DoorDash

- A/B Testing Application -
- First Batch Completion Improvement -

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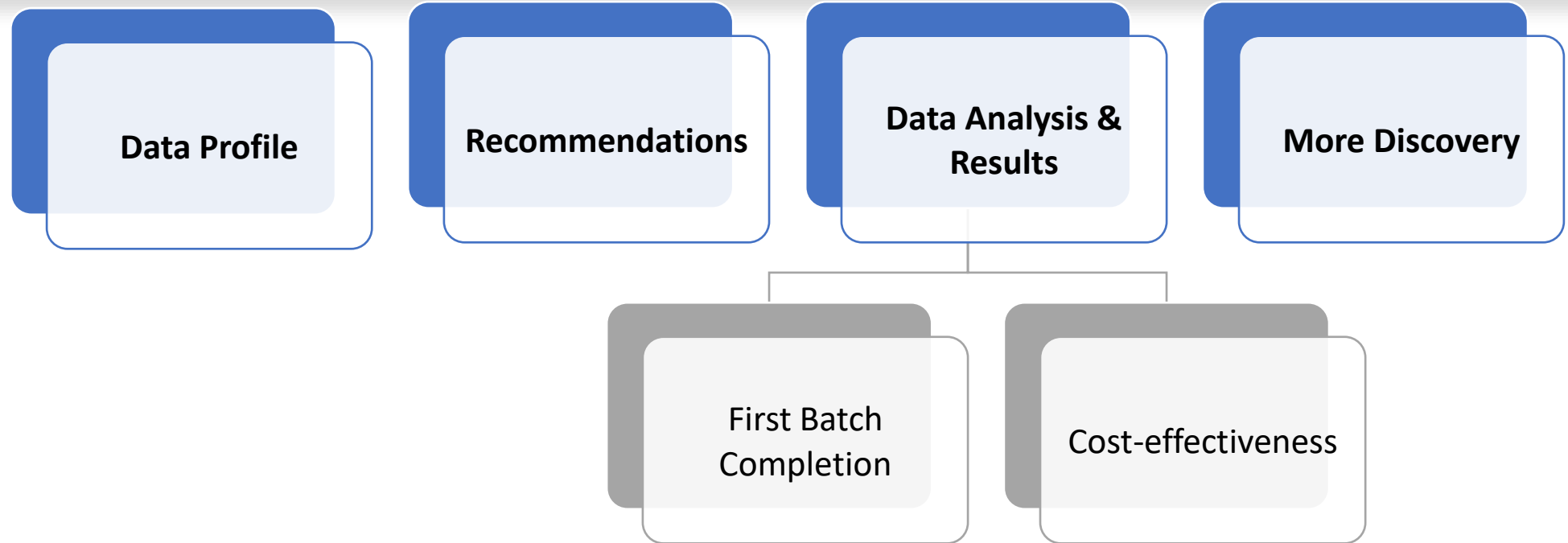
Data Profile

- Total observations: 108328

- Total number of applicants: 21698

- Total duration: 40 days

- Target year-month: 2018 (10/1 – 11/9)

- Category group: control & treatment

- Events: application date, card mailed date, card activation date, orientation date, background check initiated date, background check completed date, first batch completed date
  - Orientation process is optional
    (excluded in the analysis)

Recommendations (Key Takeaways)

More applicant sources on web search engine, job search site, social media

Focus on each rate decreasing point on every event step to avoid unnecessary time or expenses

