Uber London Market Selection Opportunity
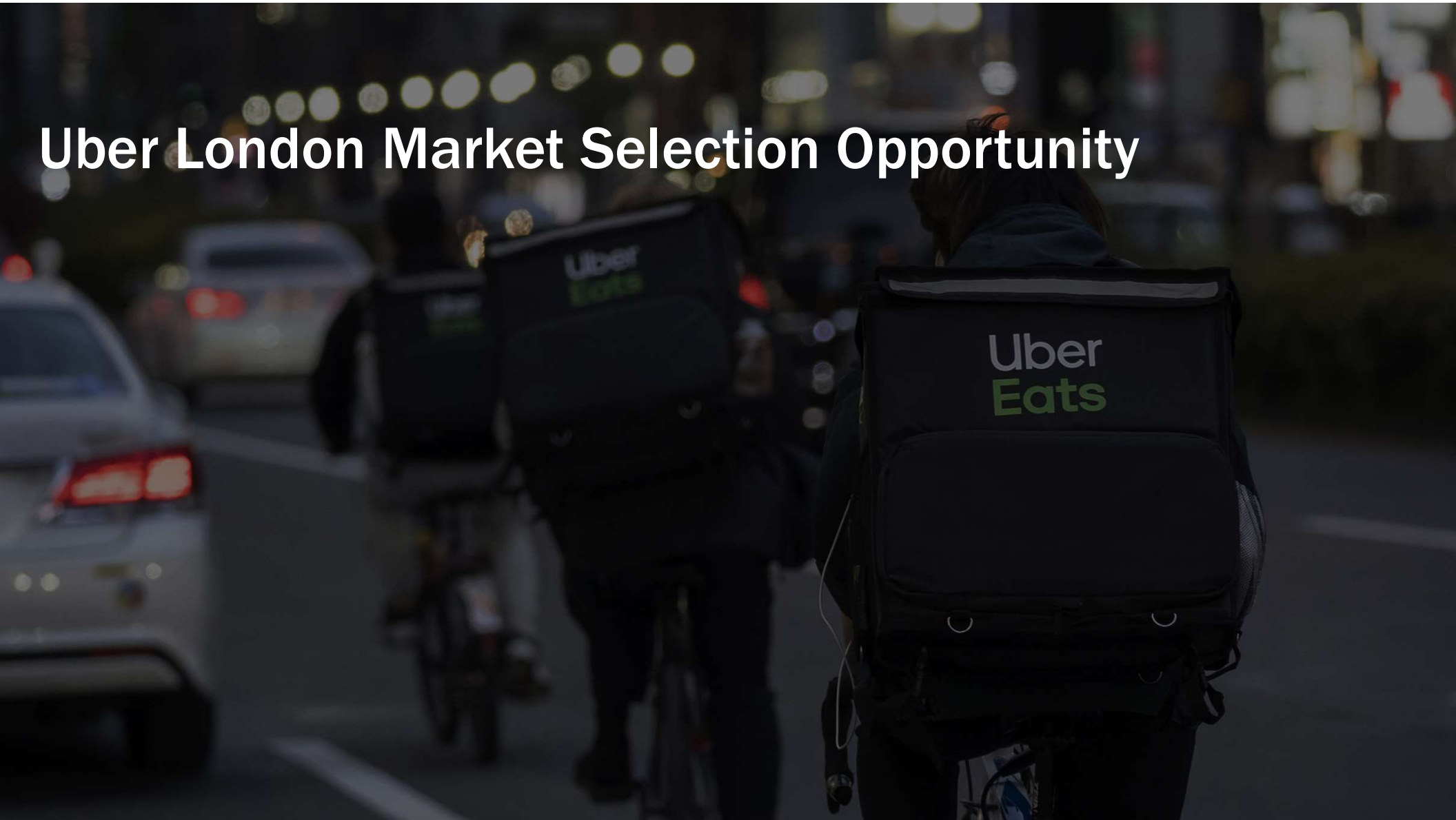
Uber Eats

