

# “Rider Get Rider” channel performance

Daria Alekseeva

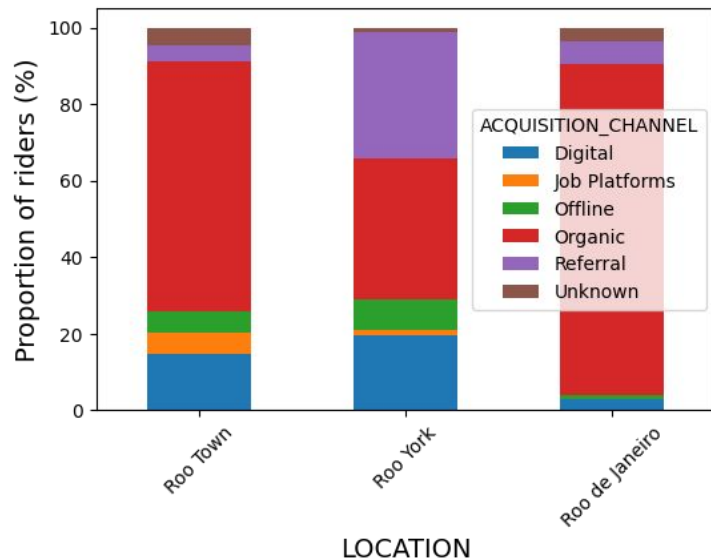
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# Marketing channels in 3 towns

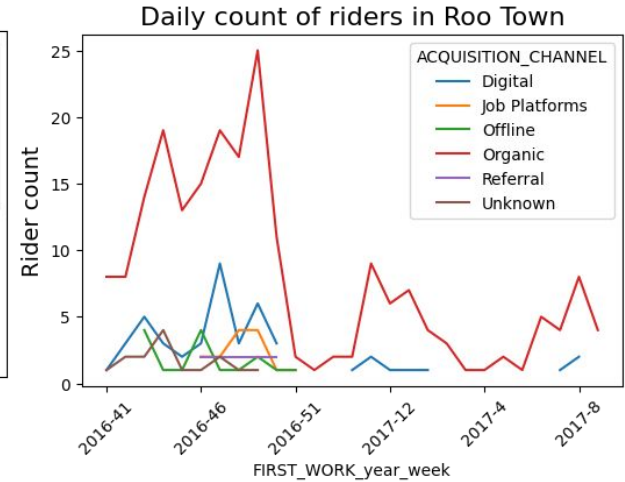
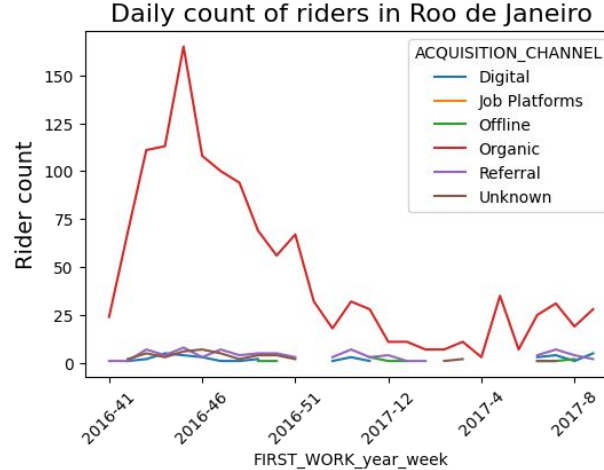
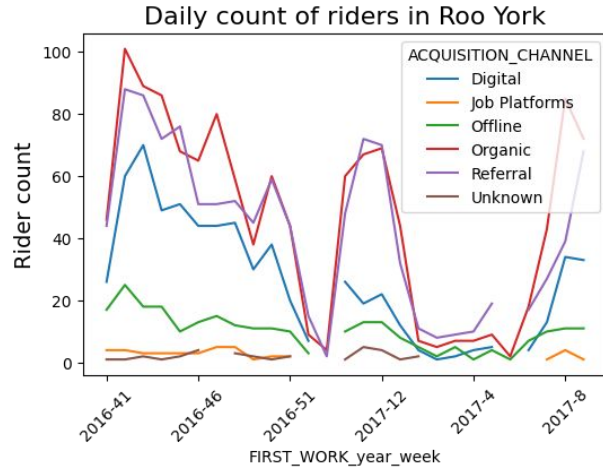


Proportion of riders by ACQUISITION\_CHANNEL



- Roo York has the most riders.
- Organic channel acquired the most rides overall.
- Referral scheme is prevalent in Roo York (33%).
- Among paid channels referrals seems to acquire the most riders overall
- Organic channel has highest proportion in Roo de Janeiro (86%).
- Organic channel has very high proportion of riders in all 3 cities which is great because:
  - 1) business doesn't spend any money on organic acquisition and
  - 2) it tells that brand awareness is very strong.

