Jeeny

LET'S BEGIN!

I'm Kumayl.

A Management Sciences **major** and a Computer Sciences **minor.**

A data-driven mindset with a **drive** for generating **reccomendations**.

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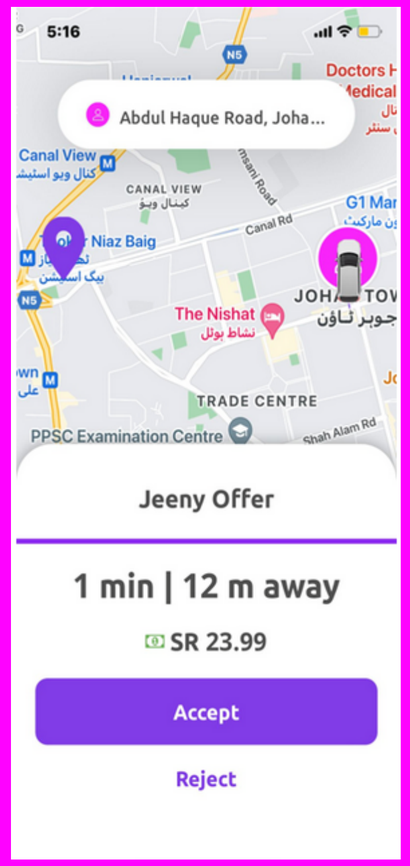
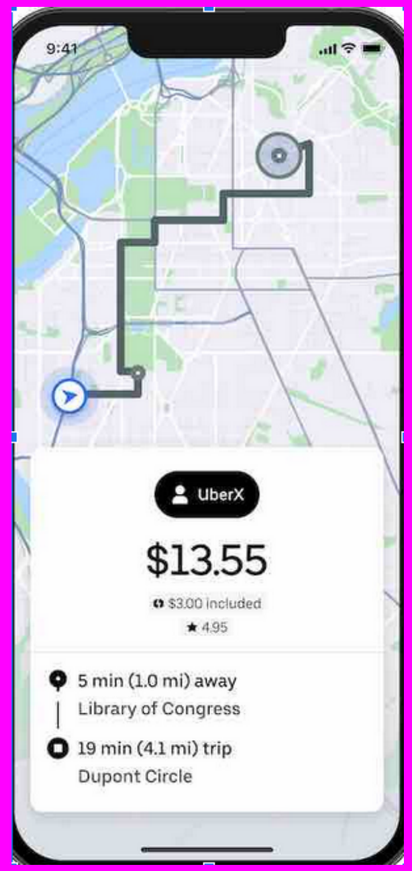
Map Display Enhancement

