0.98	 0.89

Express - RH - 2/5 min - High

2 min sans RH	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.45	 0.57	 -0.16	 -0.09
EXPRESS	 0.38	 0.42	 0.89	 0.67

Express - Matches - High

5 min

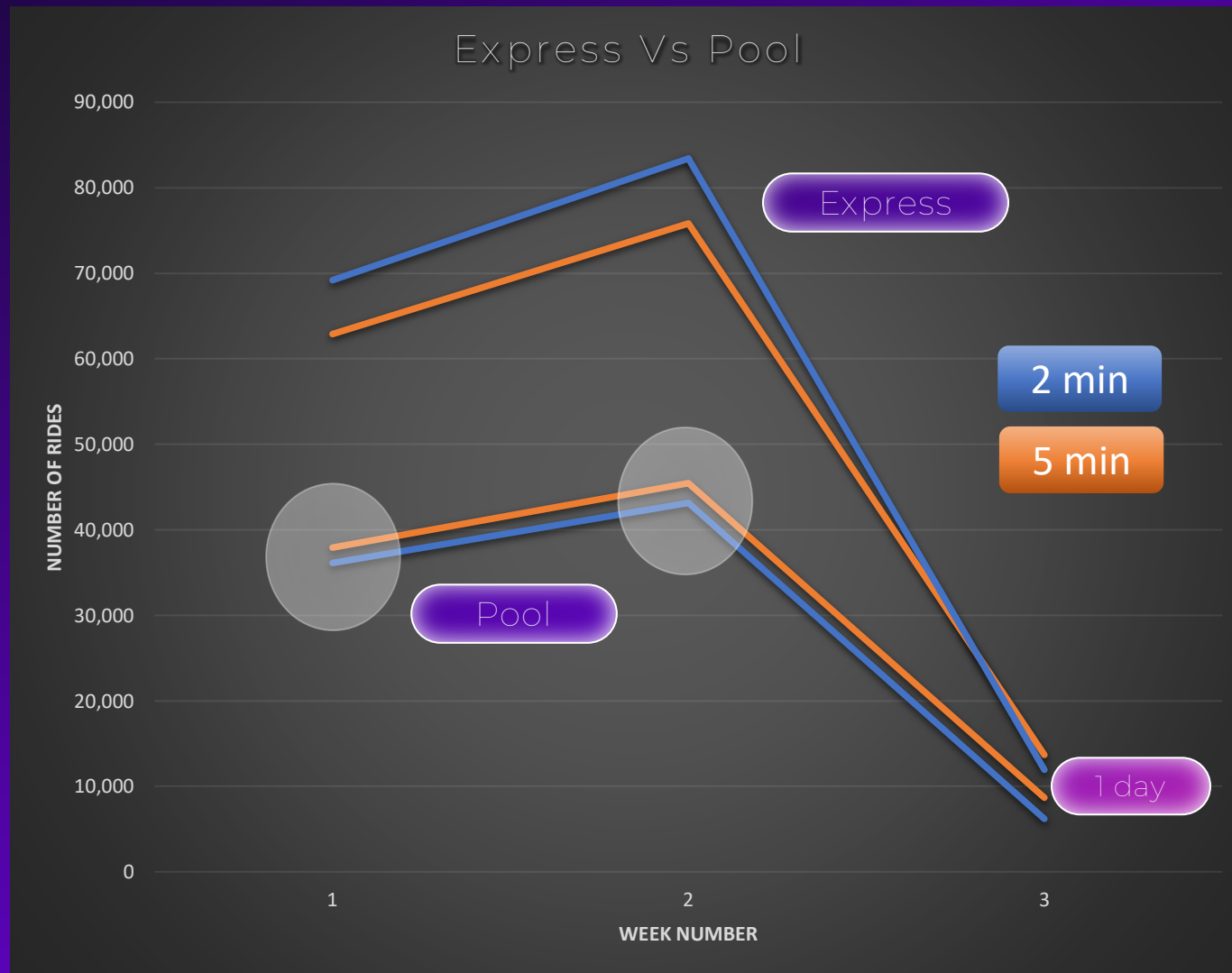
5 min RH	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.12	 0.39	 -0.07	 -0.14
EXPRESS	 0.87	 0.80	 0.97	 0.87

Pool - Driver pay - Sans RH -
2/5 min - High

5 min sans RH	Rider_cancellations	Total_driver_payout	Total_matches	Total_double_matches
POOL	 0.42	 0.58	 0.01	 0.13
EXPRESS	 0.43	 0.45	 0.92	 0.50

