UDACITY

Return to Classroom

Create an Iterative Design Path

REVIEW

HISTORY

Meets Specifications

Congratulations Vincent 🎉🏆
Your commitment and hard work on this project has finally paid off. Though there were some misses here and there but generally the work is good 😄
This is not a small achievement so you should celebrate and reward yourself for completing this tough challenge.
Good luck and remain audacious with all your works moving forward from here.
Stay safe and have a nice day!

Evaluate Previous Multivariate Experiment

- **The proposal suggests one or more KPIs that would be relevant to Flyber's business model and provide a simple explanation.**
- **KPIs can be calculated using the available data set.**
- **List at least one other KPI that should be important to Flyber but are not calculable based on available data**

You've done a good job identifying "Gross Bookings (Number of rides)" and "Number of repeat customers" as KPIs that would be relevant to Flyber's business and how you'll calculate them 👏🏻

Other KPIs that I think are important to keep track of are ;

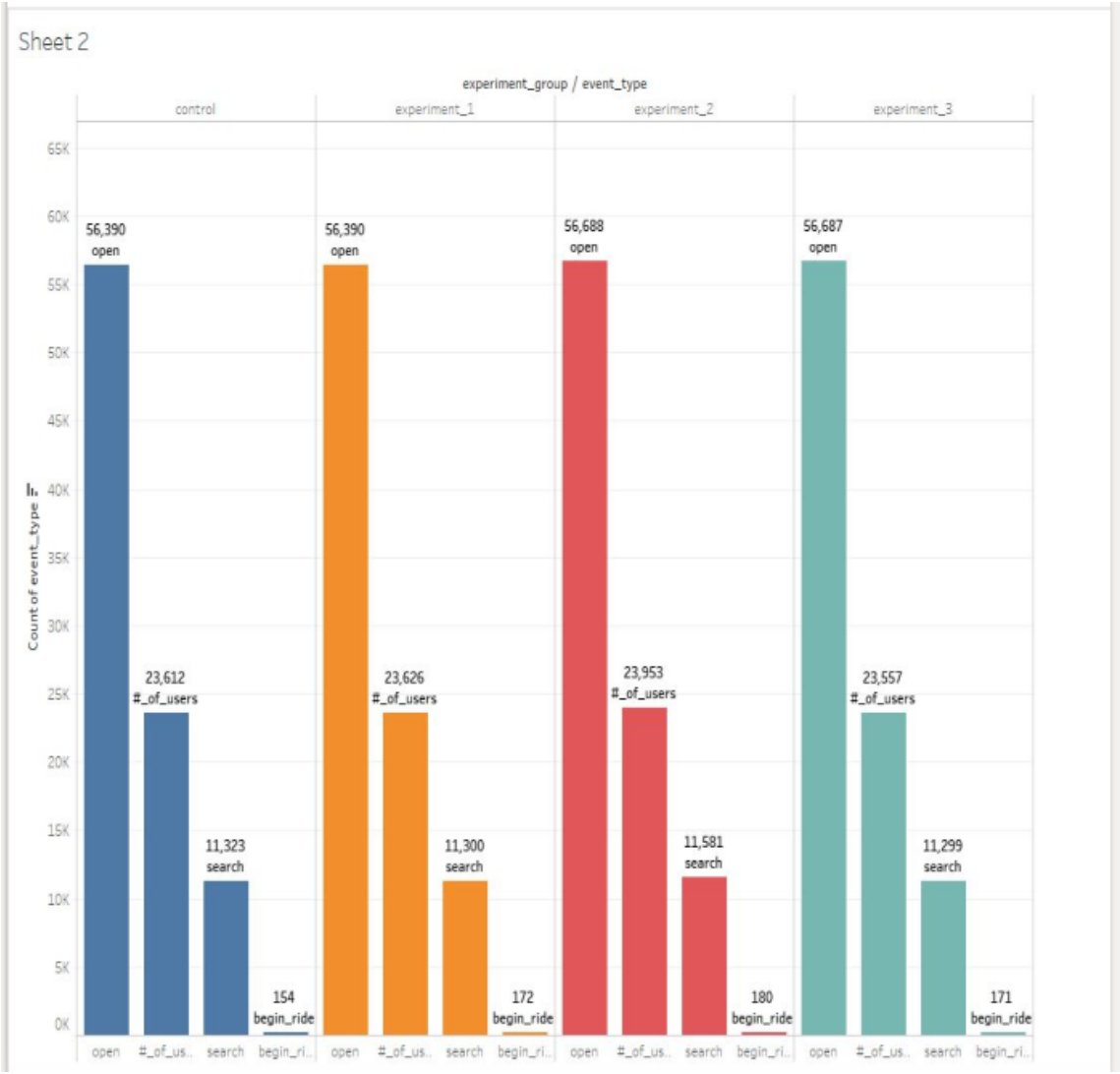
- Conversion rate = number of sales(begin_rides)/number visits on the flyber app
- Daily sessions per DAU = number of sessions/number of unique active users
- Dropoff rate = percentage of users who dropoff at each stage of the conversion funnel.