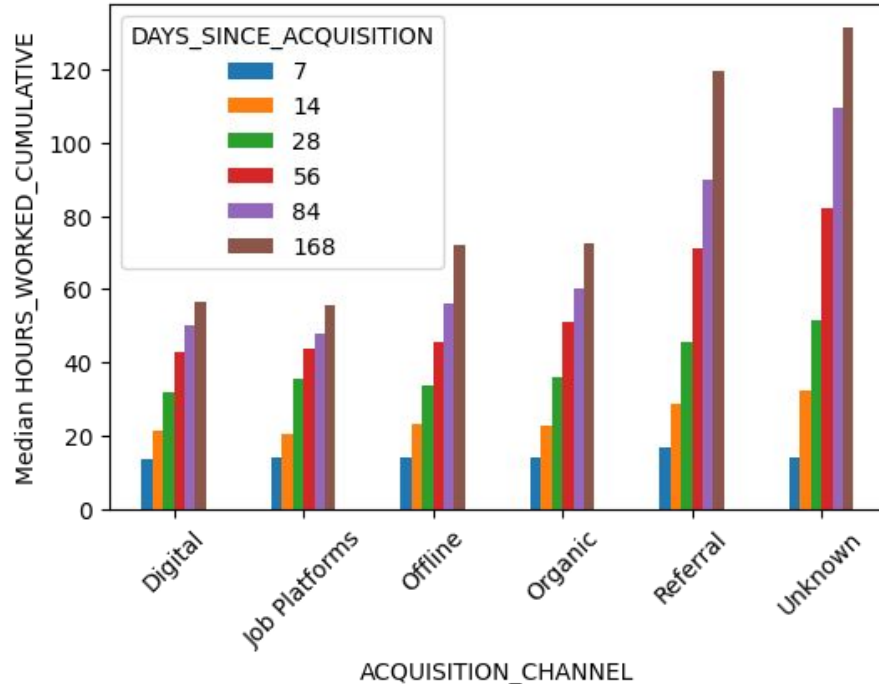
# What's the overtime trend?



- Seasonal drop of riders in January across all 3 towns.
- **Roo York has the most presence of all the channels, so we can use this town as a segment for our further analysis.**
- Why referrals are almost not present in other 2 towns?
- Why in the end of March 2017 almost no riders has started in all 3 towns?
- Did the referral channel trigger organic channel or vice versa?
- Why referrals are so popular in Roo York not in other cities?

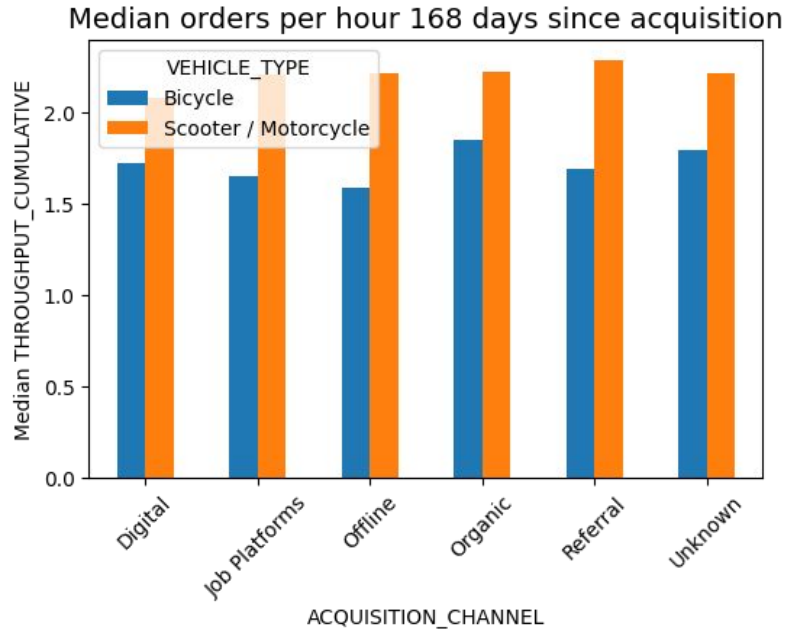
# Rider engagement in Roo York

## Median HOURS\_WORKED\_CUMULATIVE in Roo York



- Riders who joined via referral have consistently high engagement.
- Unknown category is also performing well. Would be good to understand how did those drivers joined.
- Distribution of hours\_worked\_cumulative is skewed that's why I used median (to see typical rider).