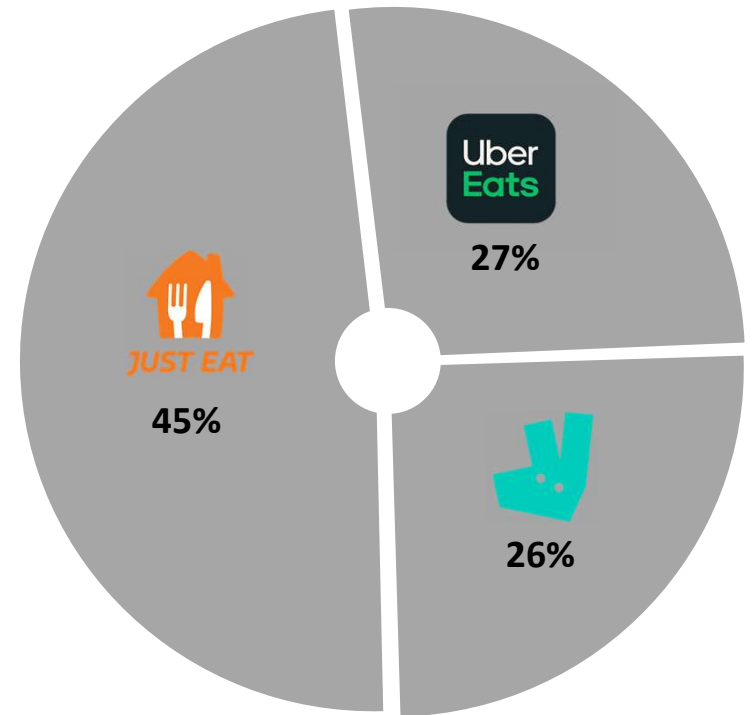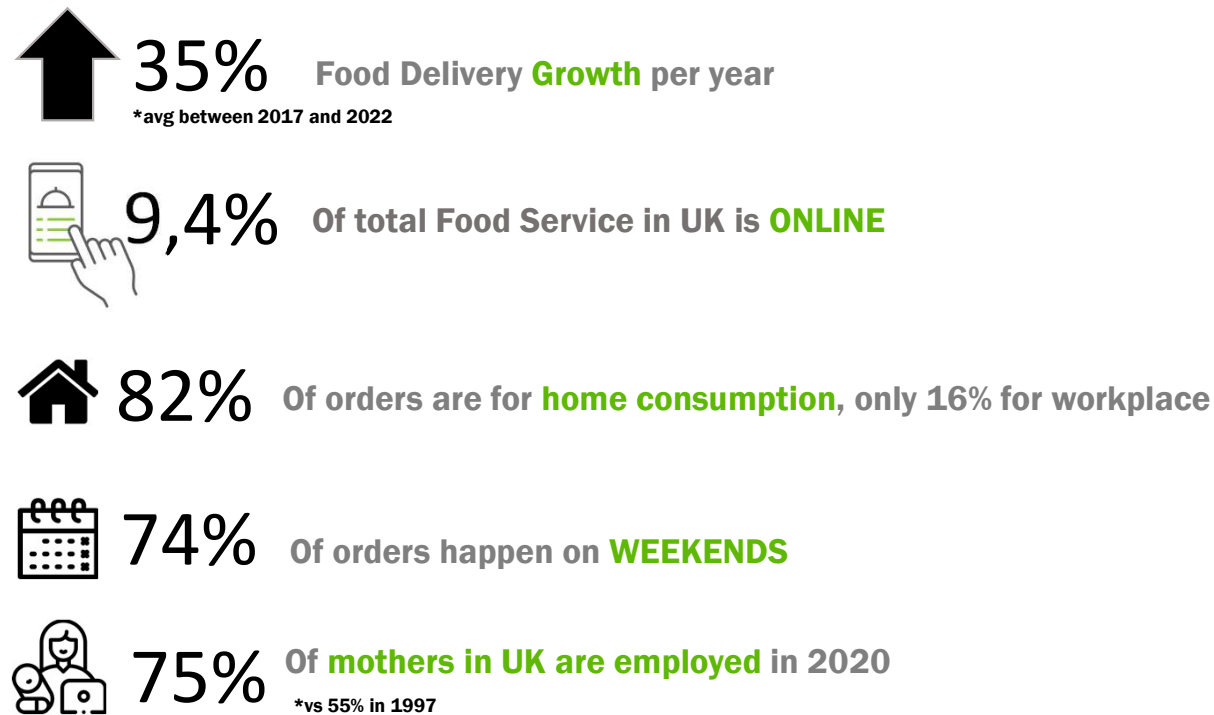# Market Share – Food Delivery