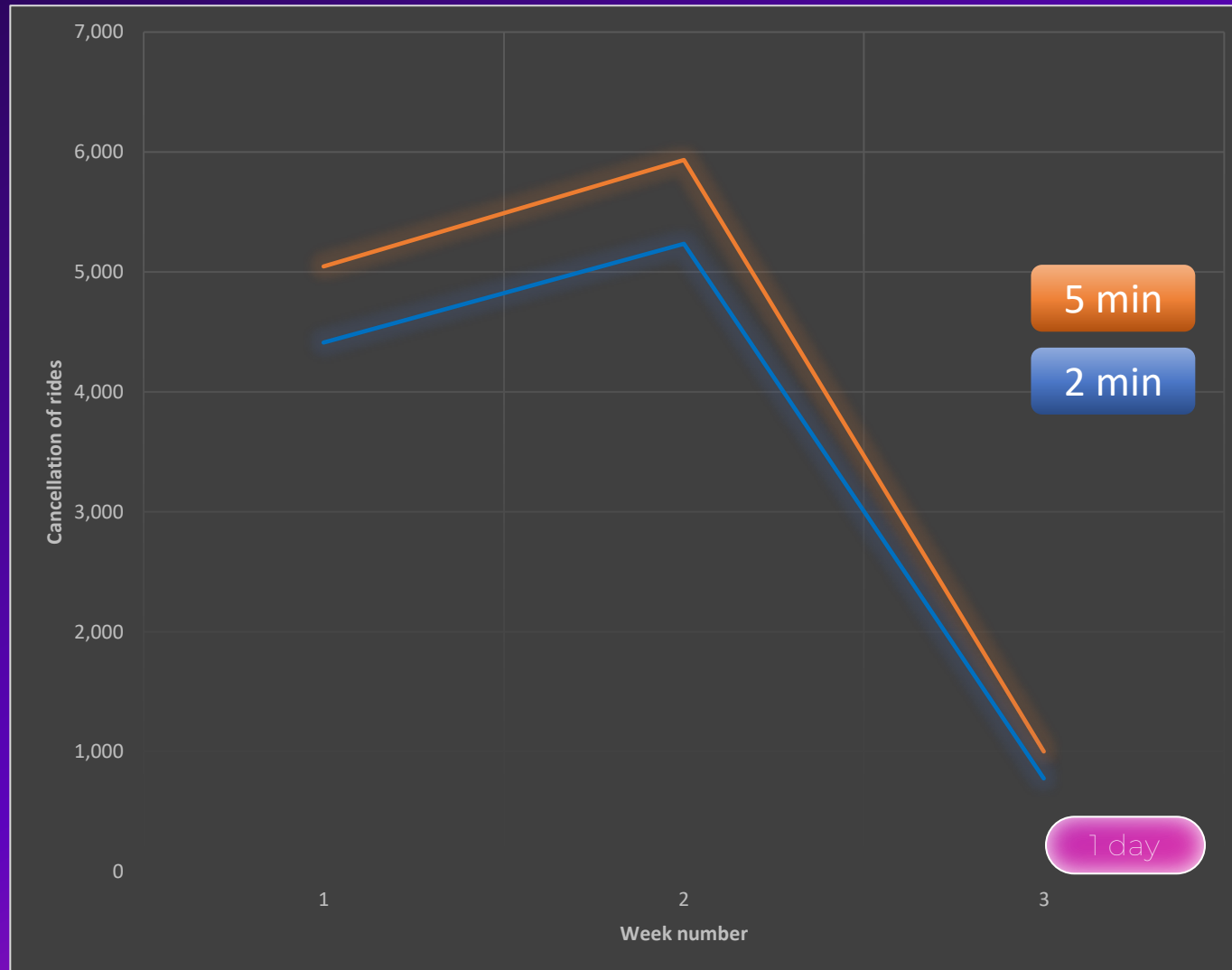
RH - Rush hours

Weekly number of rides

