

Drizly Case

1 Comparison among Retailers

The ECO of Drizly would like to know whether the average delivery time and cancellation rate is different for different retailers.

1. Calculate the average delivery time for each retailer on each day. Is there a difference in the average delivery time between retailers? Test your hypothesis statistically.
2. Conduct a similar analysis to part 1 for the void rate.
3. Based on the last two parts and the total GMV of each retailer, is there any significant difference between retailers?

2 GMV and Order Rate Over Time

Create 3-hour time intervals (starting from 12:00 PM) for April 3rd, April 4th, and April 5th.

1. Visually show how the total GMV and number of orders change during these time intervals.
2. Do you think the total GMV and number of orders are different across different time intervals? In which time interval are they higher? (15%)
3. How could Drizly management use this analysis and make informed decisions?