"Rider Get Rider' channel performance
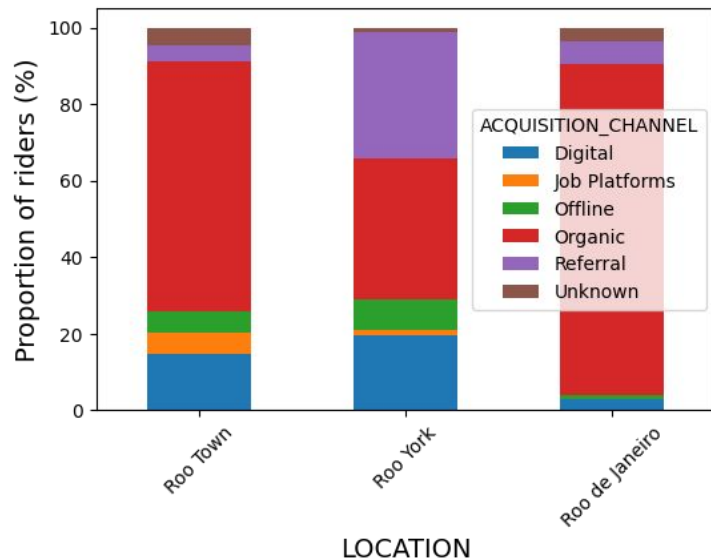
Daria Alekseeva

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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 trend?

Weekly count of riders in Roo York

Weekly count of riders in Roo de Janeiro

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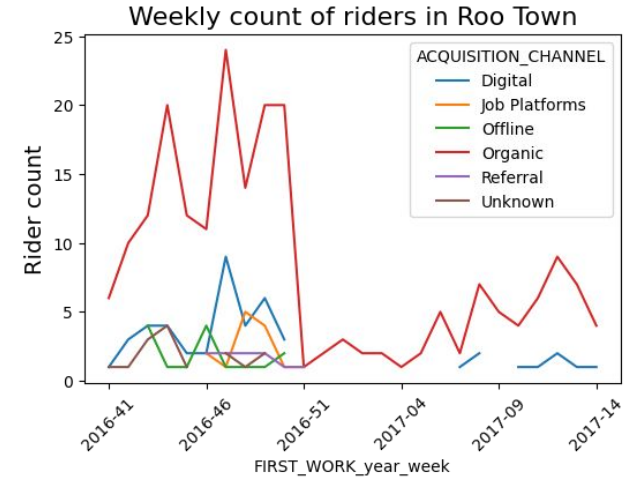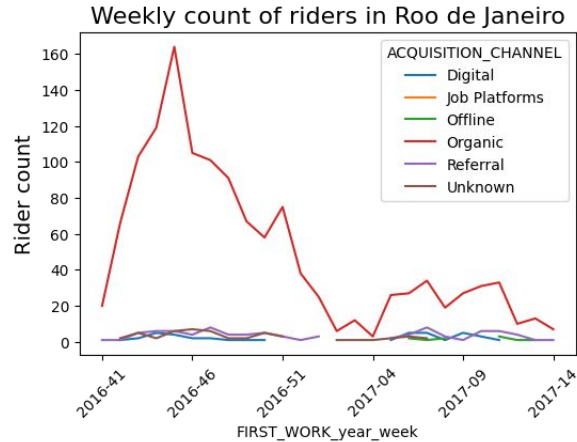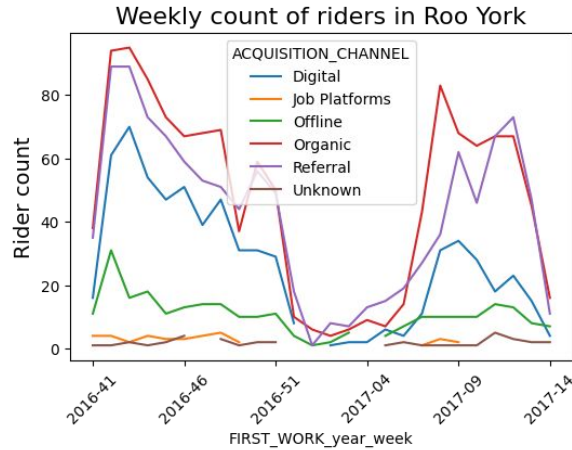
- Seasonal drop of riders in January across all 3 towns.
- **Roo York has the most presence of all the channels, so we can use this town as a segment for our further analysis.**
- Why referrals are almost not present in other 2 towns?
- Why in the end of March 2017 almost no riders has started in all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