London

↑ **35%** Food Delivery **Growth** per year
avg between 2017 and 2022

9,4% Of total Food Service in UK is **ONLINE**

🏠 **82%** Of orders are for **home consumption**, only 16% for workplace

📅 **74%** Of orders happen on **WEEKENDS**

75% Of **mothers in UK are employed** in 2020
vs 55% in 1997

Uber Eats 27%

JUST EAT 45%

26%

Uber Eats Business Model

Revenue Streams

a. High volume

b. Loyal base

c. High average ticket

d. New channel

Delivery Fee

Marketing
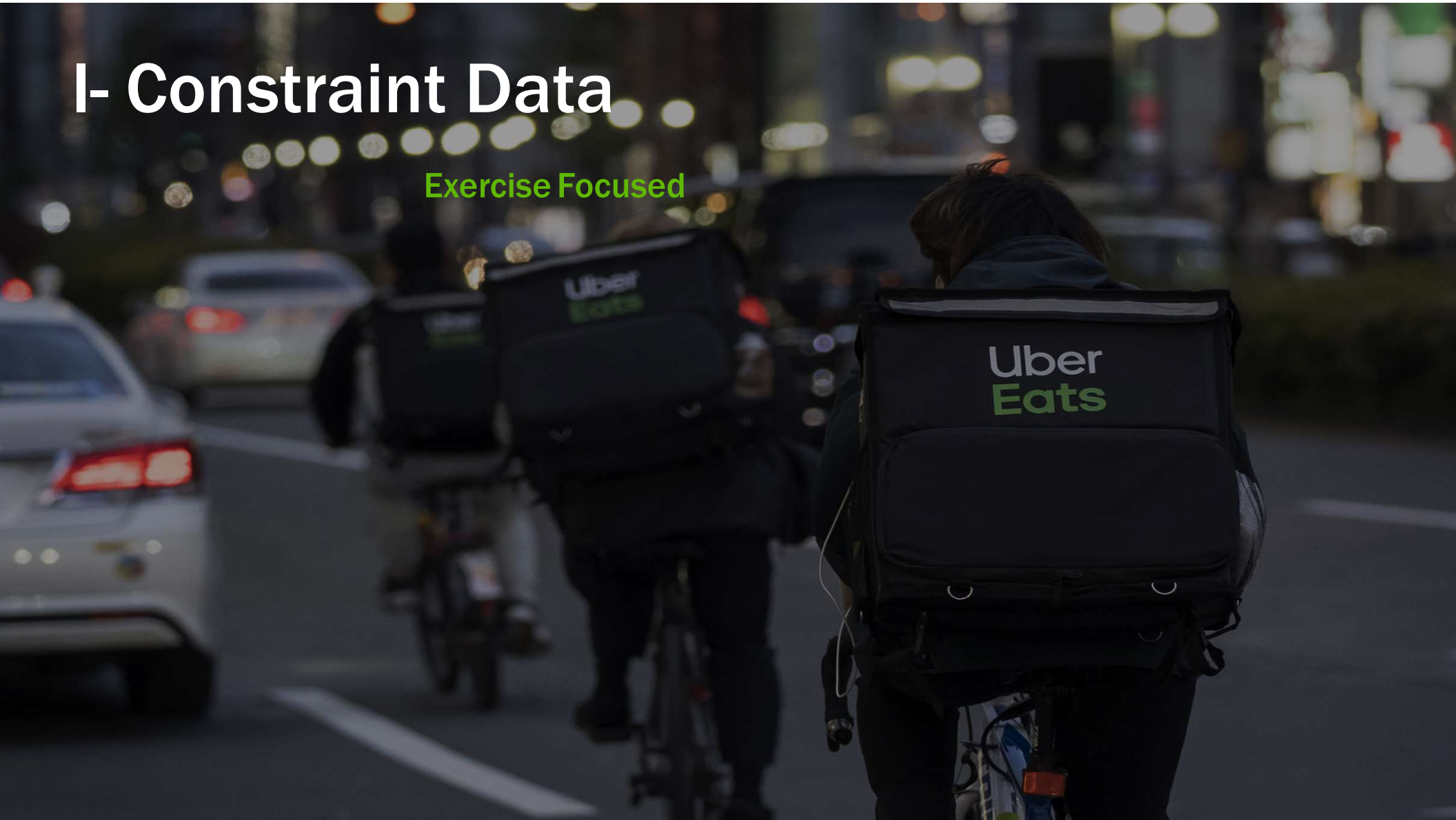
