



 Uber Eats

Consumer Growth Report

Budget Management &
Merchant Experiment

PRESENTED BY

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Hi, I'm Noor



- **My Current Role:** Sr. Data Analyst for a Performance Marketing team
- **My Focus:** Turning data into stories that drive smarter product & marketing decisions
- **Passionate** about blending analytics + creativity to solve for and optimize real problems



Assessing the Danish Landscape & Our Growth Plan



Market Snapshot

- High-income market
 - (€75K GDP per capita) with +7% e-commerce growth.
- Urban, convenience-driven, but price-conscious consumers.
- 25% already shop for groceries online, indicating a strong baseline demand.

Growth Goals

- +15% QoQ in first-order conversions (CAC <\$25).
- +10% lift in repeat orders (2-month target).
- +20% grocery coverage in dense zones (Copenhagen/Aarhus).

Profitability Levers

Basket Size



Order Frequency



Acquisition Efficiency



Customer Acquisition Funnel

Awareness

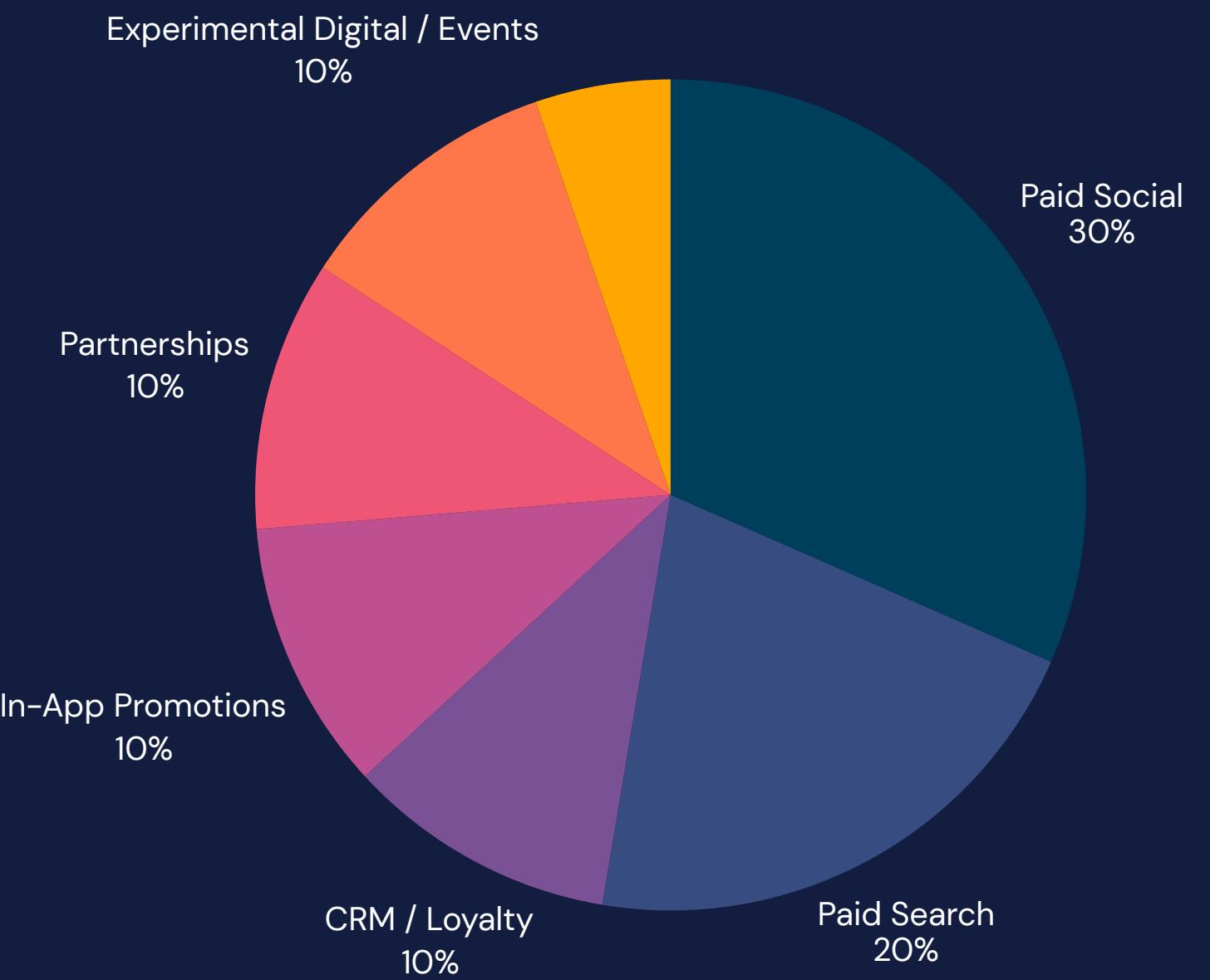
Preference/Consideration

Acquisition /Activation

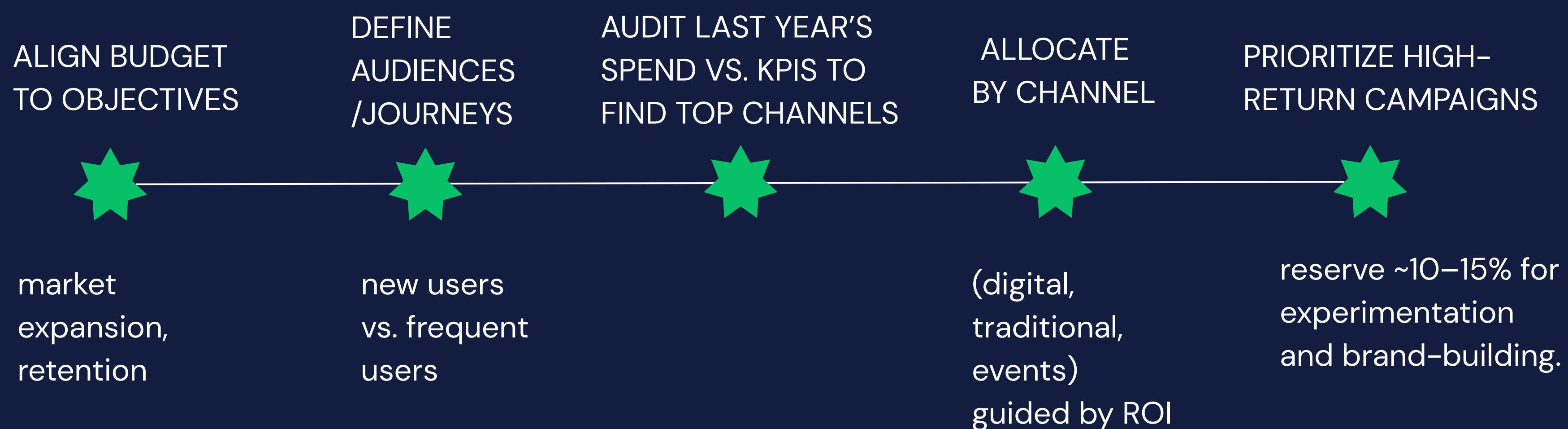
Post-Purchase(Retention)

Monthly Budget Allocation & Channel Prioritization

- Allocate a \$2M monthly promotional budget with a structured, data-driven prioritization.
- Dedicate
 - 60% to core digital marketing (search, social, partnerships),
 - 25% to engagement (CRM, In-App Promo),
 - 15% Brand/Experimentation (Events, Local /OOH).
- Top-performing channels get increased investment. This ensures every dollar drives growth. Invest into a media mix model (MMM)?