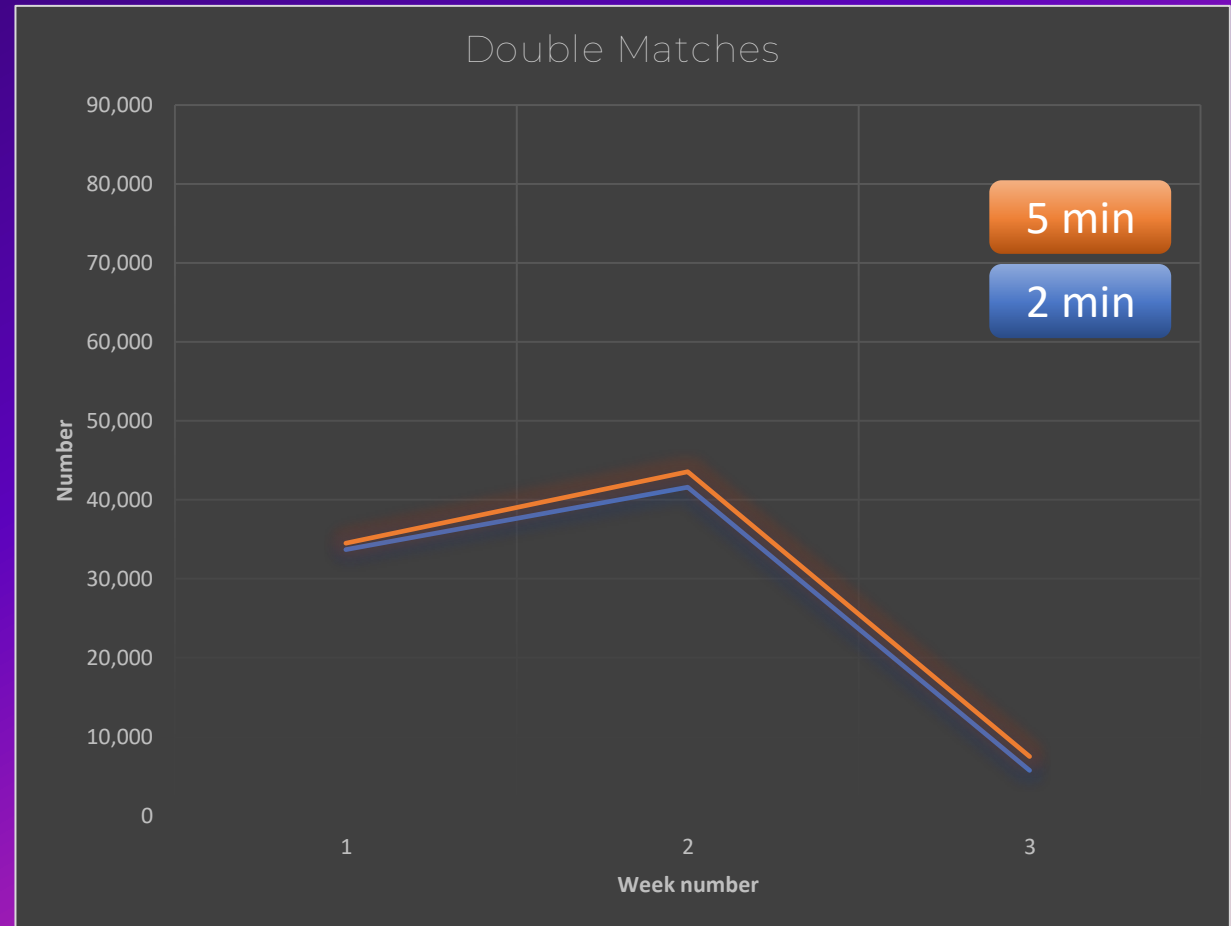
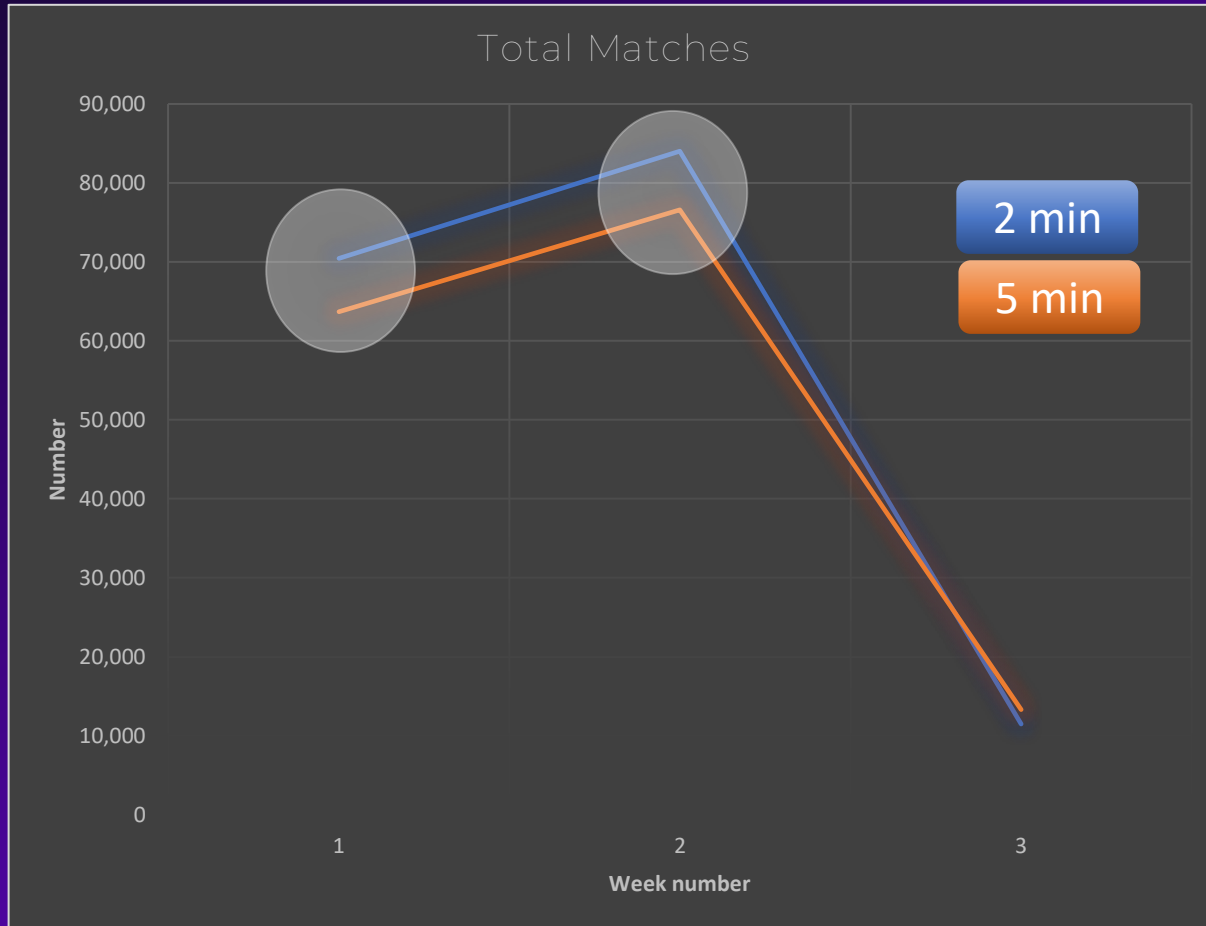