Rider engagement in Roo York

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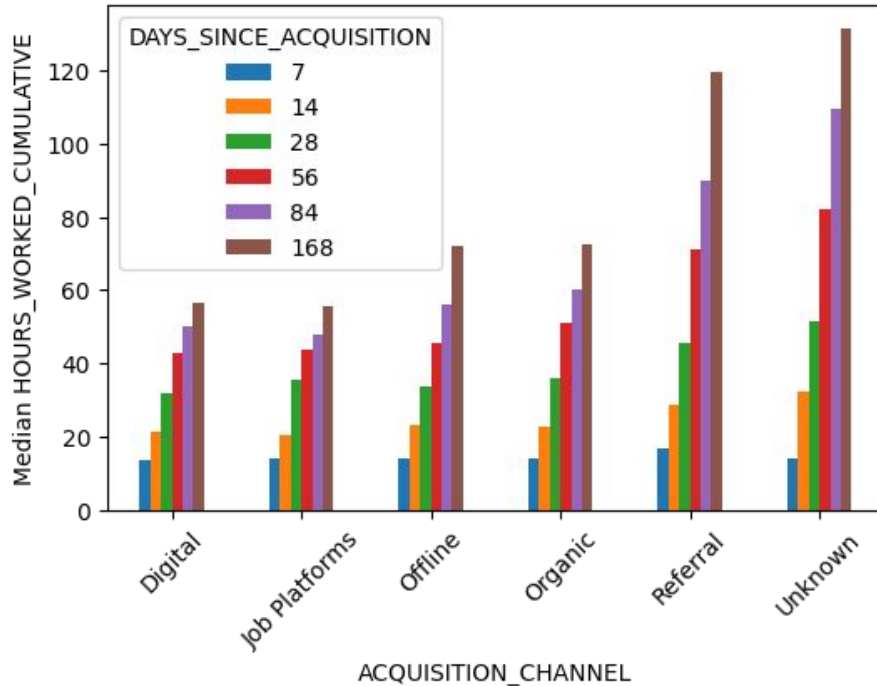
- Riders who joined via referral have consistently high engagement.
- Unknown category is also performing well. Would be good to understand how did those drivers joined.
- Distribution of hours_worked_cumulative is skewed that's why I used median (to see typical rider).

Rider hourly productivity in Roo York

Median orders per hour 168 days since acquisition
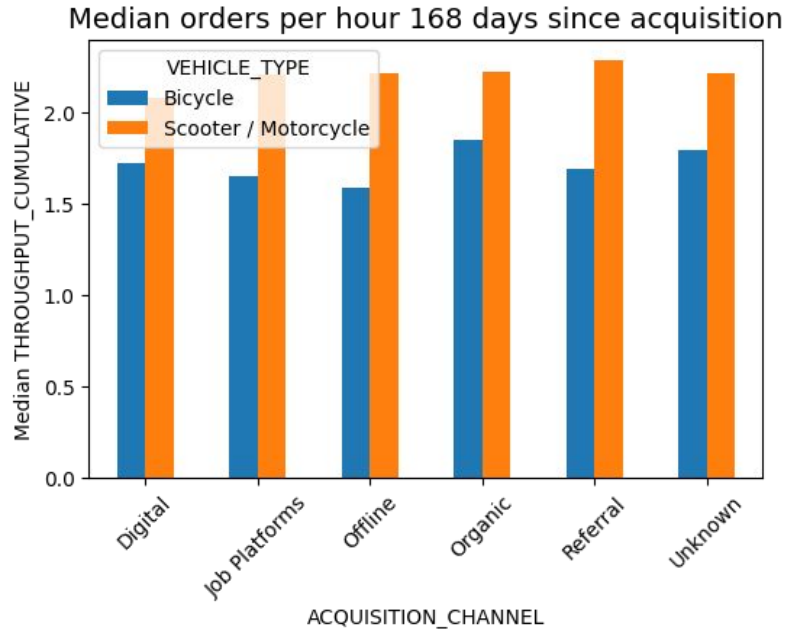
VEHICLE_TYPE ACQUISITION_CHANNEL	Bicycle	Scooter / Motorcycle
Digital	1.720	2.075
Job Platforms	1.650	2.200
Offline	1.585	2.210
Organic	1.850	2.220
Referral	1.685	2.280
Unknown	1.790	2.215

- 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 riders work longer hours (previous slide) therefore RGR riders bring more value.**

Which rider is more likely to give a referral?

