Blinkit - Interview Questionnaire

**Question 1: Data Analysis**

The key aspect of ride-hailing (ex. Uber, Ola) is upfront pricing, which works in the following way:  
First, it predicts the price for a ride based on predicted distance and time. This price is what you see on the screen of the phone before ordering a ride.   
Second, if the metered price based on actual distance and time differs a lot from the predicted one, the upfront price switches to the metered price.

'A lot' means more than 20%. For example, suppose you want to make a ride that upfront price predicts a cost of $5. If the metered price is between $4 and $6, you will end up paying $5. You will end up paying something else if the metered price is anything less than $4 or more than $6.  
No customer likes surprises (especially when it comes to money!), that’s why a company always strives to improve our upfront pricing precision for our customers’ smooth journeys.

[In the attached file you will find sample data](https://docs.google.com/spreadsheets/d/1bPyxCKIXZ7batSKl1k91LCySrgSWcGma2g_gGzZ5Ug8/edit?usp=sharing). Your task is to analyze this data and identify the top 1 to 2 opportunities that can help us improve upfront pricing precision. The expected output is a business PDF report (4 pages maximum).  
Assume that both business and technical people will read your results.

**Variables in the data:**

***order\_id\_new, order\_try\_id\_new***: id of an order  
***calc\_created***: time when the order was created  
***metered\_price, distance, duration***: actual price, distance and duration of a ride  
***upfront\_price***: promised to the rider price, based on predicted duration (predicted\_duration) and  
 distance (predicted\_distance)  
***distance****:* ride distance  
***duration***: ride duration  
***gps\_confidence***: indicator for good GPS connection (1 - good one, 0 - bad one)  
***entered\_by***: who entered the address  
***b\_state:*** state of a ride (finished implies that the ride was actually done)   
***dest\_change\_number***: number of destination changes by a rider and a driver. It includes the original input of  
 the destination by a rider. That is why the minimum value of it is 1  
***predicted\_distance***: predicted duration of a ride based on the pickup and dropoff points entered by the  
 rider requesting a car  
***predicted duration***: predicted duration of a ride based on the pickup and dropoff points entered by the  
 rider requesting a car  
***prediction\_price\_type***: internal variable for the type of prediction  
 **a.** ***upfront, prediction***: prediction happened before the ride  
 **b.** ***upfront\_destination\_changed***: prediction happened after rider changed destination during the ride  
***change\_reason\_pricing***: indicates whose action triggered a change in the price prediction. If it is empty, it  
 means that either nobody changed the destination or that the change has not affected  
 the predicted price  
***ticket\_id\_new***: id for customer support ticket  
***device\_token, device\_token\_new***: id for a device\_token (empty for all the fields)  
***rider\_app\_version*:** app version of rider phone  
***driver\_app\_version***: app version of driver phone  
***driver\_device\_uid\_new:*** id for UID of a phone device  
***device\_name****:* the name of the phone  
***us\_indicator:*** whether a ride happens in US  
***overpaid\_ride\_ticket:*** indicator for a rider complaining about the overpaid ride  
***fraud\_score:*** fraud score of a rider. The higher it is the more likely the rider will cheat

**Question 2: Case Study**

Blinkit is about to launch a store in a city of your choice. This store will be open for 18 hours every day, seven days a week, and is expected to handle 2000 orders daily. The store's size will be 2000 square feet, with specific dimensions of 50 feet by 40 feet, resembling the attached image. Some points to keep in mind:  
• The orders will be assigned to a delivery partner (driver) only if they are available at the store.  
• Given that this is a new store, the challenge at hand is to organize and manage inventory within the store.

Create an assessment report (can be a spreadsheet, doc, ppt, pdf) including the following:

1. How many delivery partners (drivers) would be necessary to fulfill the orders without compromising Blinkit's unique selling proposition (USP) and customer experience?
2. How many workers would be required inside the store to pick and pack the orders, taking into account an average of 5 items per order?