Insight 1 –
Pool rides – Higher for 5
min waiting time

Cancellation of rides



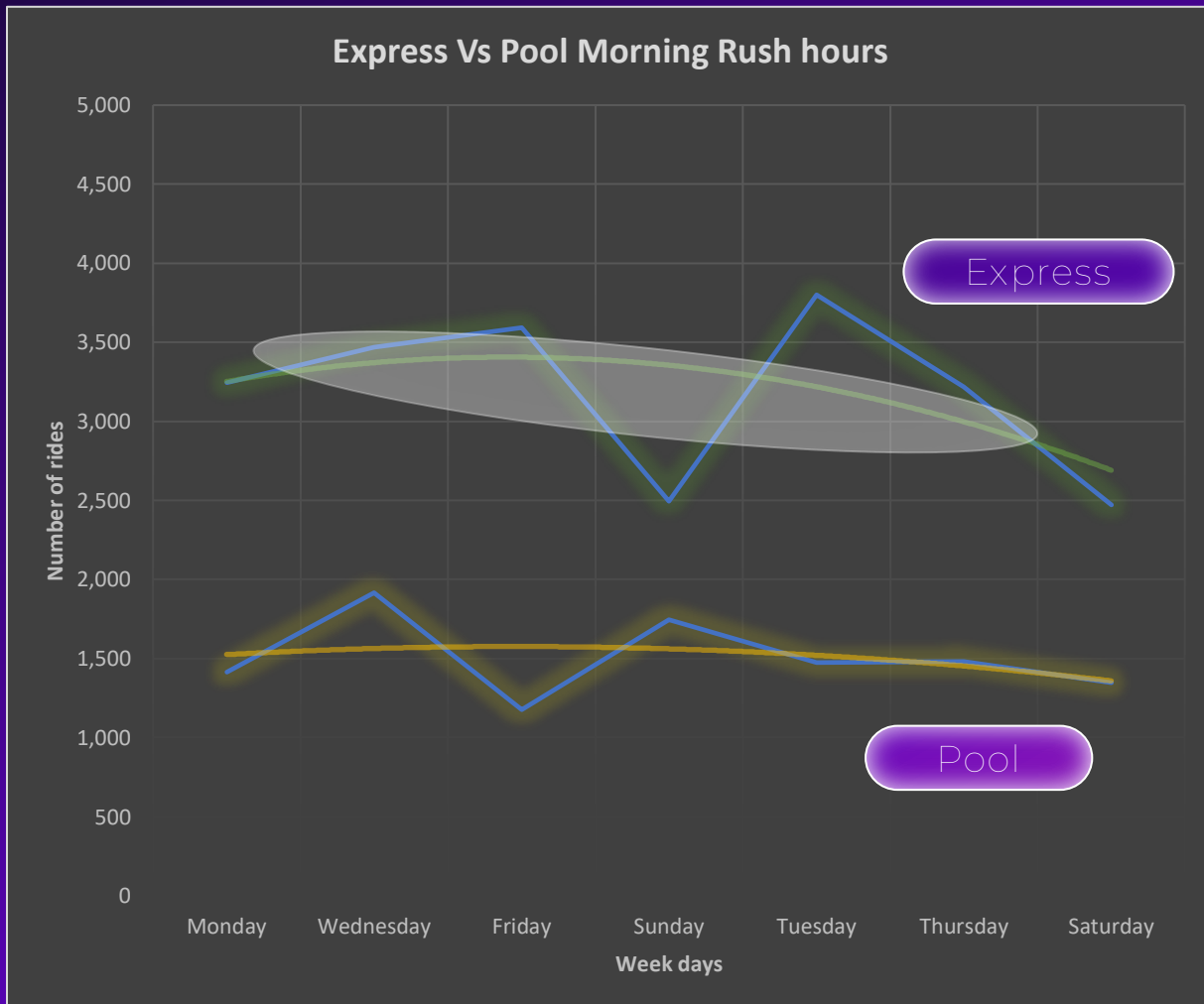
Matches and Double matches



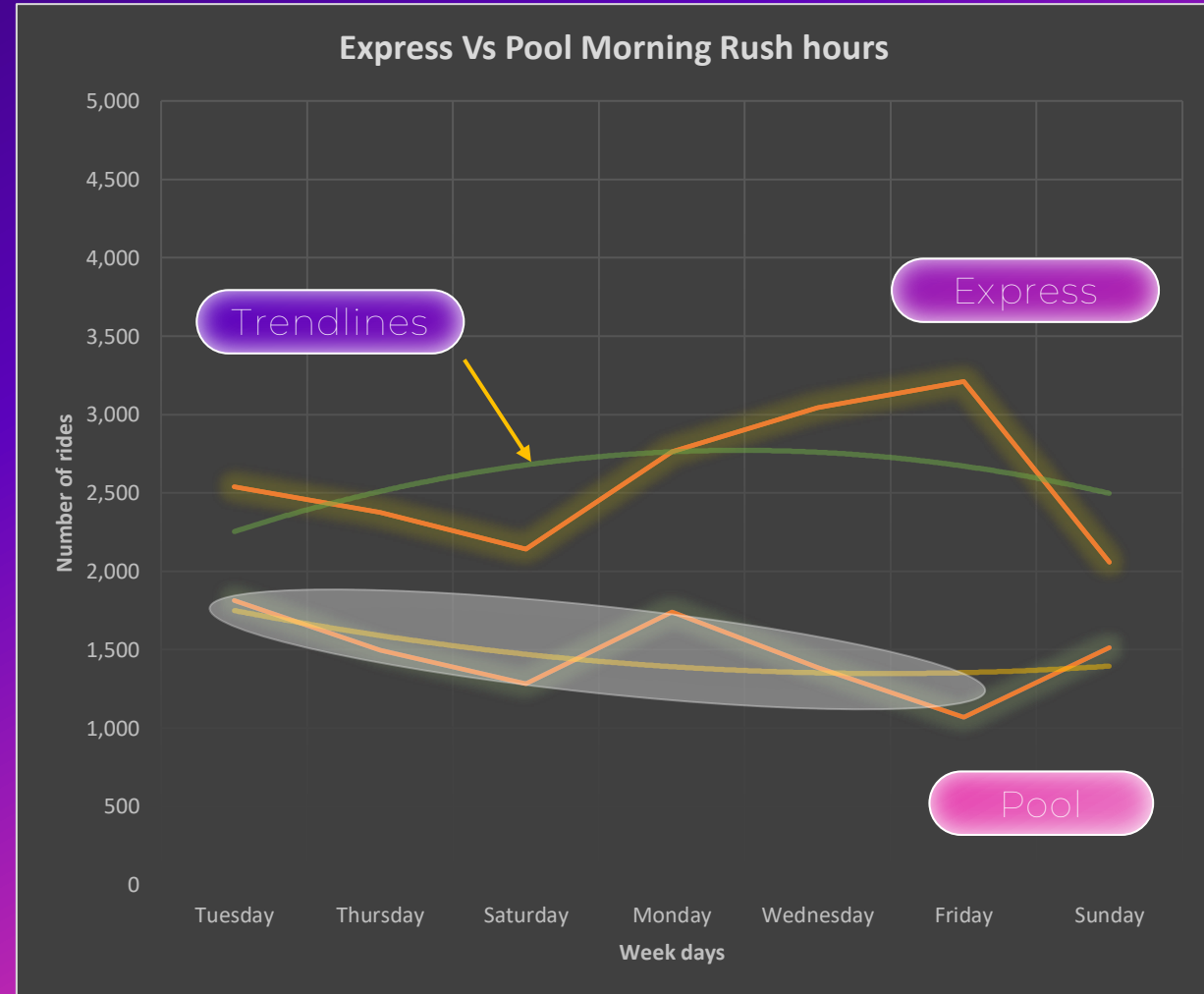
Insight 2 - Double match –
Only Slightly higher for 5 min

