QUESTION 1

Key Insights

- It can be said that rider satisfaction is substantial as seen from the correlation between rider count and rider ratings, the top ten rated riders should be compensated to promote customer retention.
- Overall, the average ride duration and average ride distance are at an optimal level for both weeks. However, there were noticeable dips in our numbers on Wednesdays. We would have to counter the discounts offered by our competitor's mid-week
- During the weekends, we generate as much revenue as possible but the weekdays are low and can be improved. We need to look into factors affecting customer demands like pricing, availability of other transportation options as well as competition. Another possibility for the mid-week low revenue is driver availability
- I can confirm that the low revenue generation mid-week is a result of low rider orders. Market saturation was an issue for the past two weeks
- There is a progression of ride per-hour count during the early hours of the day, however, after past noon there is a regression. Driver availability and surge in prices are issues we will need to push a steady progression all-day

Recommendations

- A reward system to promote customer retention should be initiated for our top-rated riders to encourage further engagement. These rewards should be communicated to the customers and the impact should be tracked as well.
- By leveraging data analytics, we can optimize insights from rider behaviour and identify patterns to improve rider experience. For example, analyzing the time of day and location of ride requests can help businesses identify areas with high demand and adjust the pricing accordingly
- Partner with other businesses: Partnering with other businesses can help increase the number of riders and trips. For example, partnering with hotels, airports, or event venues can provide access to a large pool of potential customers who need transportation services.
- To improve our daily ride count, we should encourage our drivers by enhancing their incentives. Consider offering additional incentives to drivers to encourage them to provide more rides. This can include bonuses for completing a certain number of rides, increased commission rates, or other perks.
- To improve our daily revenue generated we should implore our riders with Incentives. By using data analytics to identify patterns in rider behaviour and introduce incentives such as discounts, loyalty rewards, and referral programs to encourage riders to use your service more frequently.
- To improve ride per hour count, we need to improve ride experience by improving our mobile app functionality, user experience and features to create a more convenient and appealing service.

- An expansion of marketing and advertising efforts will improve the ride-per-hour count. By increasing marketing and advertising efforts can help businesses reach a larger audience and attract more riders. By targeting potential customers through social media, online advertising, or partnerships with other businesses, businesses can increase their brand awareness and attract more riders.

QUESTION 3

GROWTH KEY COMPONENTS

To understand the marketplace for the business, here are some key components/data points to consider:

Market size: Understanding the size of the market can provide insights into the potential for growth and competition. This can be measured in terms of the number of users, trips, or revenue.

Market share: Analyzing the market share of the service and its competitors can help to understand the competitive landscape and identify areas for growth. This can be measured by the percentage of trips or revenue that each service controls.

User demographics: Understanding the demographics of service users can help to identify target markets and inform marketing strategies. This can include age, gender, income, and geographic location.

Pricing strategy: Analyzing the pricing strategy of the service and its competitors can help to understand how they are competing on price and whether they are implementing surge pricing or other pricing strategies.

Driver incentives: Understanding the incentives offered to drivers can help to understand the driver experience and the impact on supply and demand. This can include bonuses, commissions, and referral programs.

Customer satisfaction: Analyzing customer satisfaction ratings and reviews can help to understand the user experience and identify areas for improvement. This can include ratings and reviews on the app store, social media, and third-party review sites.

Regulatory environment: Understanding the regulatory environment for services in a particular market can help to understand the potential for growth and competition. This can include regulations related to driver training, vehicle inspections, insurance, and licensing.

Here are some steps you can take to build a strong pipeline:

Identify the key components/data points: Start by identifying the specific components and data points that are critical for understanding the service's place in the market. This may include factors such as market share, pricing strategy, user demographics, driver incentives, and customer satisfaction.

Determine the sources of information: Once you have identified the key components/data points, determine the sources of information that are available for each. This may include publicly available data from government agencies or industry associations, as well as data from third-party research firms, news articles, and social media.

Create a data collection plan: Develop a plan for collecting and organizing the data from each source. This may involve creating a spreadsheet or database to track the information, as well as establishing a regular schedule for collecting new data as it becomes available.

Use data analysis tools: Use data analysis tools such as Excel, Tableau, or Python to analyze the data and identify trends and patterns. This can help you to identify areas where the service may be performing well or lagging behind its competitors.

Continuously monitor the market: To maintain a strong pipeline, it is important to continuously monitor the market and stay up-to-date on the latest trends and developments. This may involve attending industry events, following industry news sources, and staying engaged with social media conversations about the ride-hailing service and its competitors.

Question 2

The rider value proposition refers to the benefits and value that the service offers to its customers or passengers. The driver value proposition, on the other hand, refers to the benefits and value that the service offers to its drivers or partners. The factors affecting riders' value propositions are convenience, affordability, safety and reliability, while the drivers' value propositions are benefits such as flexible work hours, earning potential and access to a large customer base.

