UDACITY

Return to Classroom

Flying Taxi Business Case- Final

REVIEW

HISTORY

Meets Specifications

Really a great job in your project. You have done an awesome work here. 👏🏼

Keep the great job!!! Congrats! 😄

Finally, I'd like to share three important articles:

A Roadmap to Build Your "MVP" Data Governance Strategy
Minimum Viable Product (MVP) and Design - Balancing Risk to Gain Reward
Why and How You Should Build a Minimum Viable Product (MVP)

Product Objective & KPIs

The project identifies the Flyber product objective, KPIs to support it, & target goals for those KPIs.

The project objective must be centered around one of the following focus areas, and includes an explanation of why we chose it:

- User Acquisition
- User Engagement
- User Retention
- Profitability

The target KPI goals should be backed by quantitative evidence from existing data, and should not be in a realistic range, given the addressable market of the MVP. (Not 20,000% increase from baseline)

You have stated the KPIs and supported those KPIs with target goals appropriately.

Determining the MVP

The project identifies the feature set for the MVP of the flying taxi car service:

- What times/days of operation should the service run for?
- How many pick-up / drop-off nodes?
- Where should the nodes be located?
- Should we initially use copters or homegrown hardware?
- Should the pricing be fixed or dynamic? At what rates?

The feature set must include written justification from the insights the student previously extracted.

The answers to the above questions are backed by the data provided and hence you correctly answered the above questions. Good Job!

The sample size should be validated by the Optimizely Sample Size calculator.

The estimated experiment time must be backed by a calculation that uses the sample size and estimated daily ride volume.

Good work in determining the sample size to be 8600 and 29 days to reach the conclusion of your hypothesis.

Your estimation is very important to track tests. Using A/B Test Sample Size Calculator to guide the test is quite important and gives credibility to the sample size

Assessing KPIs and Feedback

Desired events should have definitions on when they will be triggered, in addition to any event properties that are required.

Formulas that leverage event data must be shown in order to calculate KPIs.

Great job! 😄

Other than the variables you defined, you can mention the below one's also

- Referral Code i.e. referralCode, userId, sharedTo, converted, rewardsEarned (in $)
- Digital Marketing - userId, userRegion, textAd, VideoAd, ImageAd, email, converted
- Website Visitors - userId, buttonPressed, dateOfContact, leadContacted, leadConverted, customerContacted, customerConverted, dateOfConverted

Must have clear, concise questions and/or mechanics (numerical scale ratings, thumbs up/down, tips, etc.) that provide insights into:

- whether or not the rider would be willing to ride again in the future
- issues with the ride, if any
- feedback around potential feature areas for new feature development, product optimization, or what should Flyber rollout next

All set here! 😄

Your survey is concise and provide insights about important features for businesses decisions. I really like your approach of **Event, Definition and Properties** clearly defining what the variable defined means

Proposal Synthesis

The project demonstrates the ability to create a slide deck that summarizes the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Your project demonstrates the ability to create and summarize the claims & evidence around the viability of a flying taxi car service, and the initial plan on how to get there.

Important to mention the stakeholders involved and possible risks. You did it very well!

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