



# RIDES OVERVIEW

Active Date

1/1/2020 - 6/30/2020



25.38M

Total Offers

7.20M

Total Bookings

5.90M

Total Rides

1.32M

Total Cancellations

0.57

Avg Engagement Score

16.09%

High Engagement %

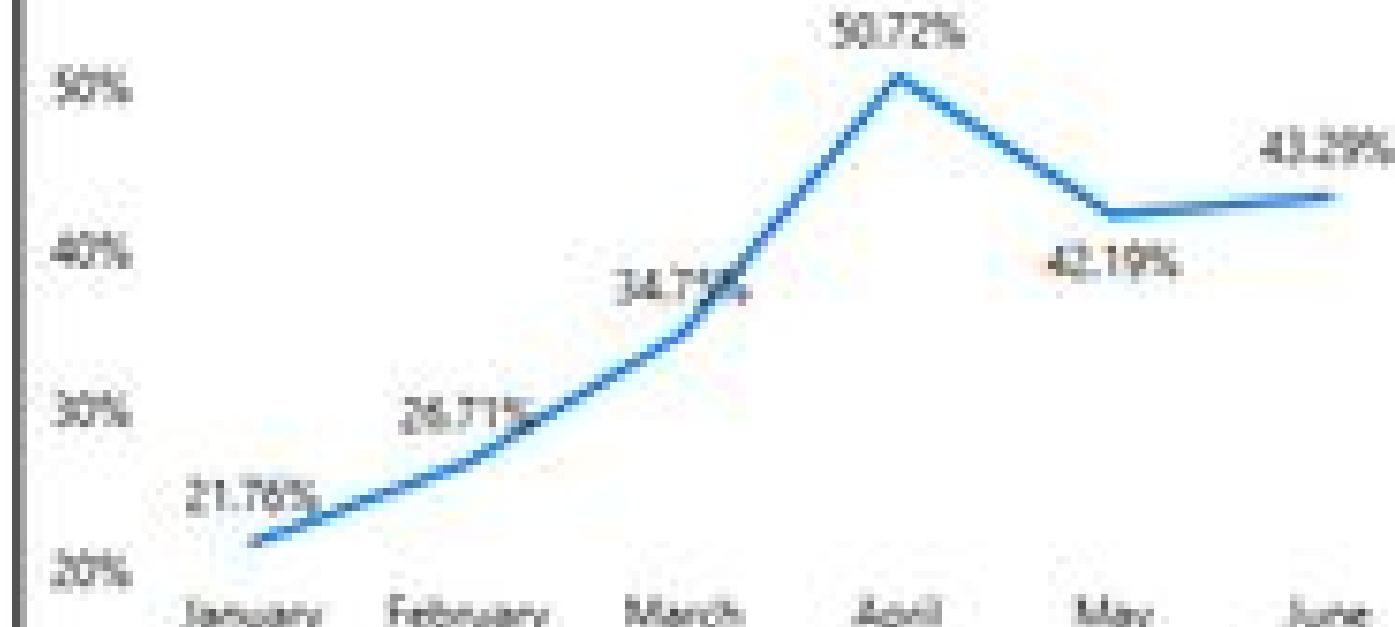
## Total Bookings by Month



## Acceptance Rate vs Target



## Offers to Bookings Conversion Rate



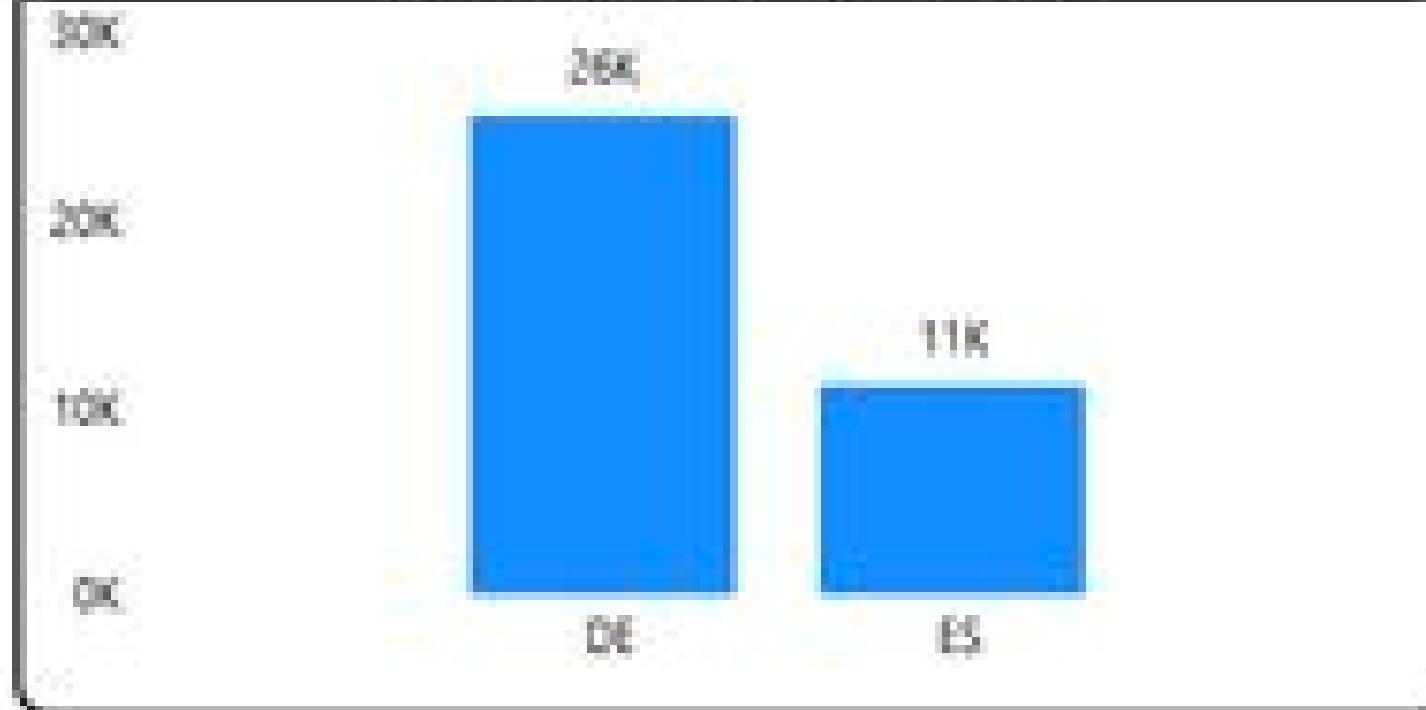
