

# DiDi UK: Operations Intern - Take Home Test

Context information for tasks below. Please rely on this information when completing tasks 1 and 2, in addition to your creativity in solving problems and creating solutions.

For **task 1** we require your **5 answers** to be submitted back to us as a PDF, along with an excel file showing your work.

For **task 2** we require your presentation to be returned in powerpoint format and it can be no longer than **2 slides**. We propose you prepare your slides as follows; Slide 1: Problem(s) and Slide 2: Solution(s).

All of the required data, to support your answers for both sets of tasks, is contained within the provided raw data set.

You have **48 hours** from the receipt of your take home test email to **complete both tasks** and return them to the DiDi talent acquisition team.

Good luck!

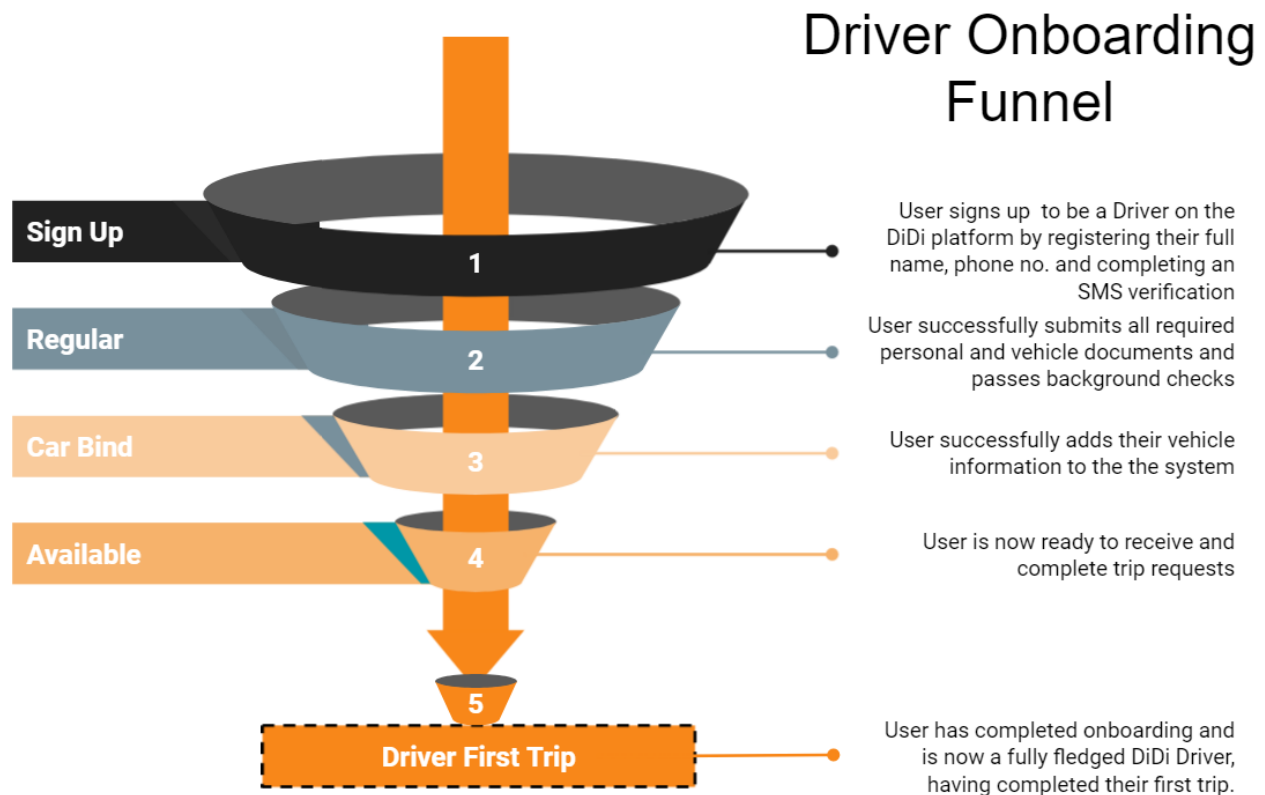
## Task 1

Imagine you are already working as a DiDi operations intern and you have been asked to perform some data analysis on 3 cities; Riyadh, Munich and Panama City. The goal is to help your team to better understand the current situation in each city so that we can better plan and execute strategies that will yield better operational results. Specifically, your team want to know;

1. What is the Driver ID of the driver who has completed the most trips?
2. Which city has the highest average trips per Driver?
3. Which month had the 3rd lowest number of signups in Munich?

For questions 4-5 you will need to refer to the below Driver Onboarding funnel when coming up with your answers. Note, Operations teams strive to make the onboarding process as quick and efficient as possible.

4. Which city has the fastest average time for a driver to complete the funnel?
5. On average, how many days did it take to go from Regular to Bind Car for a 'Driver from fleet', in Panama City, during 2021?



## Task 2

Now that you have completed your city analysis and have generated some initial insights your team wants to know;

1. Which city should the team focus their efforts on and why?
2. What strategy (or strategies) would you recommend to improve outcomes in this city?

### Additional information for (Task 2)

**Completion Rate (CR):** Is an indicator of the efficiency of our operations. It measures the # trips completed by a driver ('trips' column U) divided by the # passenger requests for a ride received and accepted by a driver ('acceptance' column T).

**Main Channel:** Column L of the raw data set. This captures the channel through which a driver was originally signed up.

- **Fleet:** The driver signed up via a unique link provided by a fleet. These are companies that own tens to thousands of vehicles that they rent to drivers for a fee.

- Referral: The driver signed up via a unique link provided by an existing DiDi driver. DiDi then pays an incentive fee to the referrer (existing driver) and the referee (signed up driver), once the latter completes a set number of trips.
- Offline: The driver signed up via a unique link provided by a marketing agency promoter they were approached by on the street. In this case DiDi pays the promoter a fee.
- Organic: The driver signed up without the influence of offline, referral or fleet. There is no incremental cost to DiDi and the driver works alone, not with a fleet.

**Car Factory Year:** Column M of the raw data set. This relates to the year the Drivers' vehicle was made.