% of Order Ticket

New Restaurant Selection

Criteria for Prioritization - KPIs

High Volume

Orders, Revenue

Number of **reviews**

Number of **outlets**

Customer retention

Order Frequency per customer

High Average Ticket

Average Meal Ticket

Market Segmentation:

Fine Dining, Casual Dining, etc

Customer Profile:

30+, under 20, families, couples

Neighborhood Income

New Channel

Market Segmentation –

fitness, fast food, organic, baby food, routine food
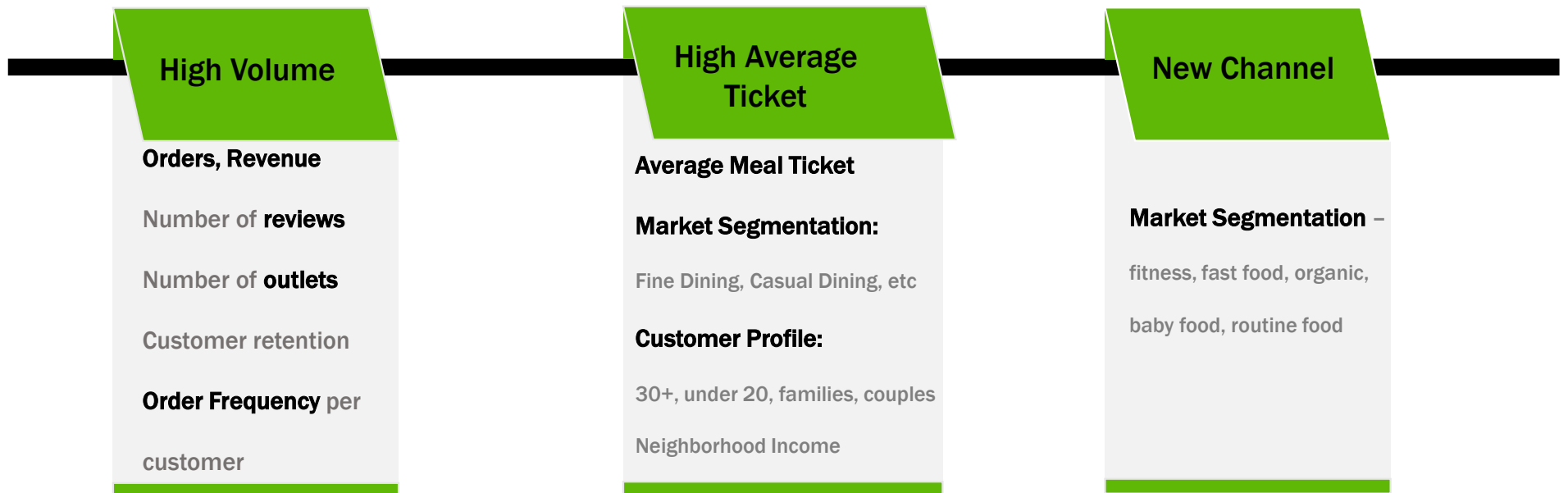
I- Constraint Data