## Completion Rate by Month



## Service Type Share % of Drivers



## Active Drivers by Country





# RIDEIT DRIVERS

Active Date

1/1/2020 - 6/30/2020

**36.77K**

Active Drivers

**4.89**

Average Rating of Driver

Country Code

 DE ES

Service Type

 PHV TAXI**558.64K**

Driver Cancellations

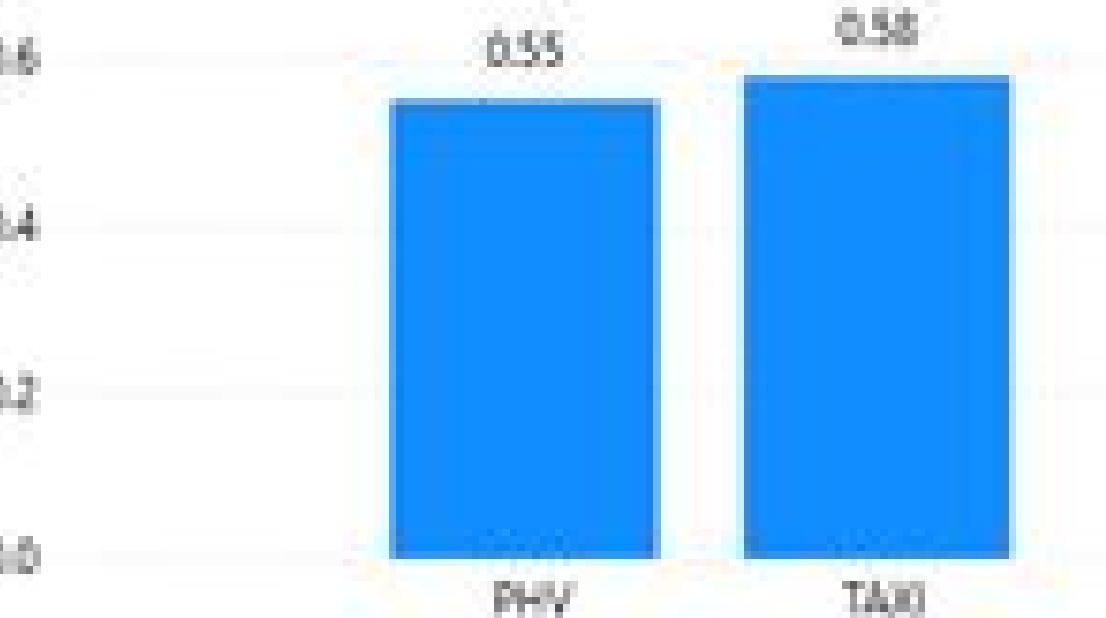
**7.75%**

Driver Cancellation Rate

## Drivers by Gold Tier Category



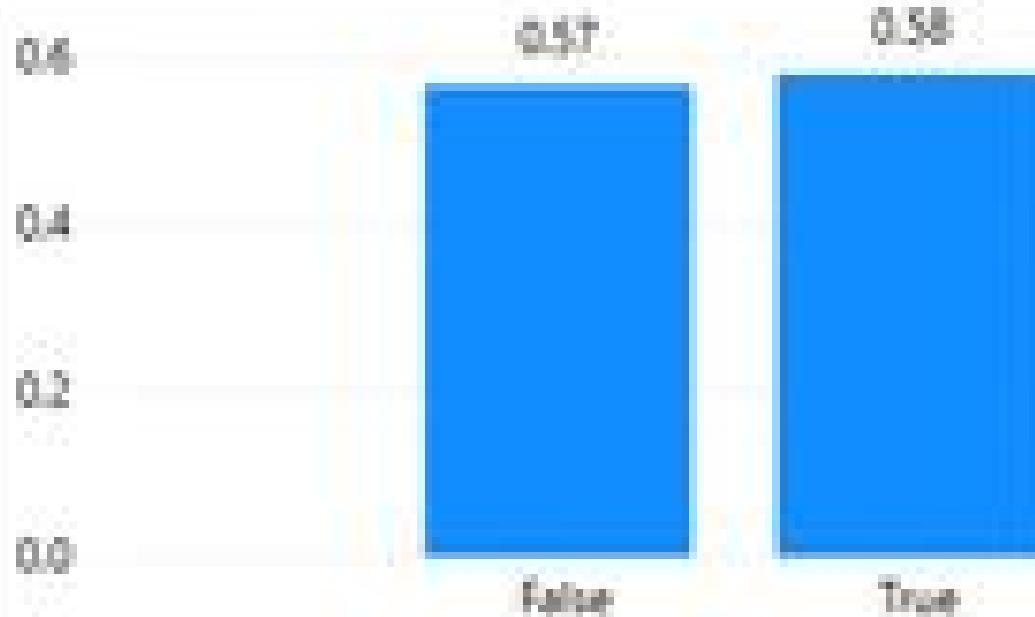
## Engagement Score by Service Type



## Drivers by Rating Band Category



## Engagement Score by Marketing Opt-in



Driver ID	Driver Rating	Gold Level Count	Gold Frequency Per Week	Engagement Score
1	4.87	22	3.25	0.70
23	4.97	0	0.00	0.52
24	4.86	2	0.37	0.51
26	4.96	24	3.10	0.61
38	4.97	0	0.00	0.52
51	4.91	0	0.00	0.52
60	4.91	0	0.00	0.46
61	4.92	59	7.94	0.79
Total		553745	6,531	0.53



