CASE STUDY

SECTION 1

Ques 1) How would you ensure you are performing an accurate,
quick and effective investigation to understand the actual issue? In three or four steps
please provide your general approach of understanding & investigating this concern.

Ans 1) Effective Investigation Report

- **Gather Initial Data** - The first step would be to collect all the relevant data and information regarding this issue. This could be done by reviewing support tickets and examining the affected Earner's account.
- **Understand the Data -** After collecting all relevant data I would understand it and analyze patterns in terms of location, devices, and time when the issue occurs.
- **Replicate the Issue -** To understand the problem more deeply, I would replicate the issue in a controlled environment by using a test account or simulating the scenarios to observe the situation.
- **Cross-functional Collaboration -** I would collaborate with other teams, such as engineering, and customer support to gather insights from multiple perspectives.
- **Documentation -** During the whole investigation I would maintain detailed documentation of my findings such as screenshots, error messages and other information.

Ques 2) Now that you have completed step 1 of effective investigation, What key information will you provide to engineering needs in getting your concerns prioritized and looked into? Please provide the top 3 key pieces of information that you would share with the engineering team.

Ans 2) Key Information for Engineering

- **Detailed Bug Report -** A step-by-step description of how the issue occurs, any error messages encountered, and the frequency and severity of the problem.
- **Information to Replicate -** Clear steps to reproduce the issue, if possible, helping the engineering team isolate the problem in a controlled environment

- **Impact Assessment -** An assessment of issues impact on Uber Earner's Community, including the estimated percentage of earners affected globally and the potential financial implications.

Ques 3) It has been nearly two weeks since you escalated this concern. So far we're seeing minimal engagement from engineering. While reviewing your escalation you determine that although this started with only a few earners, we're now observing an increase in escalations and estimate this impacts roughly 15% of our active earner population globally.
a. How do you see yourself owning this critical failure from this point onwards? According to you, what would be the top 3 responsibilities you would perform to ensure this issue gets resolved?

Ans 3) Ownerships and Responsibilities

I would take ownership within the organization, ensuring the issue receives the much-needed attention it deserves.

RESPONSIBILITIES

- **Communication -** Regular and transparent communication is very important. I would maintain an open conversation with active earners regarding the expected timelines for resolution while maintaining open channels with the engineering team.
- **Monitoring and Follow-Up -** I would continuously monitor the situation and follow up with the engineering about the new escalations and feedback.
- **Advocacy for Resolution -** I would work persistently to emphasize the significance of the problem to engineering, highlighting its impact on user satisfaction and business.

SECTION 2

Ques) What are the three most problematic issues in this export? a. Why would you consider the identified issues the most problematic for our team? i. "Exclude both General Driver Payment Issue (issue type not listed)", and "General Courier Payment Issue (issue type not listed)" from your consideration. b. Create a visual aid that provides context you could bring to leadership to really emphasize and showcase the scope of these problems.

Approach - Here we'll be identifying the 3 most problematic issues that occurred within the application with the export that is provided. Additionally, we will determine the day with the most bug reports created and the most reported issue type on that day

Exceptions - We are excluding the following two problems from our investigation:
- General Driver Payment Issue (issue type not listed)
- General Courier Payment Issue (issue type not listed)

Dataset Overview - The dataset contains bug reports with various attributes, including issue key, summary, issue type, status, priority, resolution, and more. We will use this data to derive insights and make data-driven decisions.

Data Cleaning and Preparations -

In the data cleaning and preparation process, the following columns were encountered with null values:
- Epic Link
- Epic Name
- Impacts
- Region of Incident
- Reporting Site

Given that the columns "Epic Link" and "Epic Name" contain null values in more than half of their rows and do not contribute meaningfully to our analysis, these columns were excluded from further consideration.

For the remaining three columns, the following strategies are adopted:

- Impacts: We addressed null values in the "Impacts" column by replacing them with the most frequently occurring value, thereby ensuring the preservation of data integrity.

- Region of Incident: Similarly, for the "Region of Incident" column, null values are replaced with the most commonly occurring region to maintain data consistency.

- Reporting Site: Null values in the "Reporting Site" column were also replaced with the most frequently reported site to enhance the completeness of our dataset.

Additionally, for the "Impact" column we have converted categorical data into a numerical format, facilitating its inclusion in our analytical models.
Furthermore, the "Priority" column's, "TBD" values were handled by substituting them with the most prevalent value based on the combination of the "Type of Request" and "Impact" columns. This approach ensures that the priority assignment is aligned with the specific characteristics of each request type and its associated impact.