Exercise Focused

New Restaurant Selection

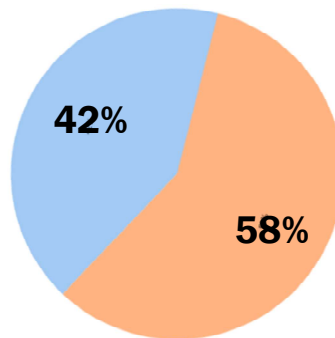## Criteria for Prioritization - KPIs
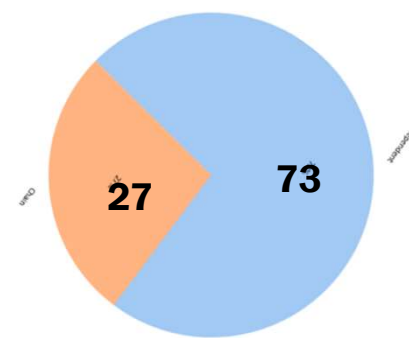
High Volume

Orders, Revenue

Number of **reviews**

Number of **outlets**
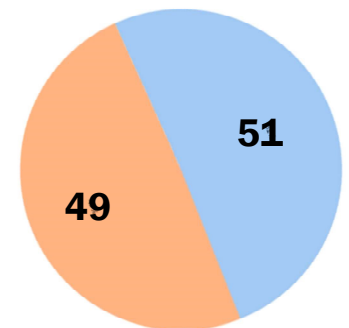
Customer retention

Order Frequency per

customer

42%

58%

Addresses in Uber Eats London

27   73

Chains vs Independent

51

49

Reviews

● Independent

● Chain

Increase volume by onboarding chains

Top Category of Londoners eaters

Chains – people can **switch to delivery** easier – they don't go there for the dining experience

Tourists – name that is familiar to a tourist and **"reliable" food**

74% of orders happen on weekends – **Chains are go-to party food**
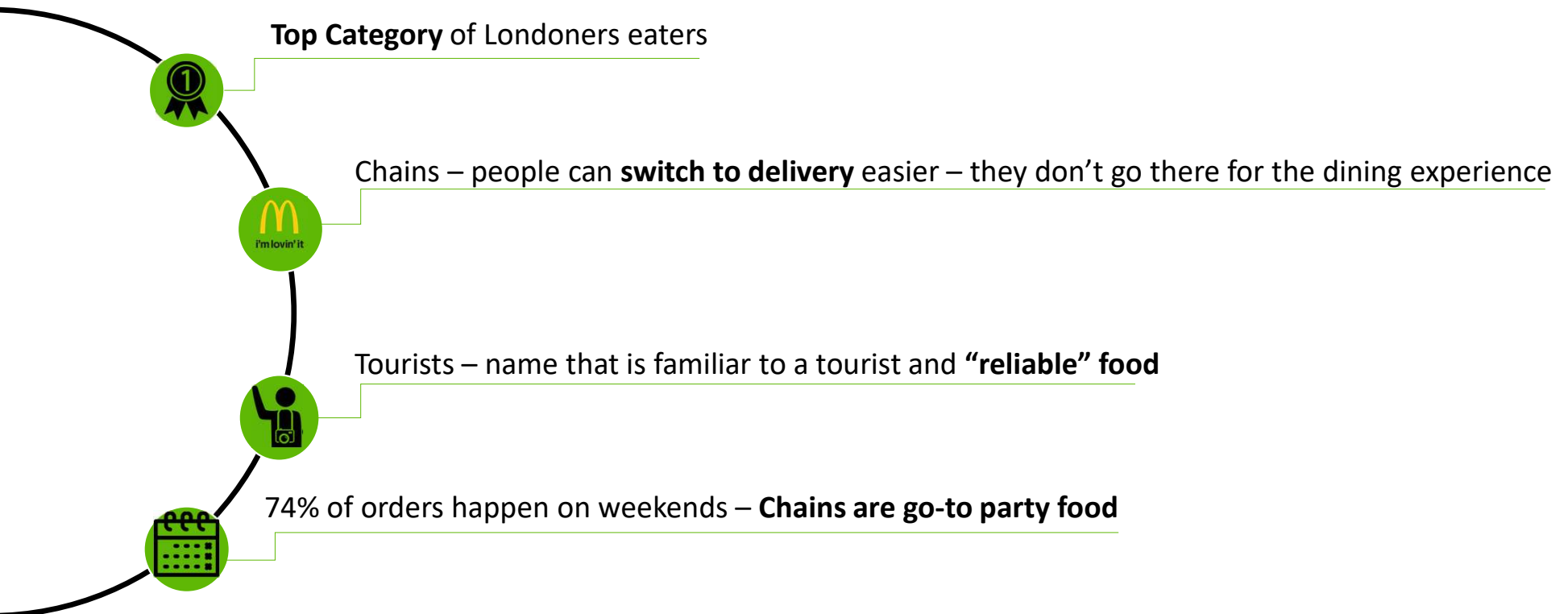
Restaurant Leads Hotlist