Pricing Strategy

Distance (km)	Bolt	Bolt Economy	Mitch	Midrive	Moober
1	$3.63	$3.00	$5.00	$3.63	$4.00
2	$4.40	$3.10	$5.00	$4.40	$4.40
3	$5.05	$3.75	$5.05	$5.05	$5.05
4	$6.32	$5.02	$6.32	$6.32	$6.32
5	$6.68	$5.38	$6.68	$6.68	$6.68
6	$7.78	$6.48	$7.78	$7.78	$7.78
7	$8.41	$7.11	$8.41	$8.41	$8.41
8	$9.25	$7.95	$9.25	$9.25	$9.25
9	$9.84	$8.54	$9.84	$9.84	$9.84
10	$10.36	$9.06	$10.36	$10.36	$10.36
11	$11.32	$10.02	$11.32	$11.32	$11.32
12	$12.52	$11.22	$12.52	$12.52	$12.52
13	$13.84	$12.54	$13.84	$13.84	$13.84
14	$15.09	$13.79	$15.09	$15.09	$15.09
15	$16.40	$15.10	$16.40	$16.40	$16.40
16	$17.96	$16.66	$17.96	$17.96	$17.96
17	$22.46	$21.16	$22.46	$22.46	$22.46
18	$26.89	$25.59	$26.89	$26.89	$26.89
19	$12.86	$11.56	$12.86	$12.86	$12.86
Averages	$11.63	$10.37	$11.74	$11.63	$11.65

- It is safe to say Bolt's prices are competitive and should be considered as a strength

Fares Vs Distances
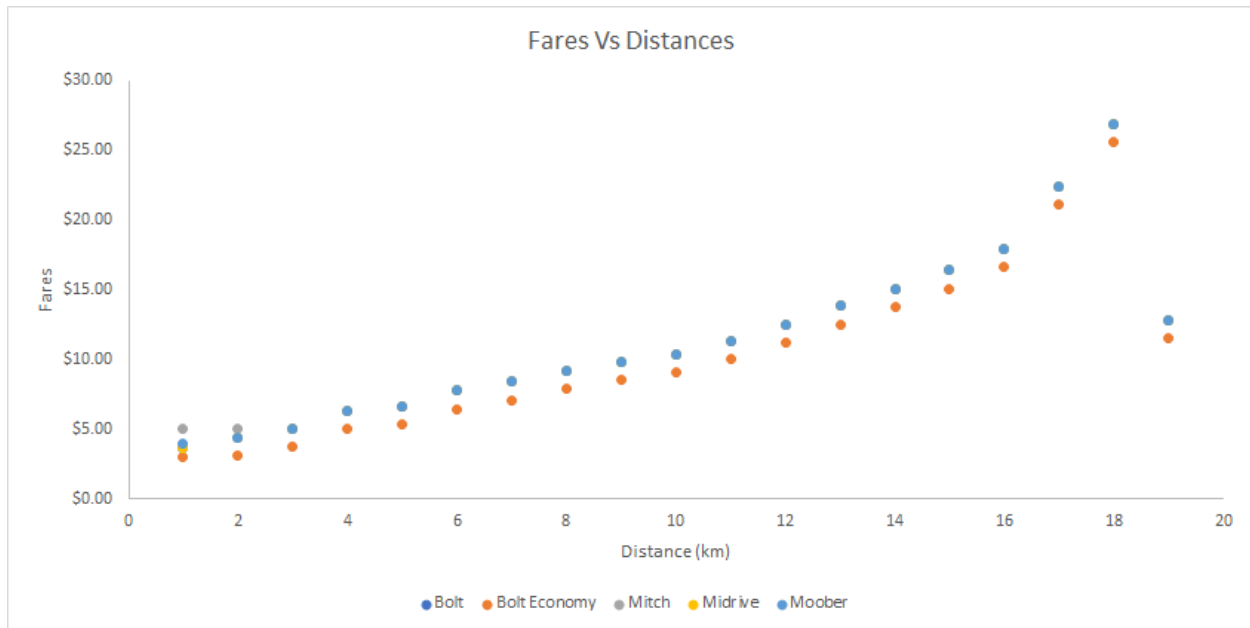
- However, we can offer a discount for customers going on longer distances, to maintain the rider's value proposition.