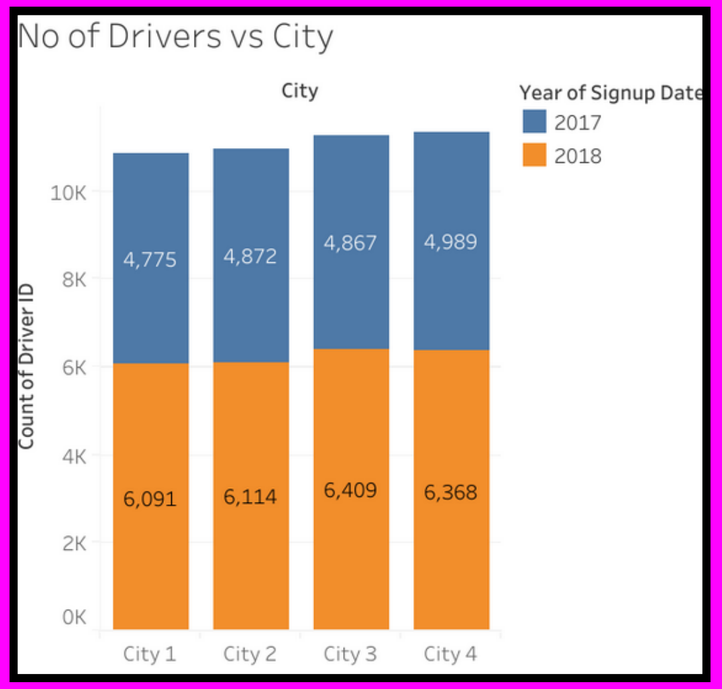


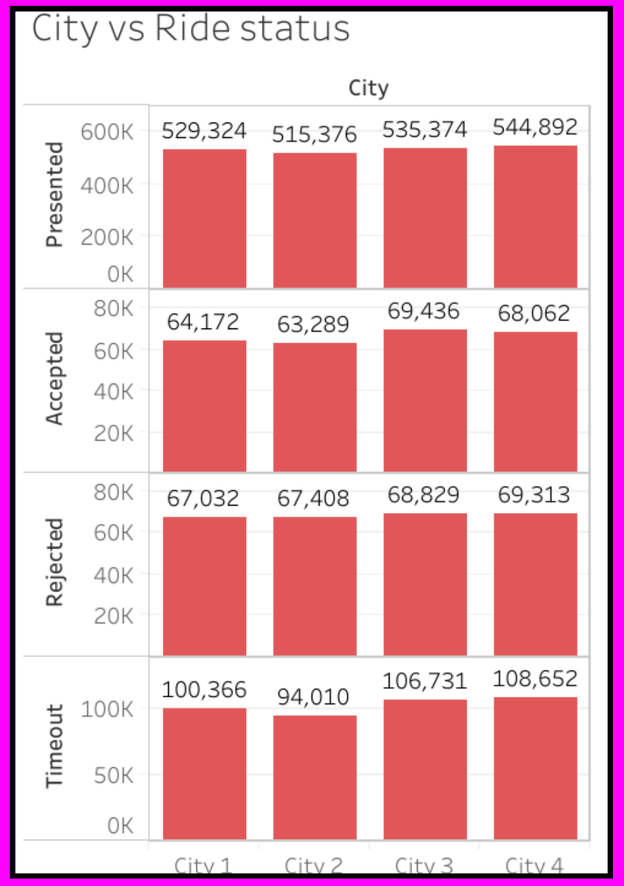


Insight: The map display is partially obstructed by the pickup bar, requiring a downward shift. Jeeny does not show time to and exact location of drop off. The accept and reject buttons are taking too much space.

Recommendation: Implement a user-friendly feature that displays estimated time from pickup to drop-off, similar to Uber's app (attatched for reference), thus enhancing user experience.

Driver Demographics & Revenue



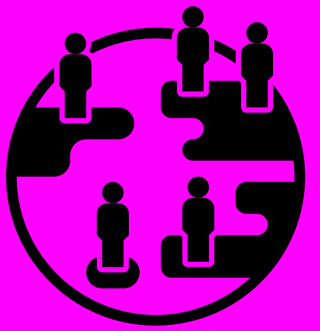


Insight: The majority of drivers (11,357) are based in City 4. City 3 had the highest number of sign-ups in 2018 (6,409), followed by City 4, City 2, and City 1.

Recommendation: Investigate and leverage the high driver concentration in City 4 for improved service and revenue generation.

Insight: Except for City 3, drivers in all cities reject more rides than they accept. City 3 generates the highest revenue, followed by City 4, City 1, and City 2.

Recommendation: Address the high imbalance of rejected and accepted rides in City 2 and explore strategies to optimize acceptance rates.



what are the % ‘s saying?

Out of Presented offers;

City 1= 12.1%	City 1:- 12.7%	City 1 18.96%
City 2= 12.2%	City 2:- 13.1%	City 2:- 18.2%
City 3= 12.96%	City 3:- 12.9%	City 3:- 19.9%
City 4= 12.4%	City 4:- 12.7%	City 4:- 19.9%
Accepted %	Rejected %	Time out %

Insight: Around 55% of presented offers in each city remain unexplained, leaving the destination of these offers uncertain.

Recommendation: Investigate the reason behind the unexplained offers, whether they result from frequent ride cancellations, or if there's a shortage of available drivers. Optimize the matchmaking algorithm to reduce the number of unexplained offers and improve user experience

Insight: Acceptance rates vary among cities, with City 3 having the highest at 12.96%, while City 2 has the lowest at 12.2%. Rejection rates are also city-specific, with City 2 having the highest at 13.1%.

Recommendation: Examine city-specific factors that influence acceptance and rejection rates to improve overall performance, and consider tailoring driver incentives accordingly.

Driver Behavior & Sign-Up Trends

Insight: The highest timeout rate, 786 timeouts in two days, was observed for driver 6373d0b5cf74450a8e1a36a4 from City 2. No significant correlation was found between the timeout rate and the date of driver sign-up.