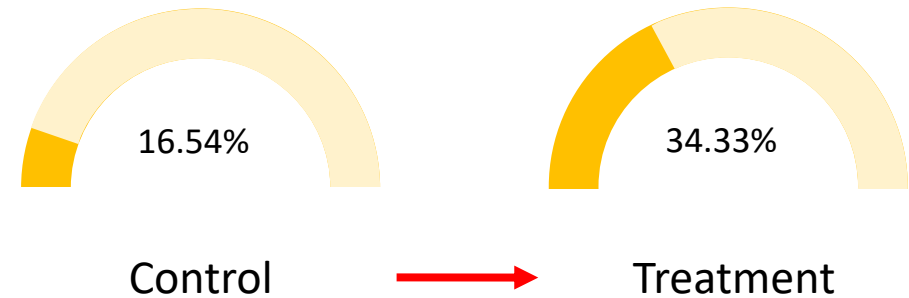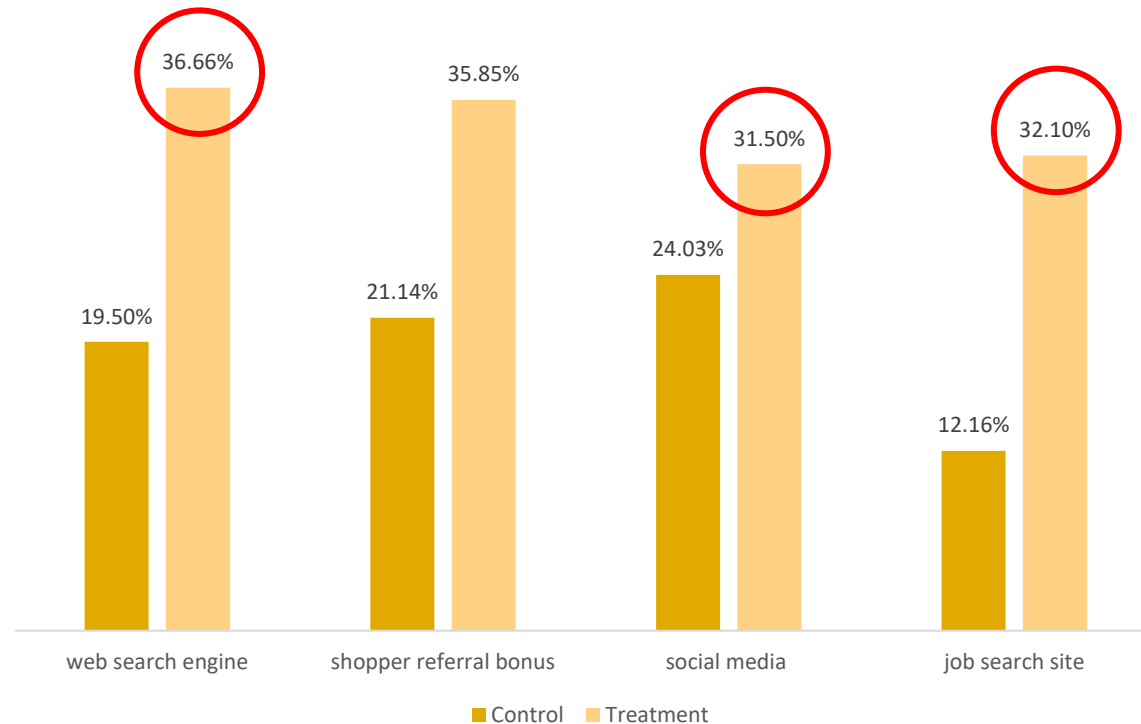Shorten entire process time if advance background checking process

Data Analysis & Result 1 – First Batch Completion

Advance background checking process can effectively help to increase the percentage of first batch completion

