

### **Summary:**

In “Happy Mobility Land” there is free floating car share company named “Candy Car Share.” Members can book a car up to 30 min in advance and can pickup and drop off the car anywhere within the designated homezone.

Now Imagine you have been asked to help a Candy car share evaluate how fees impact usage? From time to time, Candy Car share members forget the rules! In these situations, they will be charged one of many fees. In some cases, fees also have processing fees added on top, while others do not!

Candy Car Share is curious if being charged a fee impacts Members future usage. Will Members that are charged drive less or stopping using car share all together? It is important that Candy Car share ensures their fees are not reducing the lifetime value of a member for short term expense coverage.

### **Task:**

Using any tool (SQL, Excel, R, Python, etc.) and the data provided, determine, and provide insights on the following:

- Does charging fees generally impact a member’s average usage? If so, in what way?
- Based on your analysis, what would you recommend they do to their fees or process?
  - No change
  - Waive processing fee for all first offenders
  - Reduce ticket amount (and to what amount)
  - Stop charging fee all together
- What assumptions or business rules did you apply to come up with the above recommendation?

### **Quick Reference:**

- Tows costs Candy Car Share \$215
- A processing fee \$172.18 is added on top of the tow ticket charged to member
- Current policy allows waiving the processing fee for first offenders **only** if they contact Candy Car Share Member Support

### **Deliverable:**

Please provide a written executive summary of your findings. This can be short 0-2pgs

Please come prepared to present your findings. You may prepare slides to share on the screen. You will have 30 mins and 15 min for questions.

- Setup the problem
- Discussing your approach and conclusions and recommendations
- What considerations may we be missing?
- What other data would support your analysis?
- Anything else you found interesting?