Chain Focused
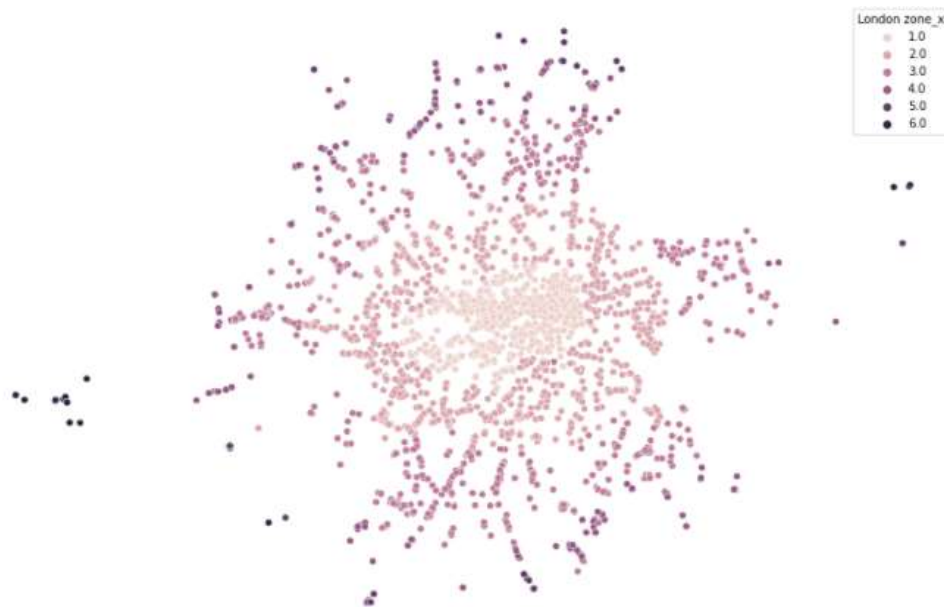