Recommendation: Investigate the reason behind the high timeout rate for driver 6373d0b5cf74450a8e1a36a4, and explore strategies to reduce timeouts for all drivers, regardless of their sign-up date.

Insight: The highest rejection rate was recorded for the rider from City 2, identified as 5ed8973d0bce87192d247d08, who rejected 828 rides.

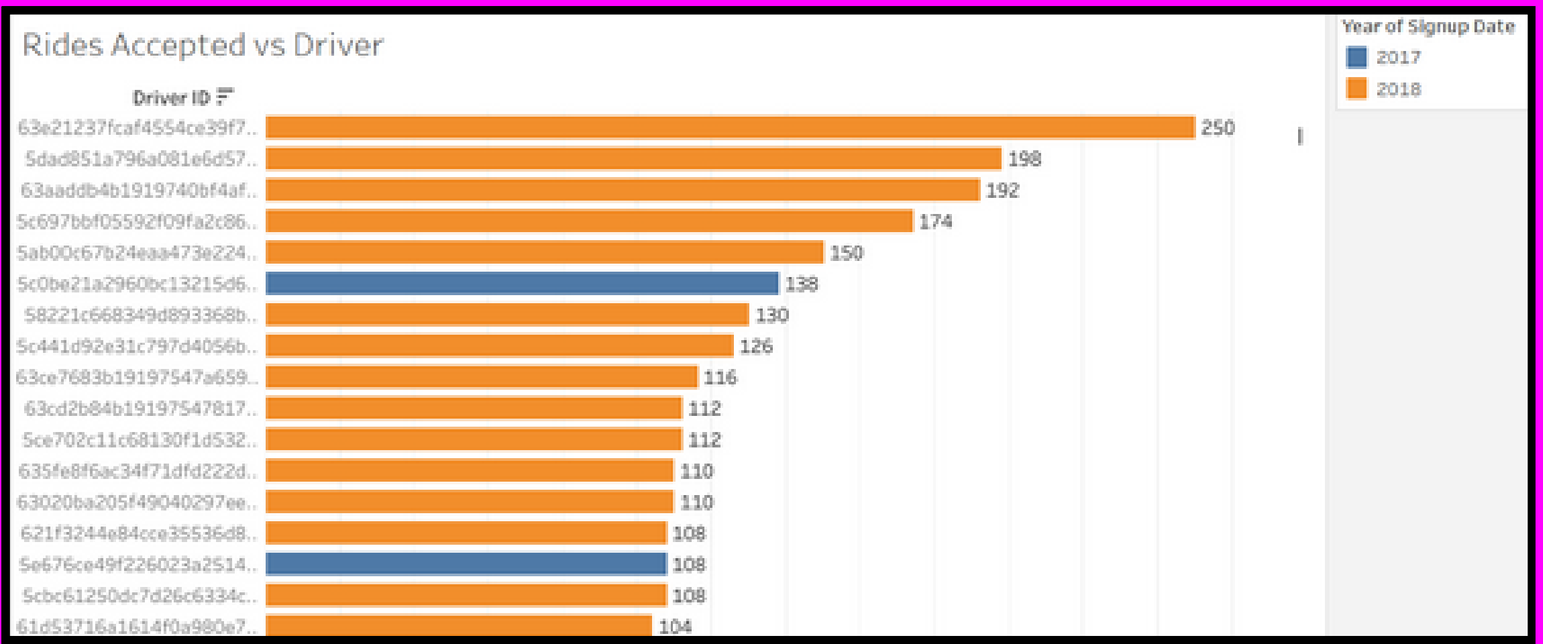
Recommendation: Analyze the reasons behind such a high rejection rate for this particular rider and address potential issues to enhance ride acceptance.