Riders Convenience

Average Driving Time by Distance
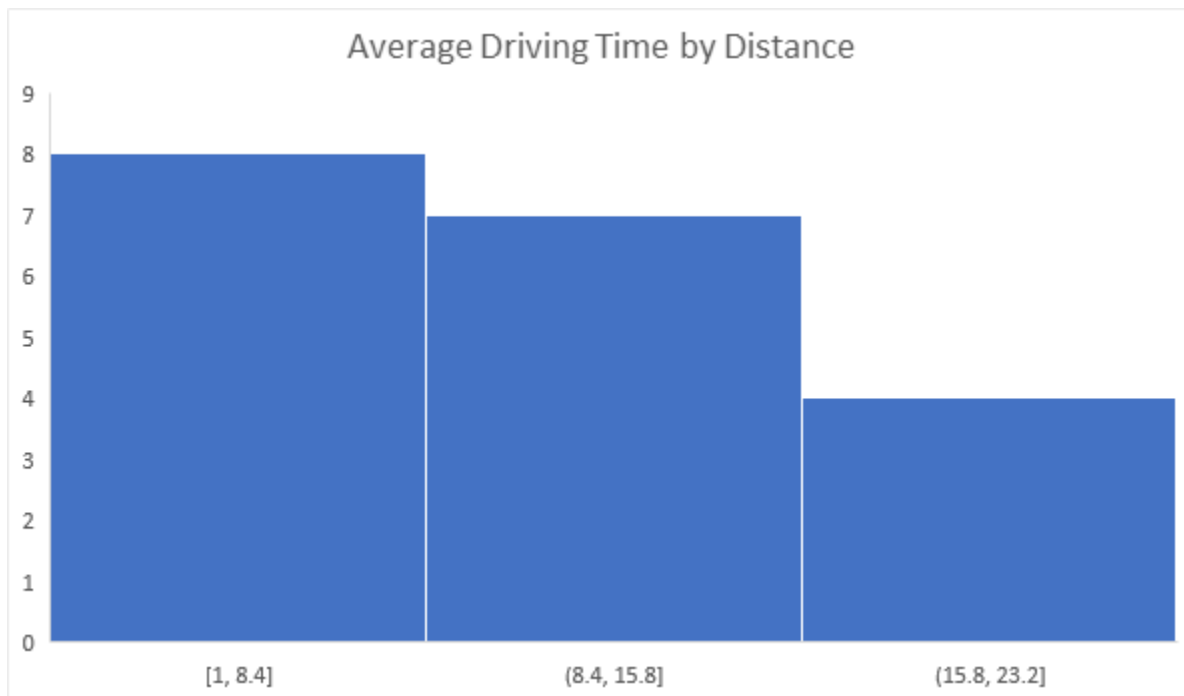
Distance ↓	Sum of Total Distance Covered	Sum of Finished orders	Sum of Avg Time of Driving With Client
11	250305	22755	21
12	184020	15335	23.2
7	171237.5	24462.5	15.5
8	165800	20725	16.9
6	165000	27500	13.8
5	159712.5	31942.5	12
9	152010	16890	18.3
4	145810	36452.5	10.1
13	140400	10800	25.1
10	135225	13522.5	19.7
3	133762.5	44587.5	7.8
14	112490	8035	26.9
16	104000	6500	32.4
15	82275	5485	29.1
2	74890	37445	5.2
17	37230	2190	38.5
1	25000	25000	3.6
18	16155	897.5	51.2
19	7315	385	25.7
Averages	119086	18469	21

- The number of rides within the [8.4, 15.8] bucket can be reduced to ensure rider's convenience, drivers need to ensure they are plying efficient routes in other to ensure rider satisfaction and also increase driver daily earning potential.