# Rider hourly productivity in Roo York

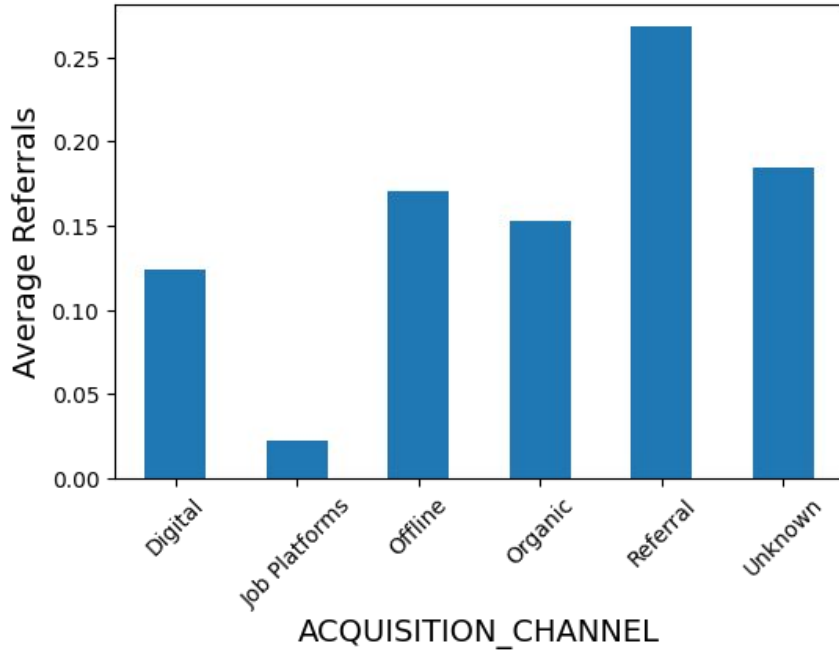


VEHICLE_TYPE	Bicycle	Scooter / Motorcycle
ACQUISITION_CHANNEL		
Digital	1.720	2.075
Job Platforms	1.650	2.200
Offline	1.585	2.210
Organic	1.850	2.220
Referral	1.685	2.280
Unknown	1.790	2.215

- Bicycle and Scooter / Motorcycle are the most popular vehicles in Roo York.
- No clear throughput difference among motorcycle riders.
- **Assuming throughput is roughly the same and knowing RGR drivers work longer hours (previous slide) therefore RGR riders bring more value.**

# Which rider is more likely to give a referral?

Average successful referrals by riders in Roo York



Looks like RGRs have positive effect acquiring more RGRs compared to other acquisition channels. In general 4 RGRs lead to one more RGR acquisition, whereas ~7 Organic riders acquire 1 RGR.

*Caution: We know successful referrals is a highly skewed variable, and using mean as our statistical param can be dangerous in highly skewed cases, therefore I will check if outliers are the cause - maximum successful referrals.*

```
ACQUISITION_CHANNEL
Digital                27.0
Job Platforms          1.0
Offline                4.0
Organic                7.0
Referral               6.0
Unknown                2.0
```

Max successful referrals for Organic and Referral is not really much different, therefore we don't have a outlier effect when comparing organic vs referral.

# Conclusion

## **1. How has RGR performed? How does that compare with other channels?**

Successful in Roo York based on 3 metrics:

- Engagement - positive
- Productivity - neutral
- Successful referrals - positive

Organic and referral channels are the best performing. Among the paid channels referrals are the best.

## **2. Is RGR a successful scheme? Should it be changed?**

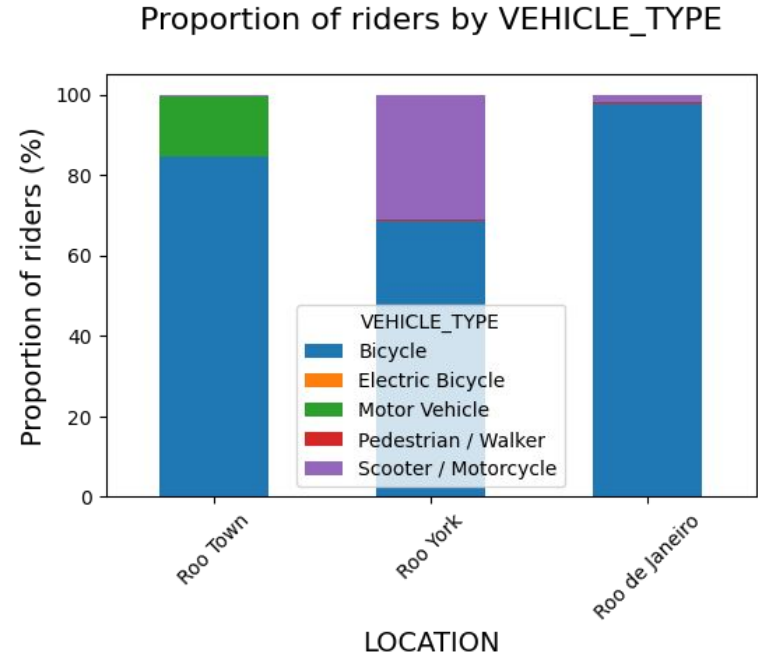
In Roo York it is successful, but we cannot say for other two towns. We don't see good results there.

## **3. If it should be changed, what are some important factors which should be considered?**

Potentially it should be changes in 2 other towns but we need more info about referral schemes.

# Explore further

- Compare referral business models in 3 towns?  
What is incentive per referral in each town?
- What is included in 'Unknown' marketing channel?
- When the scheme was announced in each town?
- Why vehicle profiles are so different? Does it affect the business model and the referrals.





Thank you!