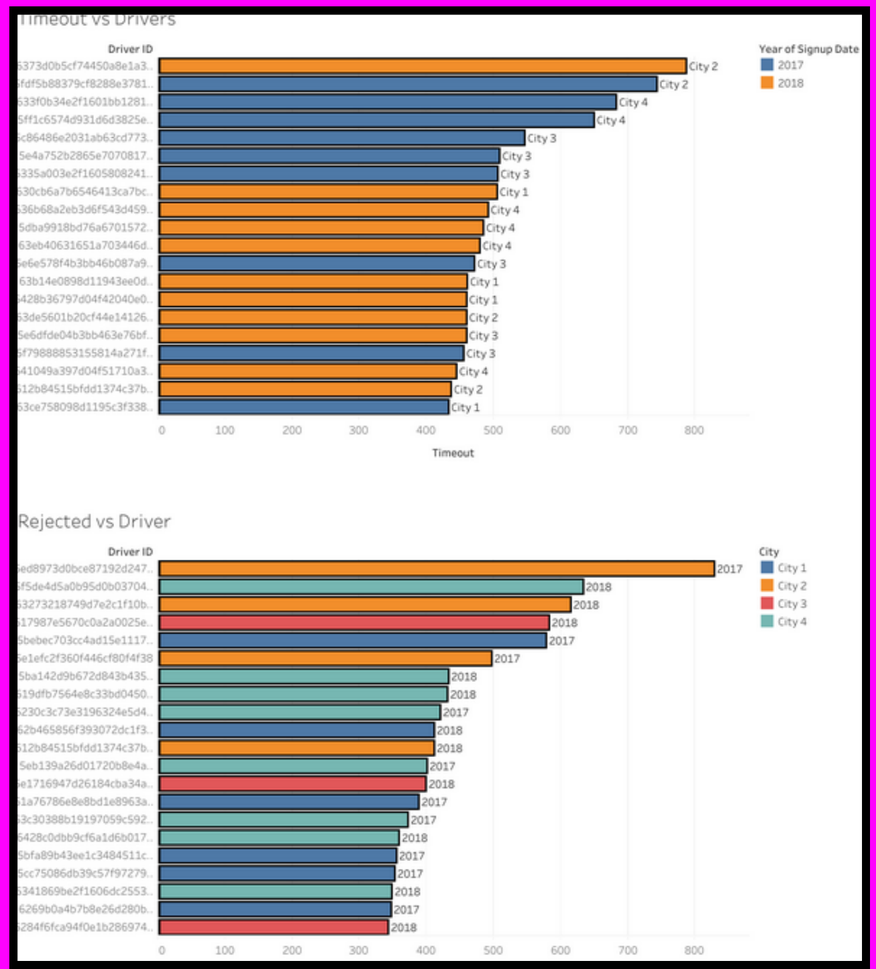
Insight: The driver 63e21237fcaf4554ce39f7a2 from City 4 accepted the highest number of rides (250) over the course of two days.

Recommendation: Recognize and reward top-performing drivers to incentivize continued high performance, and consider introducing a driver recognition program to boost motivation.

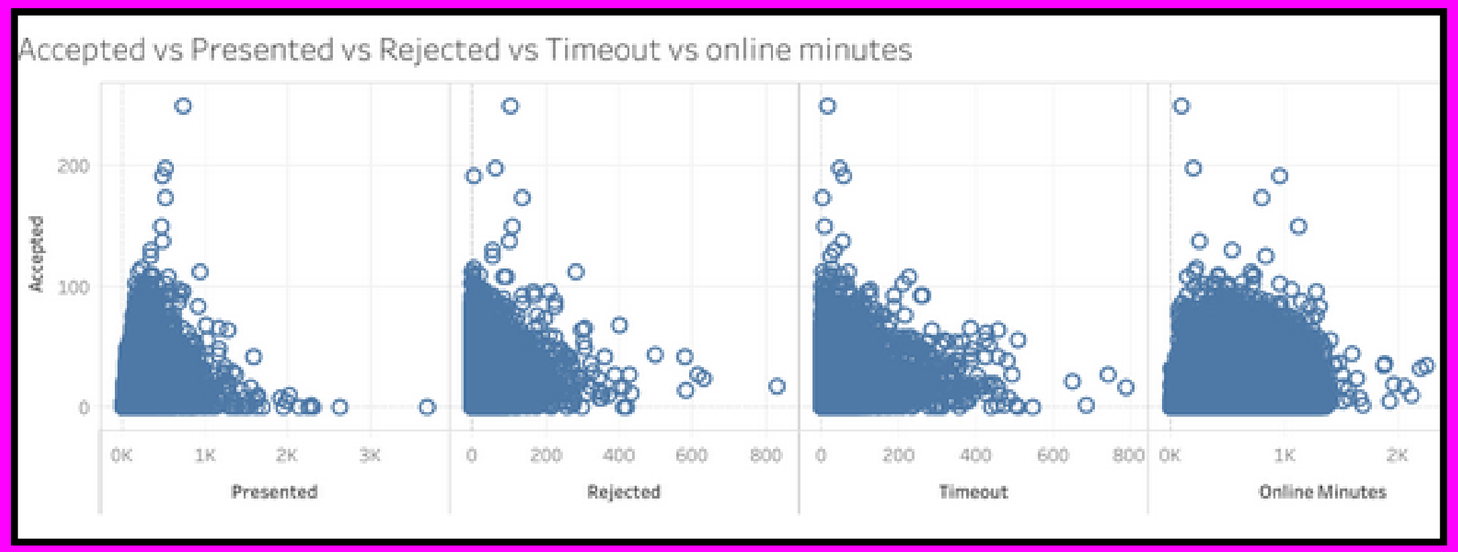
Insight: Most of the top-performing drivers signed up in 2018, suggesting that newer drivers tend to be more productive.