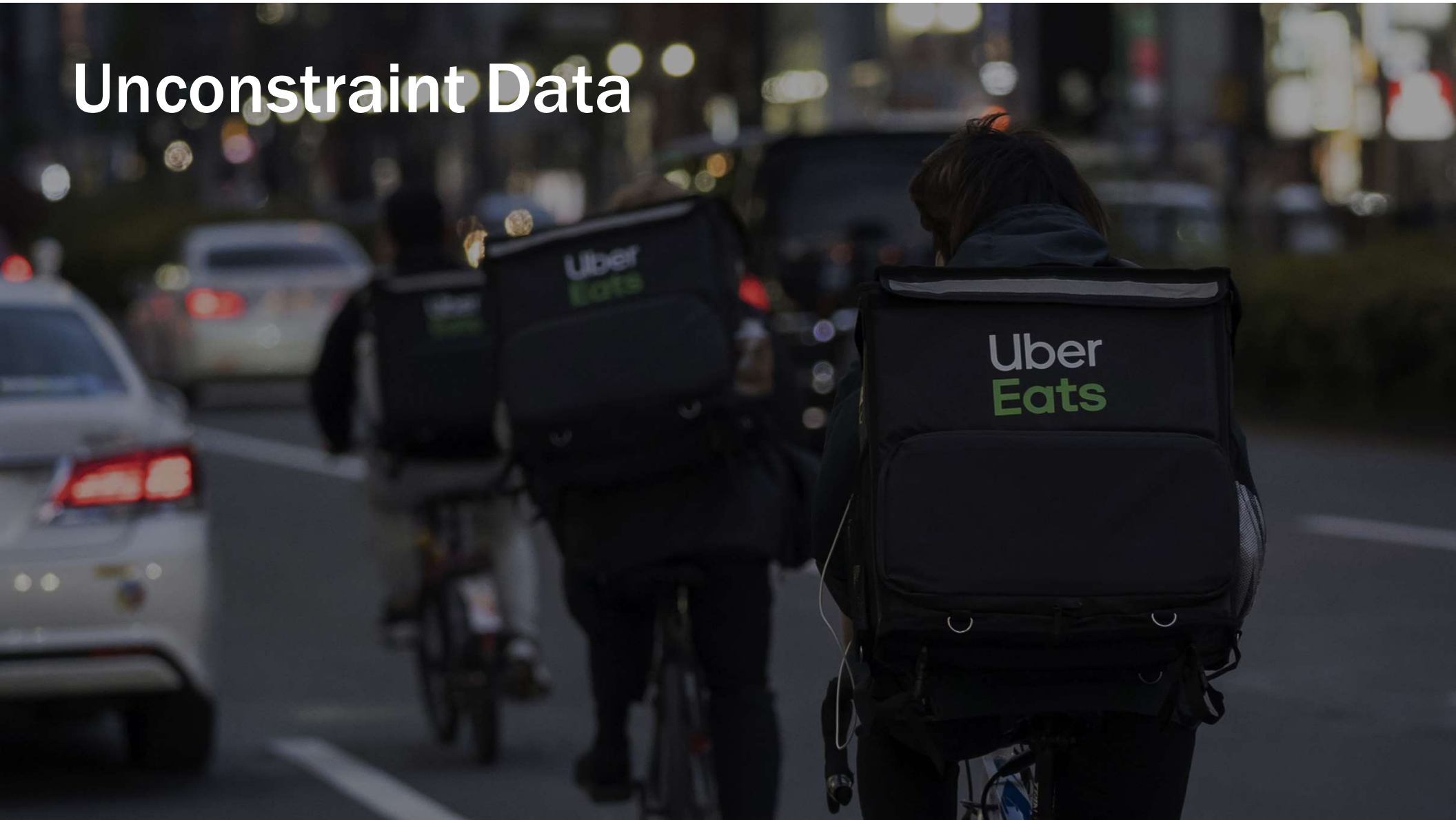**43.830** Restaurants Addresses in London