Driver's Benefits

Driver Value Proposition Analysis

Driver Earning Potential Vs Rides Per Day
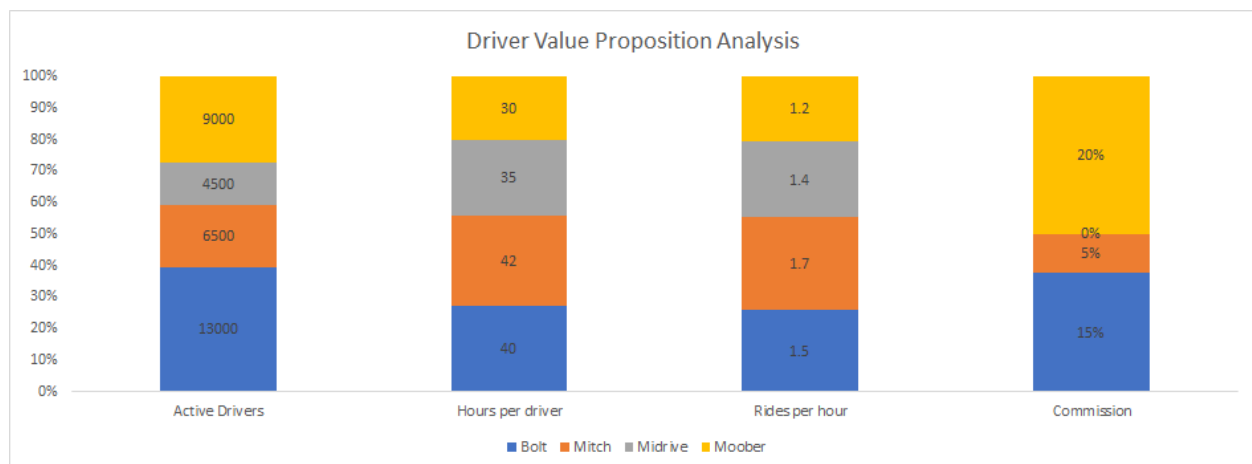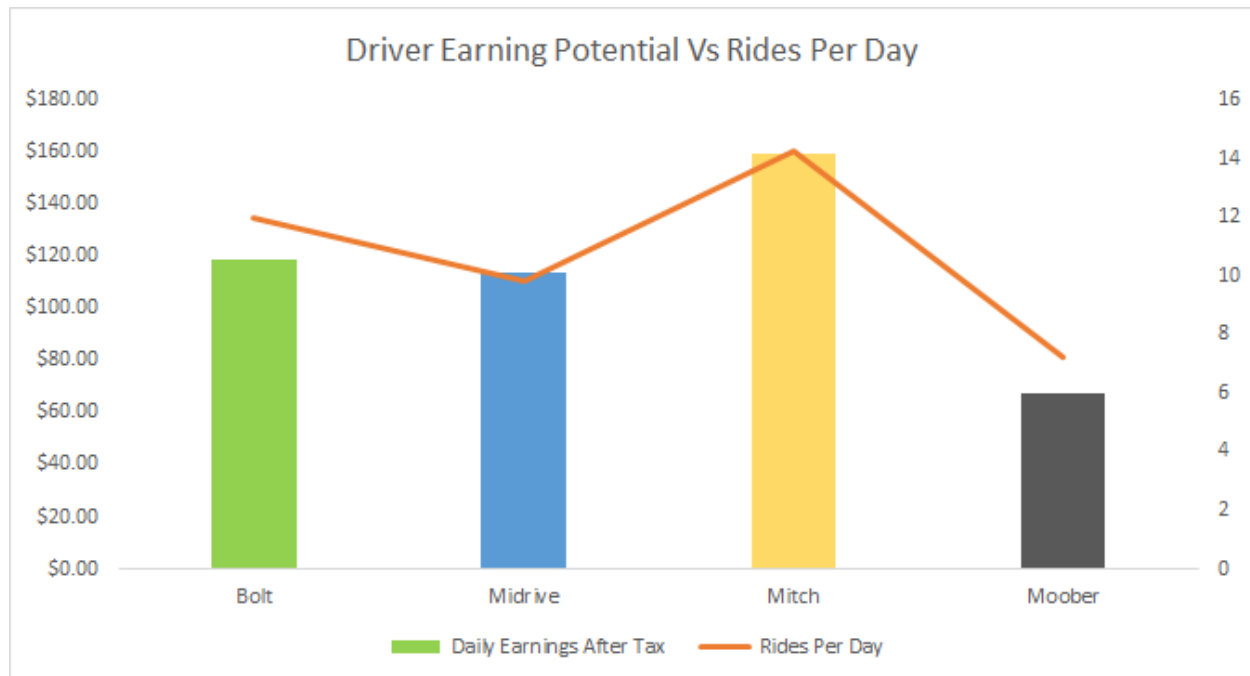
Service	Active	Hours per driver	Rides per hour	Commission	Hours Per day	Rides Per Day	Average Fare Per Ride	Daily Earning Potential	Daily Earnings After Tax
Bolt	13000	40	1.5	15%	8	12	$11.63	$139.62	$118.68
Mitch	6500	42	1.7	5%	8.4	14.28	$11.74	$167.62	$159.24
Midrive	4500	35	1.4	0%	7	9.8	$11.63	$114.02	$114.02
Moober	9000	30	1.2	20%	6	7.2	$11.65	$83.91	$67.13

- Bolt drivers have benefited as partners of the business, earning potential is on the high side, and they have steady demand of 12 orders per day.
- The commission, on the other hand, might be a reason for drivers to become detractors, however, I understand commissions raise revenue for the business but I would recommend the commissions are reduced during peak periods of the week, weekends to be precise.
- We also need to increase earning potential for our drivers, by partnering with brands, adjusting prices, incentivizing high-demand areas and offering rewards and bonuses.

Both the rider and driver value propositions are important for the success of ride-hailing services. A good rider value proposition can attract more customers and increase usage of the service, while a good driver value proposition can help the service attract and retain more drivers, ensuring there are enough drivers available to meet customer demand.