Recommendation 1: Web search engine, job search site, social media focus

Channel Based

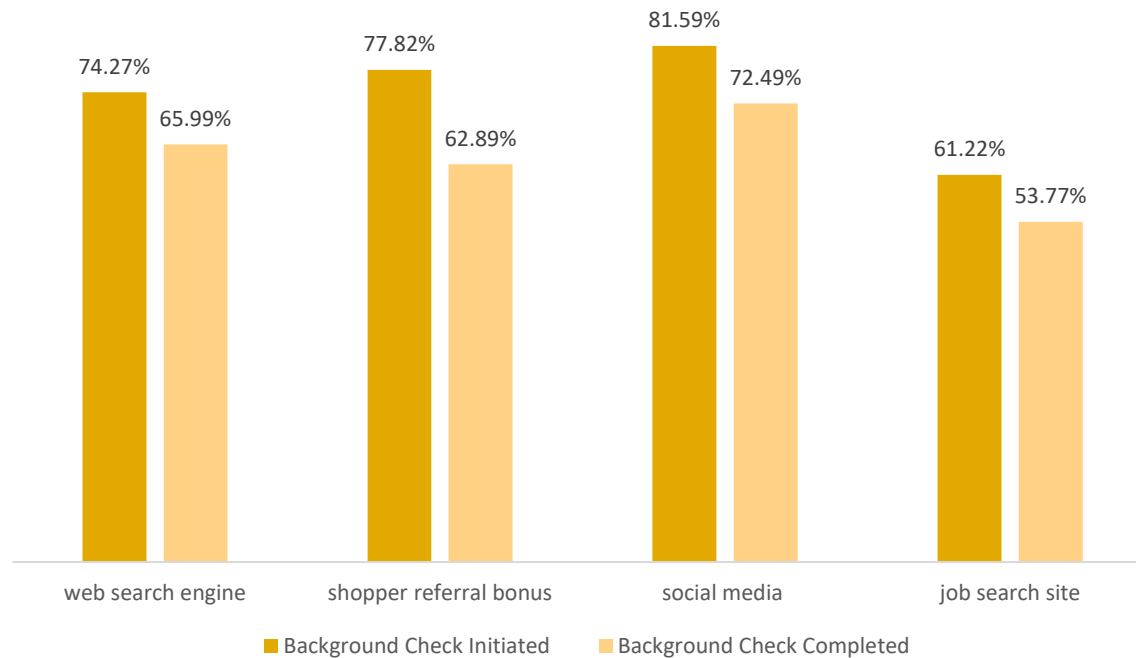### Time Based

Control → Treatment
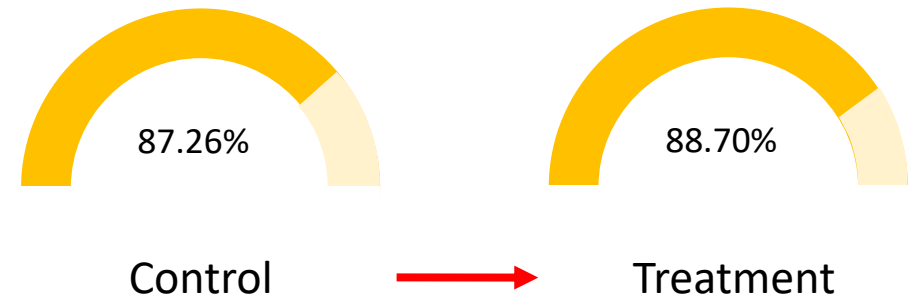
Data Analysis & Result 2 – Cost Effectiveness

Advance background checking process can slightly help increase the percentage of first batch completion

Recommendation: Avoid those who didn't complete background checking process for unnecessary expenses

Channel Based

Time Based

Control → Treatment

87.26% Control

88.70% Treatment

web search engine — 74.27% / 65.99%
shopper referral bonus — 77.82% / 62.89%
social media — 81.59% / 72.49%
job search site — 61.22% / 53.77%

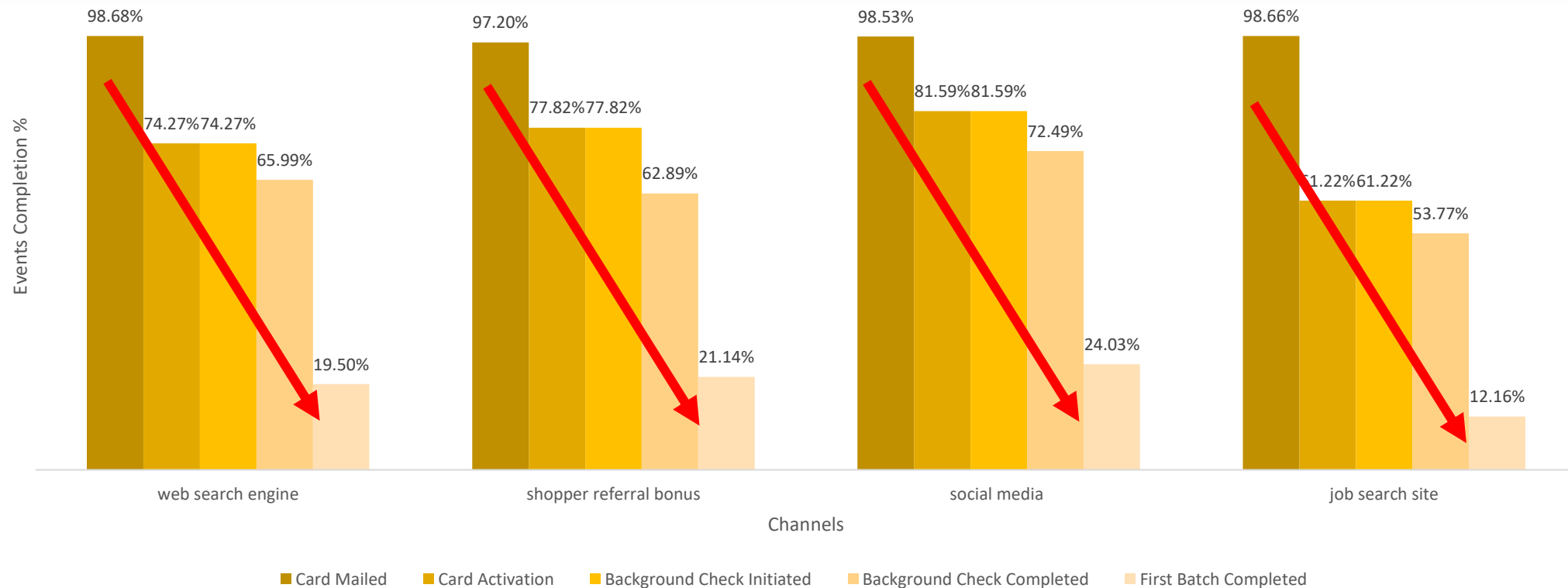Background Check Initiated   Background Check Completed