5.000 Addresses of **Brands with more than 4 outlets**

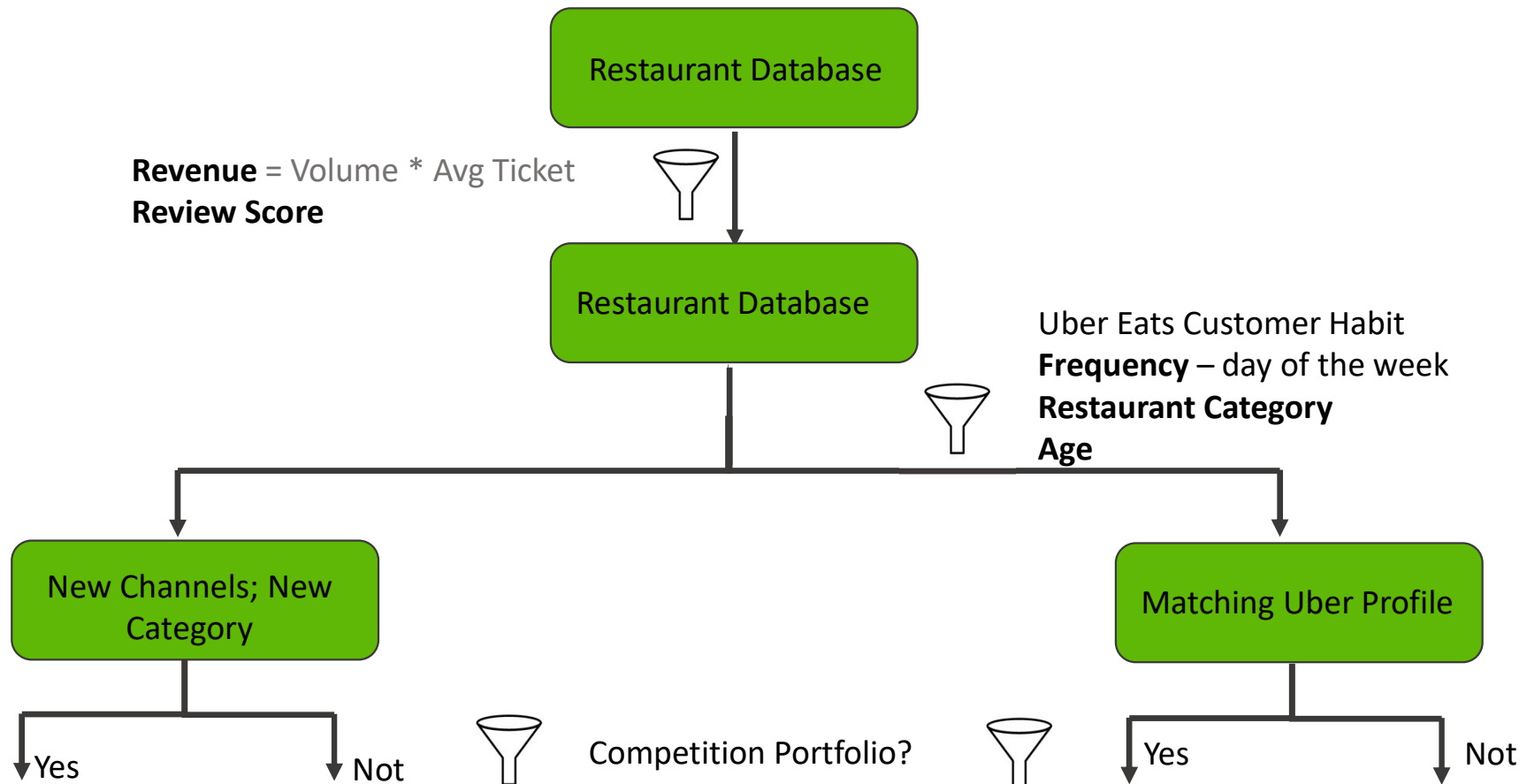**338** **Chains** – One key account manager per chain

43 Already have **at least one outlet in Uber Eats**

295 Will be **new chains to UberEats**

Unconstraint Data

Increase volume by onboarding chains

Restaurant Database

Revenue = Volume * Avg Ticket
Review Score

Restaurant Database

Uber Eats Customer Habit
Frequency – day of the week
Restaurant Category
Age

New Channels; New Category

Matching Uber Profile

Yes   Not

Competition Portfolio?

Yes   Not

Data Needed

Data about average meal ticket; number of reviews; restaurant score

Revenue; segmentation

Market Category; Competition

Demographics; user behavior; age; income; gender; frequency

Final Considerations

Volume and New Channel approach

1. **Volume – Low Hanging Fruit**

i. Increase our portfolio by **adding chains** – specially if already listed in competitor
ii. Restaurants with **high Revenue** matching our current users habits and preferences
iii. Need to track cannibalization and new users to make sure we are organically growing

2. **New Channels**

i. Capture **different customers** profiles than current. For example, babies!
ii. 75% of mothers are employed. **No time to cook** but still want to give best food to toddlers.
iii. Weekly family meal plan; use trend of ghost kitchens

3. **Build User new habits – Increase order frequency!**

i. Uber Eats not only as "weekend meals" but also as routine healthy, diet meals.
ii. Loyalty program; meal plan of healthy food. **Examples: Tessa's Kitchen, LivUp, LoveYourself**

Questions