Morning rush hour rides

2 min

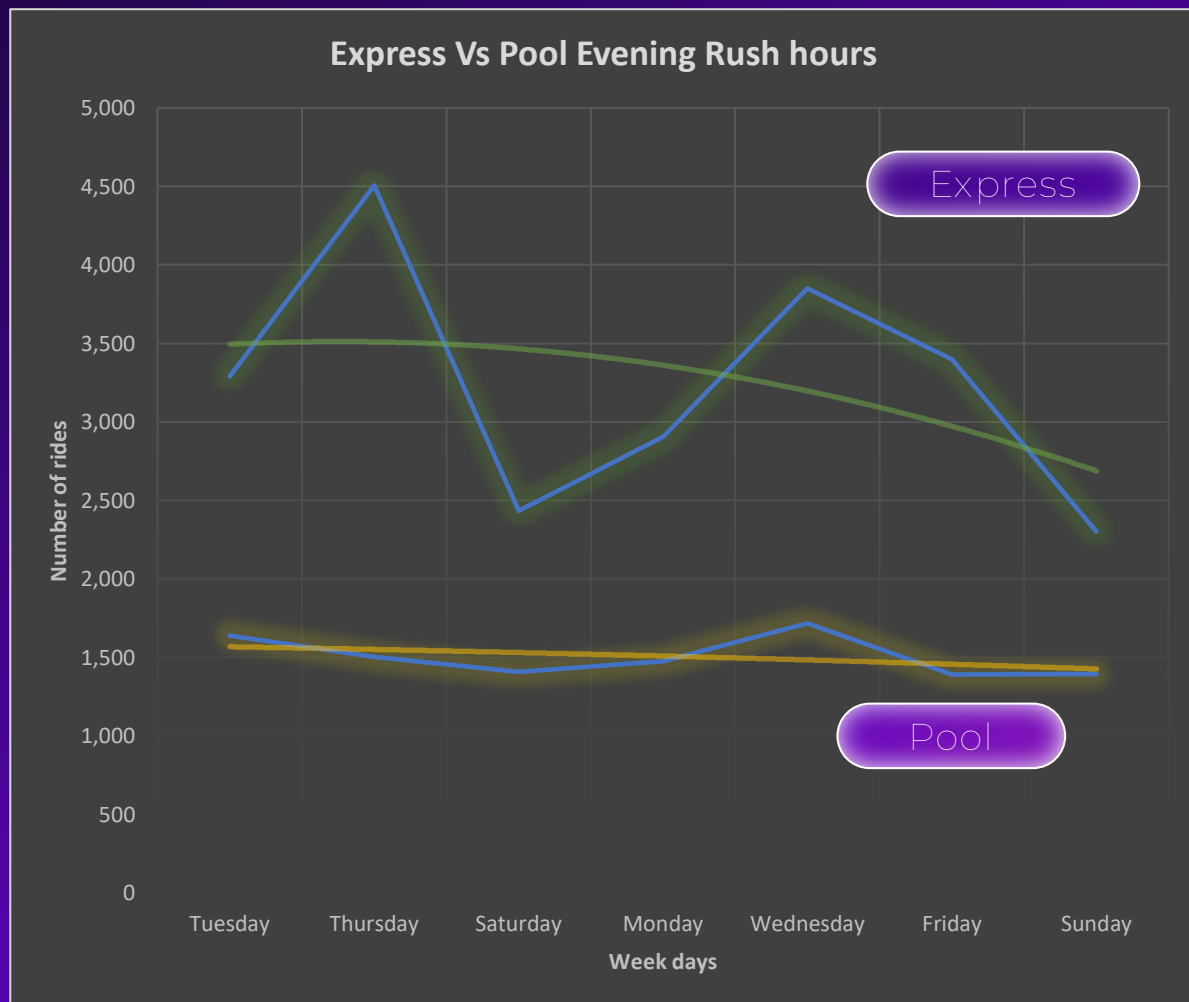


5 min

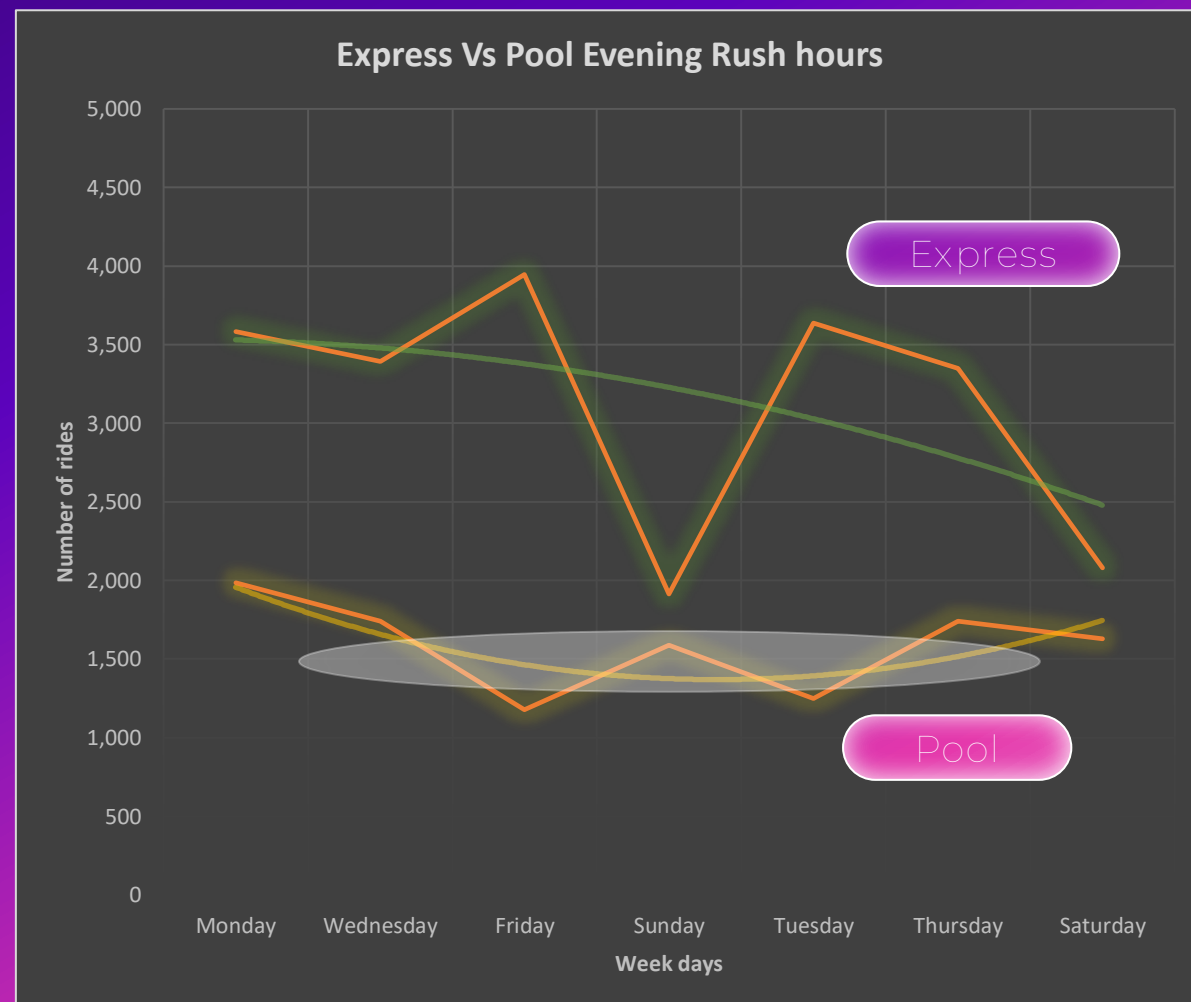


Evening rush hour rides

2 min

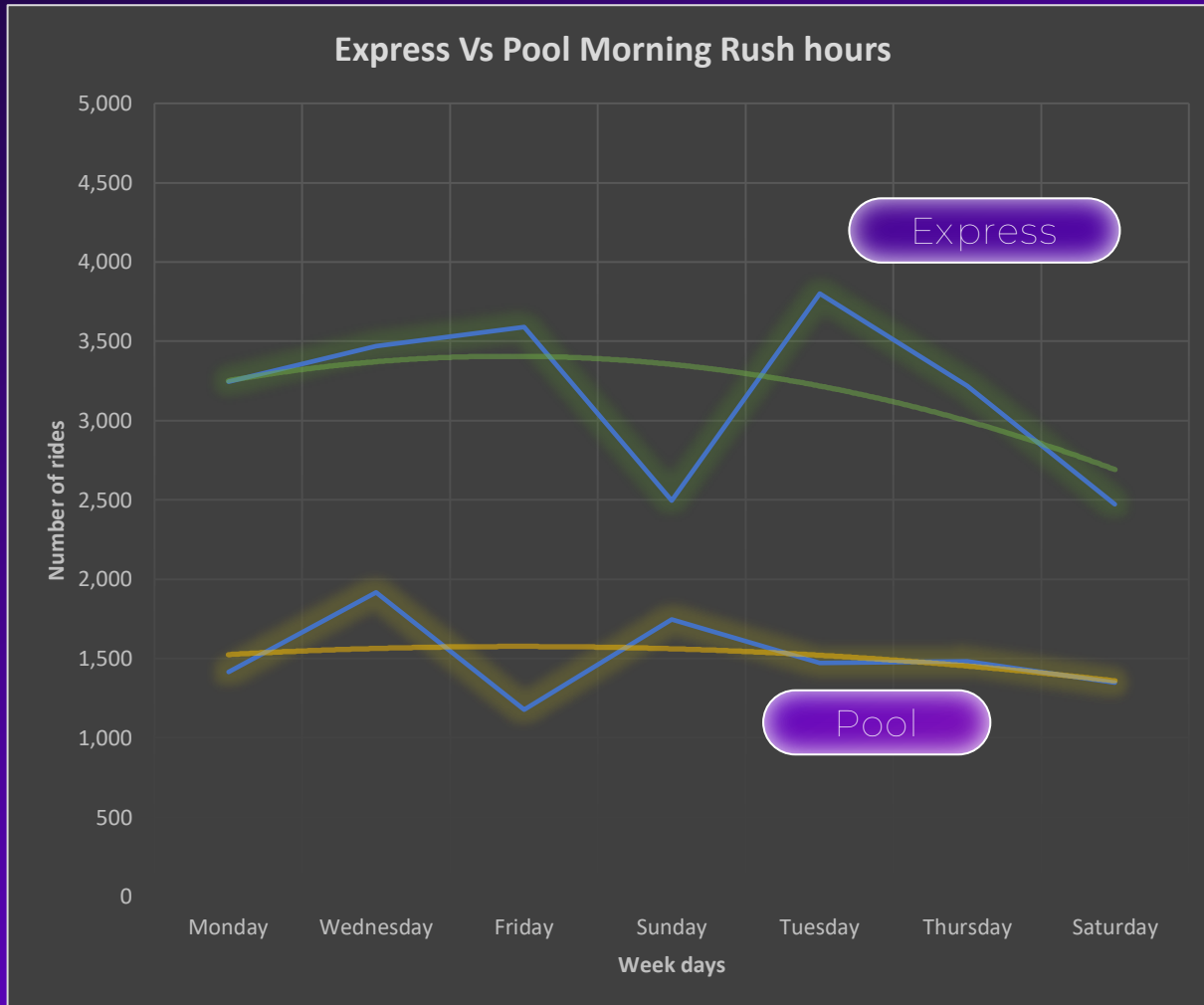


5 min



Rush hour rides