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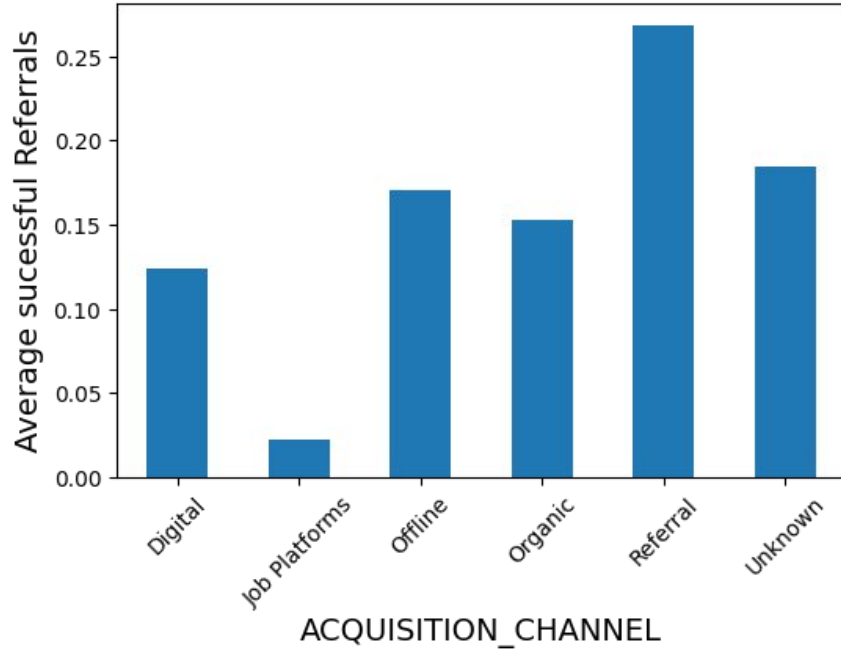
Looks like RGRs have positive effect acquiring more RGRs compared to other acquisition channels. In general 4 RGRs lead to one more RGR acquisition, whereas ~7 Organic riders acquire 1 RGR.

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.

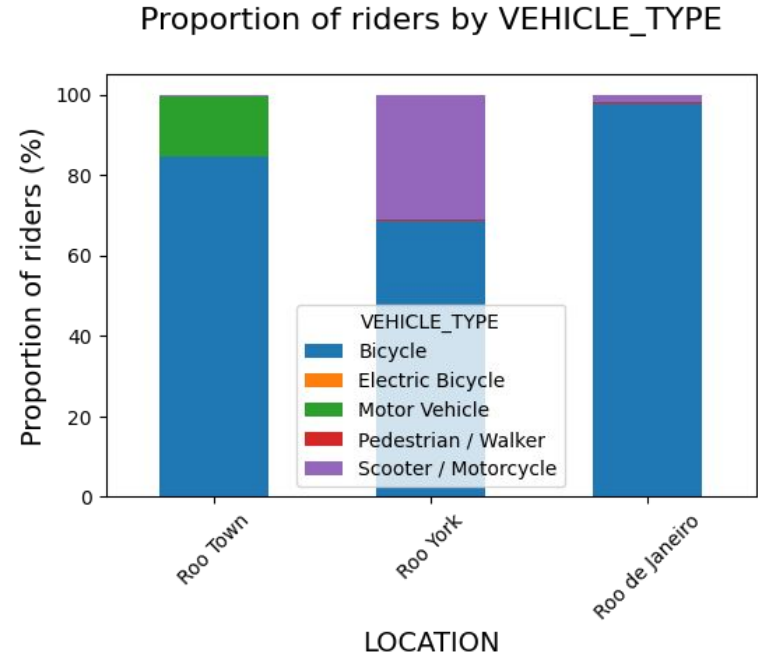**2. Is RGR a successful scheme? Should it be changed?**

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.

Proportion of riders by VEHICLE_TYPE

Thank you!