

Ultimate Technologies Take Home Part 2

1. I would use user retention as the key metric. I would also consider looking at how long users wait for a ride. The reason I'd opt for user retention instead is because a change in user wait time may not actually affect user retention.
2. We could do a temporary rollout of the feature to gather data and compare it to data from before the feature rollout. I would use a paired t-test to analyze the results. If there was a significant improvement in retention, I could give a tentative recommendation but the benefit would need to be weighed against the cost of reimbursing drivers. If there was no significant difference, or a reduction in retention, I could confidently recommend against the change.