Case:

Rappi needs to increase its orders by at least 20% for the next month. To achieve this growth objective, the company is considering the re-launching of the "35 minutes or free" restaurant strategy. (If a user doesn't receive the order in 35 minutes or less, the order will be paid by Rappi).

You have been hired to assess if this strategy can contribute to the monthly growth objective with a positive payback. Making all the necessary assumptions and using the data provided in the Excel file, you will have to:

1. Determine which restaurants should be included in the strategy. (Group by brand not by store point, for example, Papa John's Pizza is the brand, Papa John´s La Flora is the store point).
2. Calculate the orders' growth rate that would be achieved with the implementation of this strategy.
3. Estimate how much this strategy will cost to Rappi.
4. Calculate the expected incremental GMV[1] and the overall payback of this strategy.

Deliverables:
1. In a three-slide deck, you need to present your recommendation on whether Rappi should implement (or not) the proposed strategy.
2. Share with us the Excel file with all your calculations and assumptions explained.

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[1] Gross Merchandise Value