Recommendation: Focus on engaging new drivers, as their productivity appears higher. Develop onboarding programs to nurture their performance.





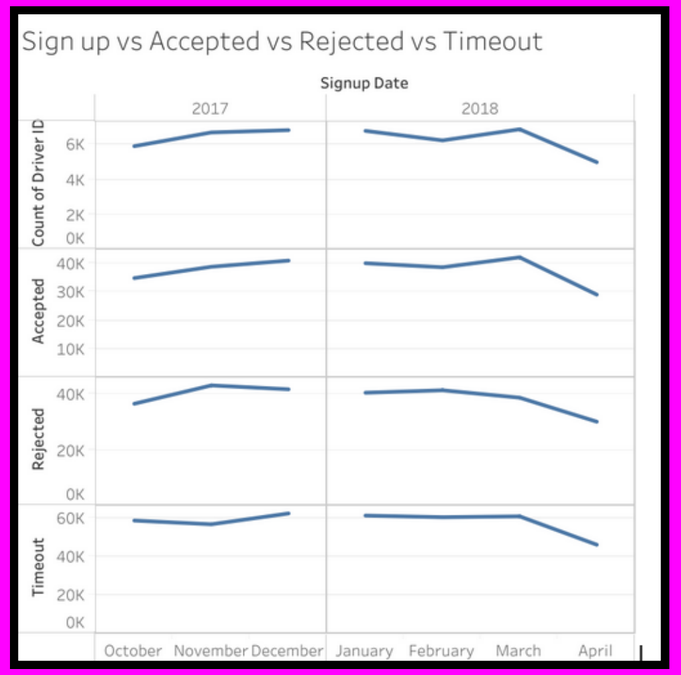
Correlation and Signup data



Insight: Most rides are accepted when the rider acts promptly, resulting in fewer rejections. The majority of accepted rides are concentrated below a 100-unit range, while rejected and timed-out rides are focused below 300 units.
Recommendation: Encourage riders to respond promptly to ride offers by implementing features that emphasize the importance of quick responses, such as notifications or rewards.

Insight: A high volume of presented offers does not necessarily lead to increased ride acceptance, nor does it reduce rejection or timeout rates.
Recommendation: Optimize the ride presentation process by considering ride volume thresholds to minimize unnecessary rejections and timeouts, ultimately improving acceptance rates.

Insight: The increase in ride presentation, rejections, and timeouts appears to have a negative impact on accepted rides after a certain threshold. Online minutes do not significantly influence the acceptance of rides.
Recommendation: Monitor ride presentation volumes to maintain an optimal balance, ensuring that riders and drivers are not overwhelmed with offers and can maintain high acceptance rates. Focus on other factors that drive ride acceptance, as online minutes seem to play a minor role in determining whether a ride offer is accepted.



Insight: When disregarding April due to incomplete data, drivers who signed up in October 2017 had the lowest rejection rates.
Recommendation: Analyze the factors contributing to lower rejection rates for October 2017 sign-ups and consider whether these practices can be applied to other drivers.

Insight: Most rides are accepted by drivers who signed up in March.
Recommendation: Investigate why drivers who joined in March have higher acceptance rates and consider implementing strategies to improve the acceptance rates of drivers in other sign-up months.

Insight: Timeout rates approach a consistent rate for drivers who registered in 2018.
Recommendation: Investigate and understand the factors contributing to the consistent timeout rates and use this insight to fine-tune the matchmaking algorithm for all drivers to enhance overall efficiency and performance.

THANK YOU!