Monthly Budget Implementation



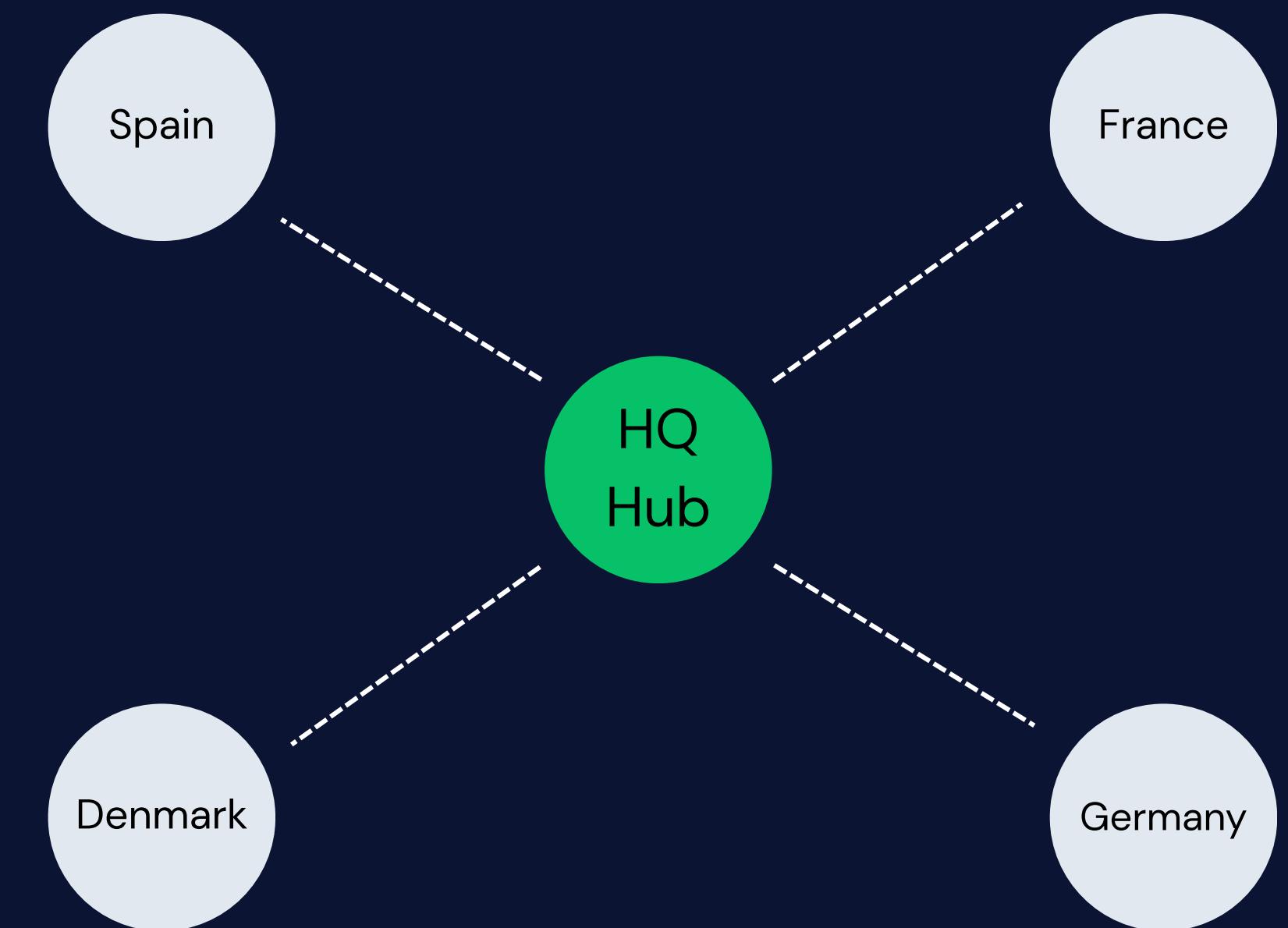
Campaign Execution & Scalable Practices

Hub-and-Spoke Operating Model:

- HQ (Hub): Sets strategy, templates, KPIs
- Local Markets (Spokes): Adapt ~20% of content
- Build once, deploy everywhere.

Scalable Infrastructure:

1. Playbook Library
2. Centralized Dashboard
3. Weekly Optimization
4. Monthly Cross-Market Syncs



Next step: Automation

Innovation: Specialty Merchants

The Concept

- Partner with local specialty stores: ethnic shops, organic farms, and artisan grocers to bring unique products directly to consumers through Uber Eats.

Why?

- These stores have loyal local followings but limited delivery reach. Uber provides scale while they provide authentic, high-margin specialty items.

For Merchants:
Expanded Reach

For Consumers:
Authentic & accessible local goods delivered

For UberEats:
Premium Pricing

Market Trends:
Growing demand for sustainability

Merchant Experiment Results



Sales Performance: Promotions vs. No Promotions

- Promotions drive 32% more revenue per user
 - Customers spend more per order.
 - 50% of total treatment group orders were promotional