- The project provides a visual representation of the outcome of the multivariate test.
- The project identifies the appropriate statistical test to use to evaluate the multivariate test and explains why it is appropriate.
- The project lists the test result
- The project concludes whether the experiments were significantly different from the control.
- The project appropriately suggests if any of the experiments should be expanded.

Good job overall. You did well explaining the various steps of the t-test experiments and listing p-values for the various experiments and stating that no experiment was statistically significant.

Required Learning

- You were required to provide a visual that represents the 1 control and 3 experiments. Something like this



- It's also recommended that you have screenshots of the Calculate your statistical significance shown to provide more credibility.
- Even though experiment 2 has a better p-value than the other two experiments, it's P-value is still not significant for an expansion!

Analyze User Data to Identify Opportunities for Improvement

- The project identifies 3 or more steps in the Flyber funnel, ending with a ride being booked.
- The project includes a visualization of the overall drop off rate between steps in the Flyber funnel

Good work here.

You've identified 3 or more steps in the right order(“open” , “search”,“book ride”) that a user takes in the process ride booking!

Comment

This section still lacks visuals(funnel or bar chart).
You can learn about creating such visuals with funnels, check the following out

- https://data-flair.training/blogs/tableau-funnel-chart/
- https://www.youtube.com/watch?v=7fBNcgGVaoQ
- https://www.youtube.com/watch?v=yD3VXn3Mars

- The project identifies 2 or more user attributes from the available data that can be used for cohort analysis
- The project provides visualization or numeric breakdown of user distribution for attribute being identified
- The project identifies the largest cohort for each identified user attribute
- The project performs a cohort analysis of the ride booking funnel for at least all identified users attribute
- The project identifies at least one underperformance at a cohort level.
- The funnel step(s) where a particular cohort show a higher-than-average dropoff rate are identified in a visualization

Good work.

- You've identified "age" and "user neighborhood" as additional user attributes from the available data that can be used for cohort analysis ✅
- You've also identified largest cohort for each identified user attribute ✅
- Provided numeric breakdown of the user distribution in each cohort ✅
- Visualization shows the dropoff rate for each cohort ✅

Hypothesis & Next Steps

- The project includes a hypothesis for why underperformance in a cohort was seen (i.e. what user need is currently unmet)
- The project identifies multiple user quotes that support this explanation

- ~~The project identifies multiple user quotes that support this explanation.~~

A hypothesis for why underperformance in a cohort was seen (what user need is currently unmet) has been stated with user quotes that support the explanation for user unmet needs 👍🏽

Extra Learning

You can read about some general customer unmet needs from here
https://blog.hubspot.com/service/customer-needs

- The project provides a hypothesis for a cohort's underperformance, a suggested change to reverse this underperformance
- The hypothesis includes a predicted impact of the suggested change based on quantitative analysis of underperformance
- The project suggests multiple features that could meet the needs of users
- The project provides a multivariate testing framework for the suggested features
- The project identifies which users should be exposed to the tests
- The project suggests any additional metrics that should be tracked with the launch of new features

Good .The features you've suggested for testing makes a lot of sense as they try to counter problems stated by users through the interviews. II believe setting up multivariate test with these features will produce significant changes!

DOWNLOAD PROJECT

RETURN TO PATH

Rate this review

START