More Discovery

Not all applicants fully completed each event process (exclude orientation)

Recommendation: Need more focus on each rate decreasing points on every step to avoid unnecessary time or expenses

Events Completion %

web search engine
98.68%
74.27% 74.27%
65.99%
19.50%

shopper referral bonus
97.20%
77.82% 77.82%
62.89%
21.14%

social media
98.53%
81.59% 81.59%
72.49%
24.03%

job search site
98.66%
61.22% 61.22%
53.77%
12.16%

Channels

■ Card Mailed ■ Card Activation ■ Background Check Initiated ■ Background Check Completed ■ First Batch Completed
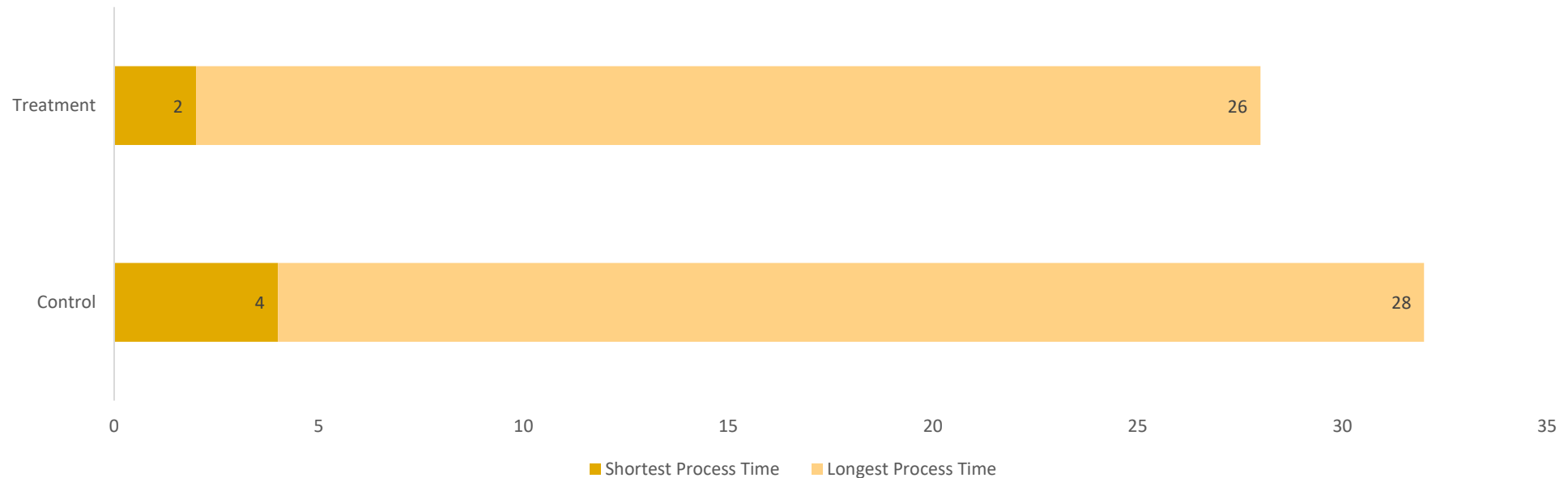
More Discovery Cont.

Advance background checking process can reduce the entire process duration

Key Takeaway: Total process time in treatment group is much shorter than the one in control group

Duration from application to first batch completed

| | Shortest Process Time | Longest Process Time |

Treatment: 2, 26
Control: 4, 28

THANK YOU FOR LISTENING

Q&A