# DRIVERS ACTIVITY

Active Date

1/1/2020 - 6/30/2020



28.39%

Acceptance Rate

81.83%

Completion Rate

Country Code

 DE ES

Service Type

 PHV TAXI

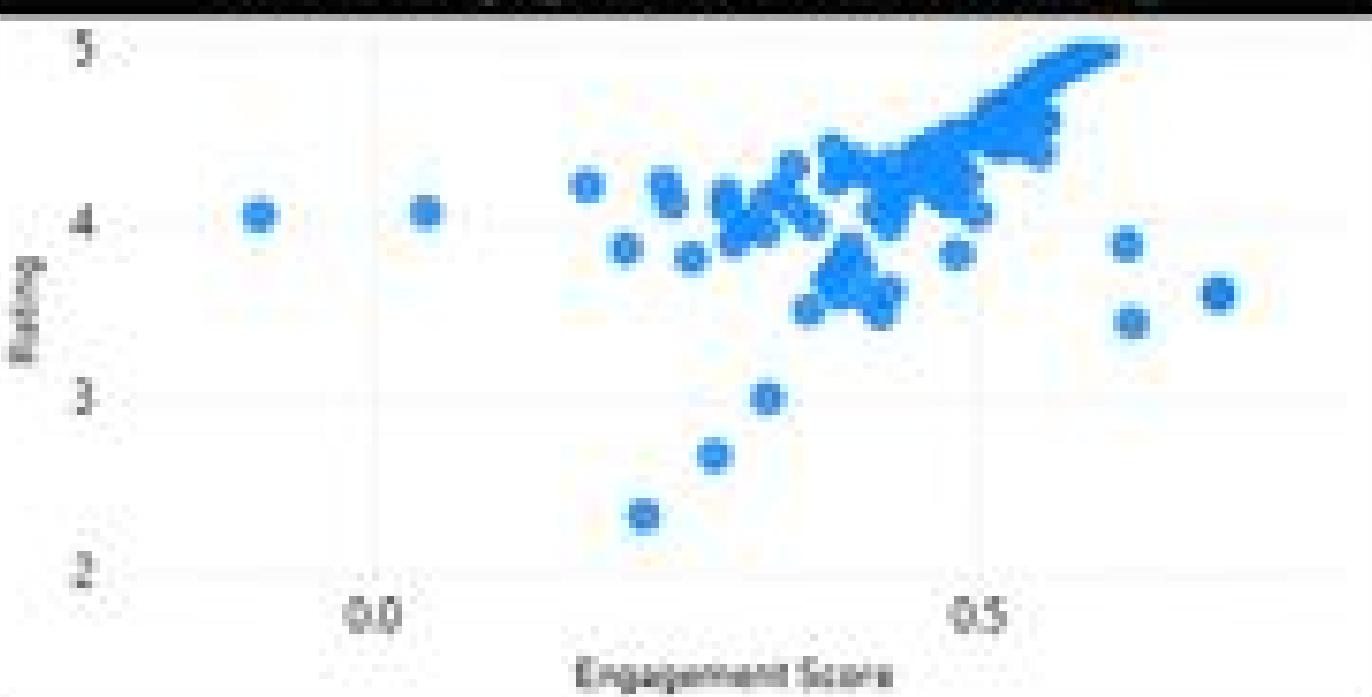
100.00%

Activity Rate

18.32%

Total Cancellation Rate

Driver Engagement Score vs Rating



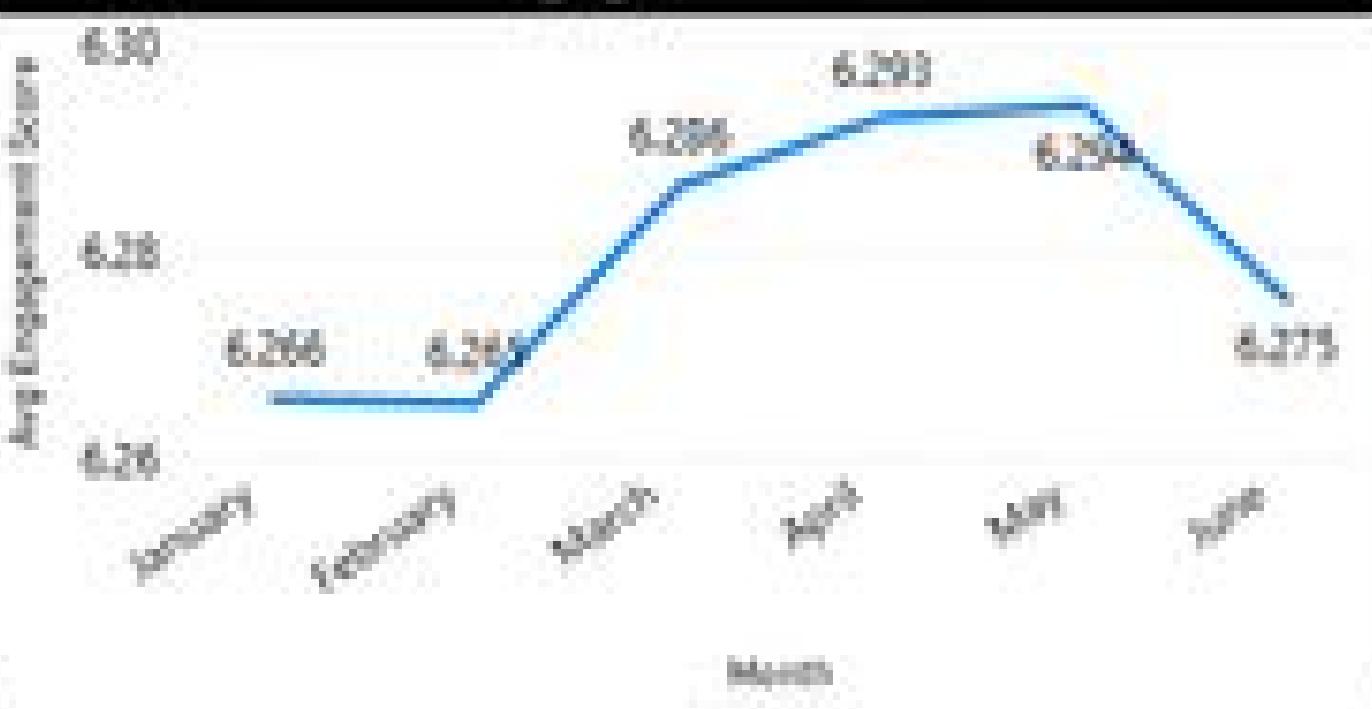
Driver vs Passenger Cancellation Rate



Active Drivers Trend



Drivers Engagement Score Trend



Driver ID	Total Offers	Total Bookings	Total Rides	Driver Rating	Engagement Score	Engagement Category
1	444	275	223	4.87	0.70	Moderately Engaged
2	206	90	95	4.97	0.52	Low Engagement
3	143	64	61	4.96	0.51	Low Engagement
4	697	179	168	4.96	0.61	Moderately Engaged
5	573	349	308	4.97	0.52	Low Engagement
6	410	210	193	4.91	0.52	Low Engagement
7	1060	227	189	4.91	0.46	Low Engagement
8	613	187	146	4.92	0.79	Moderately Engaged
Total	31100435	7204926	6392324	4.97	0.57	Low Engagement

Report