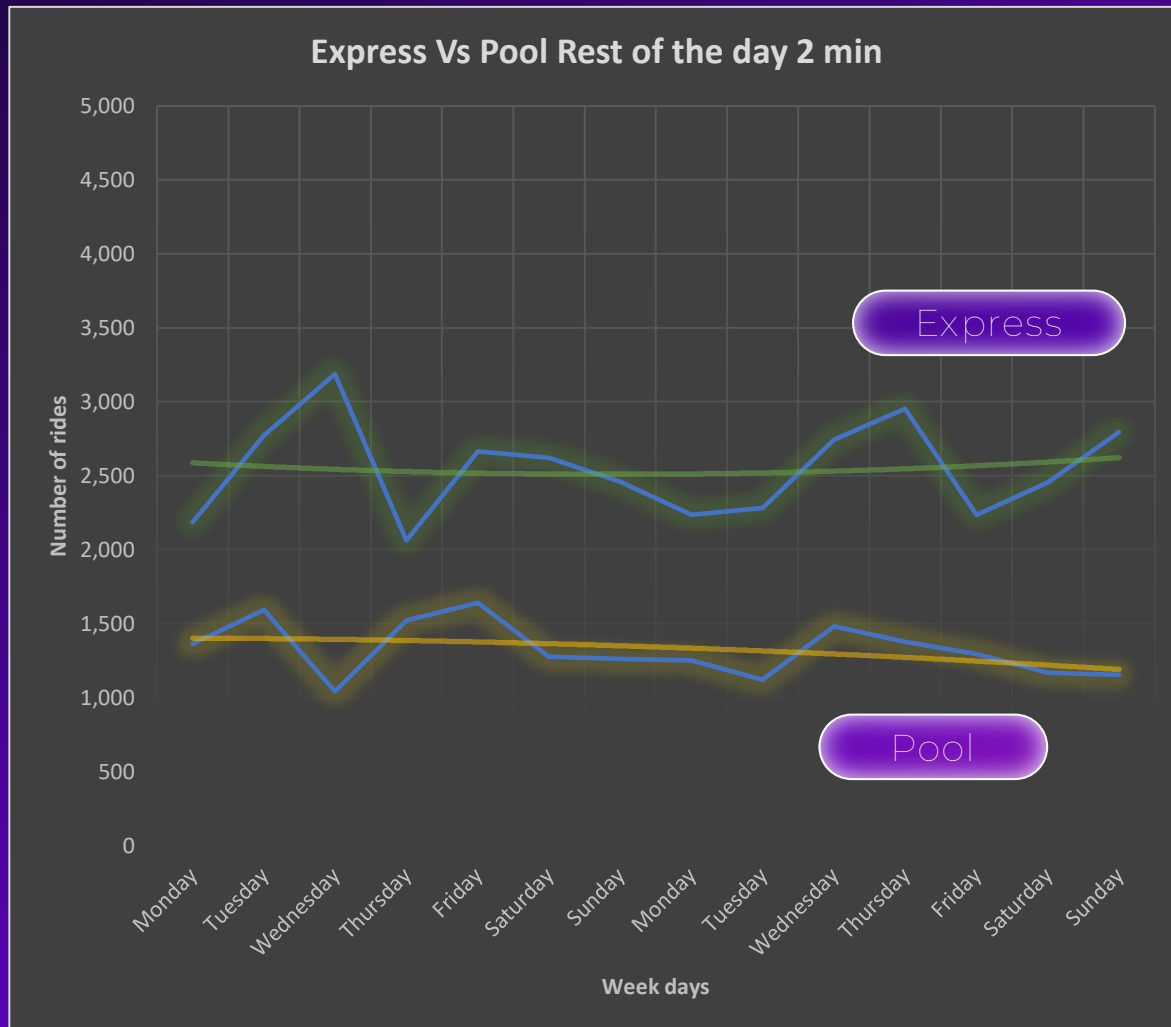
2 min



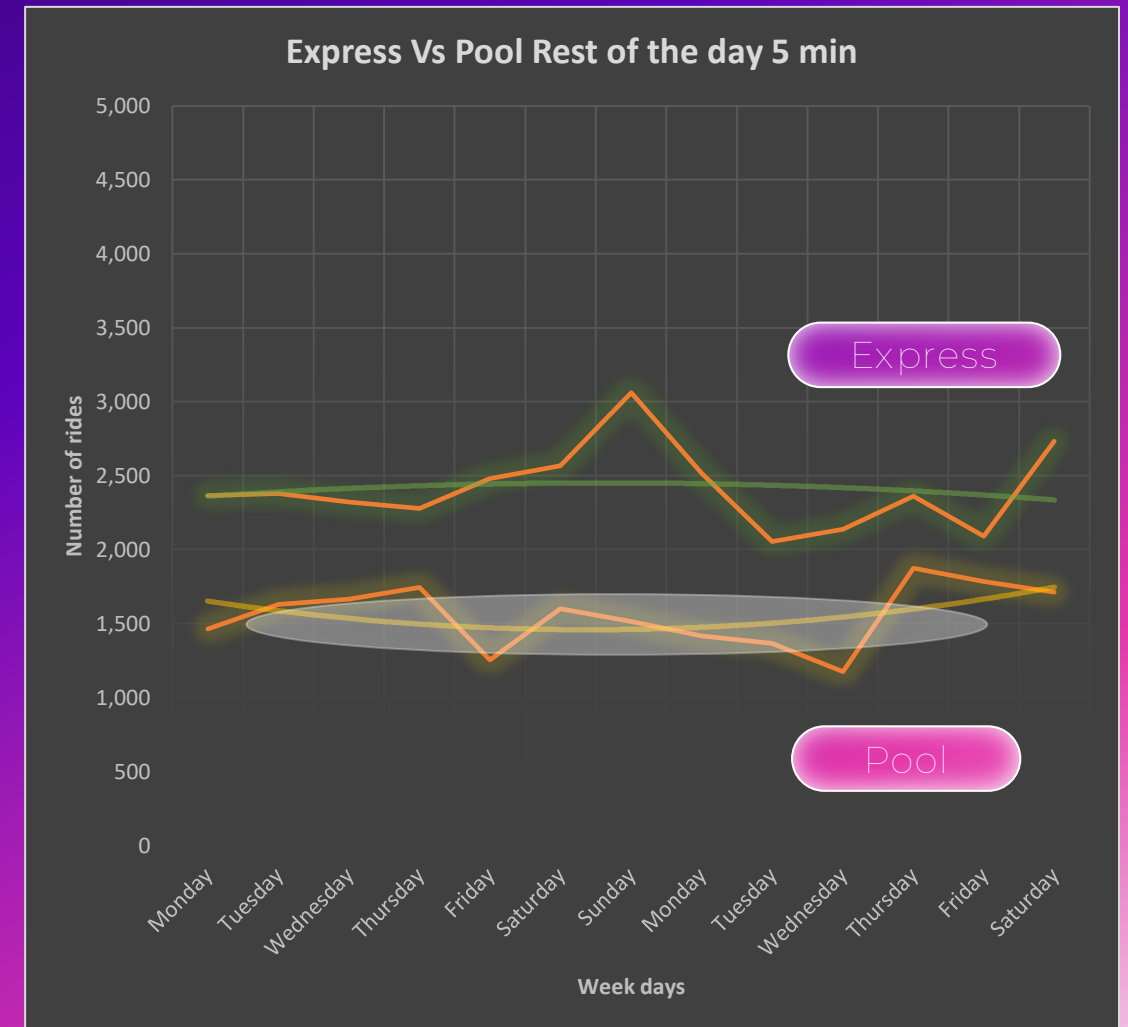
Insight 3
- People prefer
Express 2 min
wait time
during morning
rush hours

Rest of the day rides

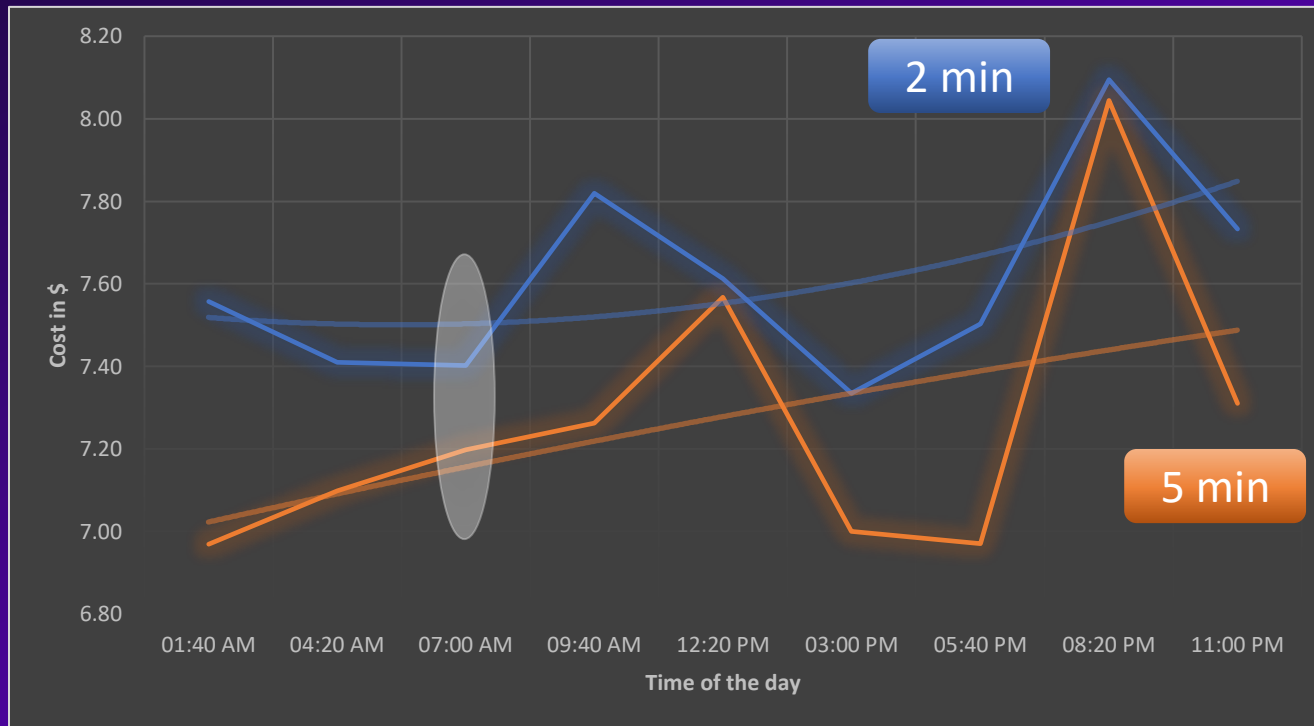
2 min



5 min



Average cost per ride



At morning rush hour, avg. cost per ride increase
= \$0.2 per ride
OR
\$8100 for 2 weeks

Qualitative analysis

Customer experience – Walking and waiting

Perception – Pool vs Express

Trade offs – Cost Efficiency vs Rider experience

Qualitative analysis – Data unknown

Cancellations

Recurring usage pattern

Driver behaviour

Recommendations

Dynamic Wait Timing

Morning rush hour – 2 min, Rest of the day – 5 min

Continue the data collection

Thank You