Without Promotions
\$932K
Expected Revenue

With Promotions:
\$1.23M
Actual Revenue

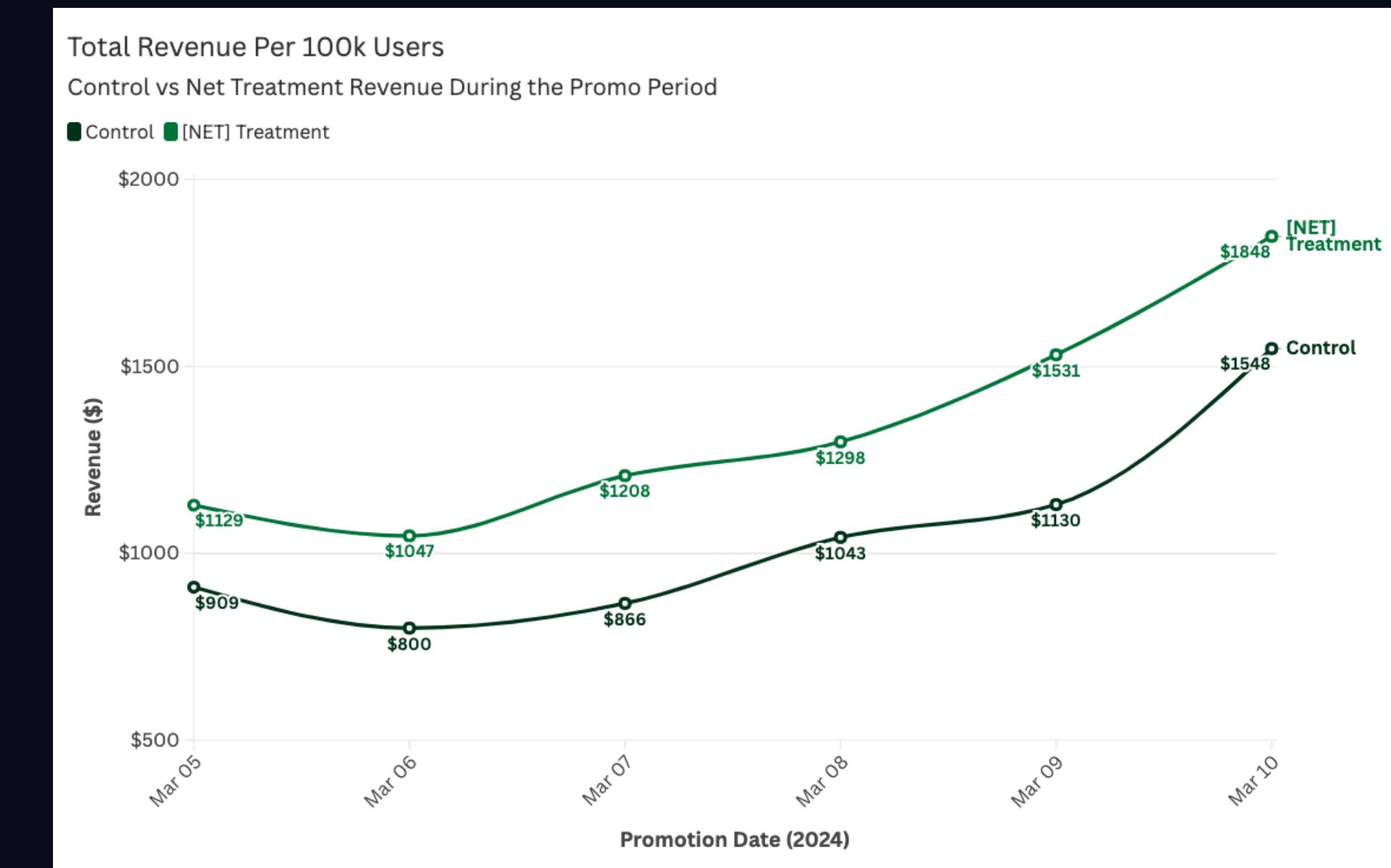
- The \$ 40k promotional investment generated an additional \$ 301k in revenue, resulting in a net profit of \$261k.
 - This is a **6.5x return** after costs.

Metric	Control (No Promos)	Treatment (With Promos)	Lift (%)
Revenue per 100k Users	\$6,295	\$8,330	32%
Orders per 100K Users	218	232	6%
Avg Basket Size	\$29	\$36	24%

**Normalized for cohort size

Promotions Drive Incremental Revenue per 100k Users

- The Treatment group consistently generated 19%-39% more revenue per day, per 100k users, than the Control group after promotions launched.
- The revenue lift is sustained over time, indicating an incremental impact from item-level promotions.
- Sales Per Promo Order: \$45.69
- Cost Per Promo Order \$2.33
- **Profit per promo order: \$43.35**



52% of New Customers Made Their First Purchase with a Promo

Total New Users	New Users With Promo	Promo New User %
2472	1289	52%

Promotions accelerate new user activation.

New users who join and order through this merchant when promotions are available are 52% more likely to convert immediately compared to relying on organic purchases alone.

Merchant Recommendation

Continue & Scale Promotional Investment

- The data demonstrates that promotions are profitable, scalable, and sustainable.
- With a 6.5x return and \$286K in net incremental profit from just 6 days, this is high-return growth channel.

Potential Next Steps To Maximize Returns:

- Expand Coverage: Scale promotions across more items and categories
- Optimize Timing: Test weekend vs. weekday promotional windows
- Ongoing Partnership: Establish a quarterly promotional calendar to sustain momentum

Thank You!



NOOR THOMAS

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