**Executive Summary:**

1. **Problem Statement**

As the Manager of the Analytics team, I am focusing on identifying process improvement opportunities across our three-sided marketplace—targeting areas to enhance service levels and drive sustainable, long-term profitability

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**Assumption**

* Weather won’t play a part in it as we don’t have that data.
* There are no major disruptions in this dataset, such as large-scale promotions, Major Sport Event, or strikes.
* Each data point is independent of the others.

**Methodology and Approach**

As the Data Analytics Manager, my focus is on identifying process improvement opportunities across our three-sided marketplace. I’m working toward two key goals:

1. Enhancing the experience and value we provide to all parties in the marketplace.

2. Driving initiatives that help DoorDash increase profit.

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To diagnose the first part, I structured the problem into five core dimensions: Item-level attributes, Store -Specific Characteristics, Driver Performance, Operational Processes, and time of day. A deep-dive analysis across each area enabled us to isolate key drivers of service performance.

A close-up of a graph

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To answer the second question: I’m exploring strategies to increase our revenue and reduce our expenses.

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A screenshot of a graph

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A screenshot of a white and red page

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A list of marketing strategies

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