Ans 2) Identifying the Three Most Problematic Issues

The following can be considered the most problematic issues for the team as they have increased substantially

- Did not receive instant/Flex Pay Payment
- Discrepancy in driver earnings
- Driver earning error/ inaccurate in app

Univariate Analysis of Request Types Over Two Months
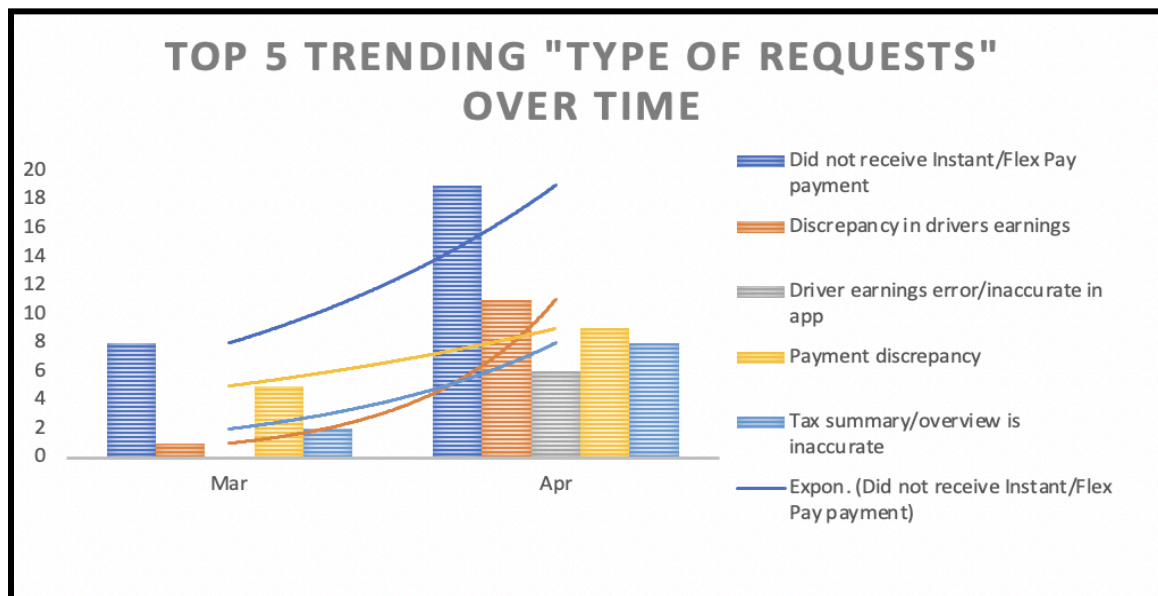
Identified the top five request types that have experienced a substantial surge in the past two months. The quantity of issues reported has seen a remarkable increase compared to the previous month (March). Notably, the following three issues exhibited a sudden upswing in April:

- Did not receive instant/Flex Pay Payment
- Discrepancy in driver earnings
- Driver earning error/ inaccurate in app

Analysis of Request Types VS Impacts
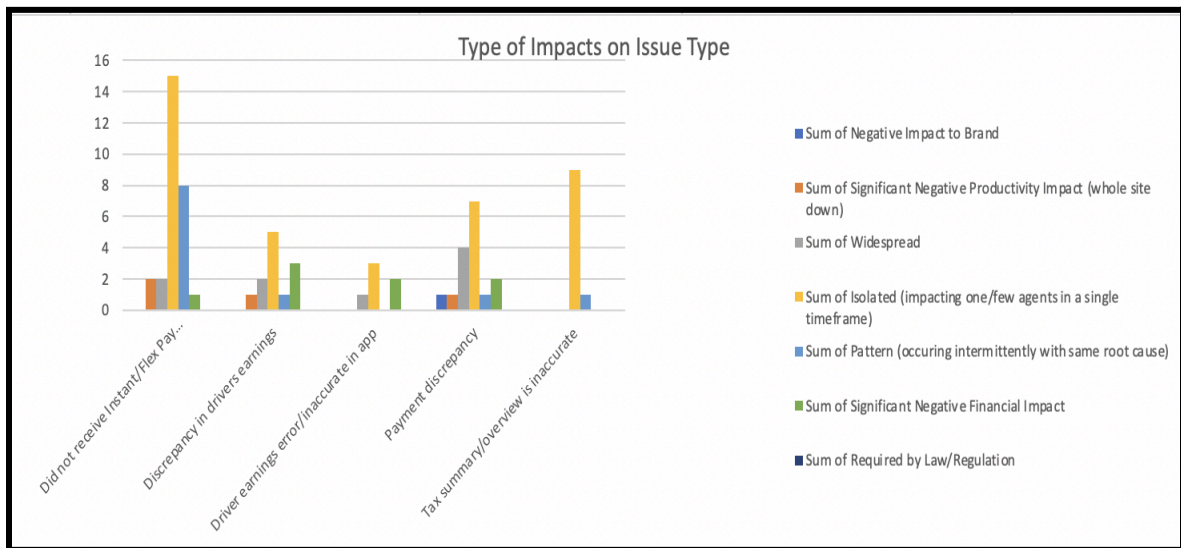
Each of these issues bears significant implications for our business. They not only impact our financial standing negatively but also have far-reaching consequences, affecting multiple regions within our operation. We could also see that most of the issues are occurring in the same pattern.

SEGMENTED ANALYSIS ON PRIORITY LEVEL AND STATUS OF THE REQUESTS
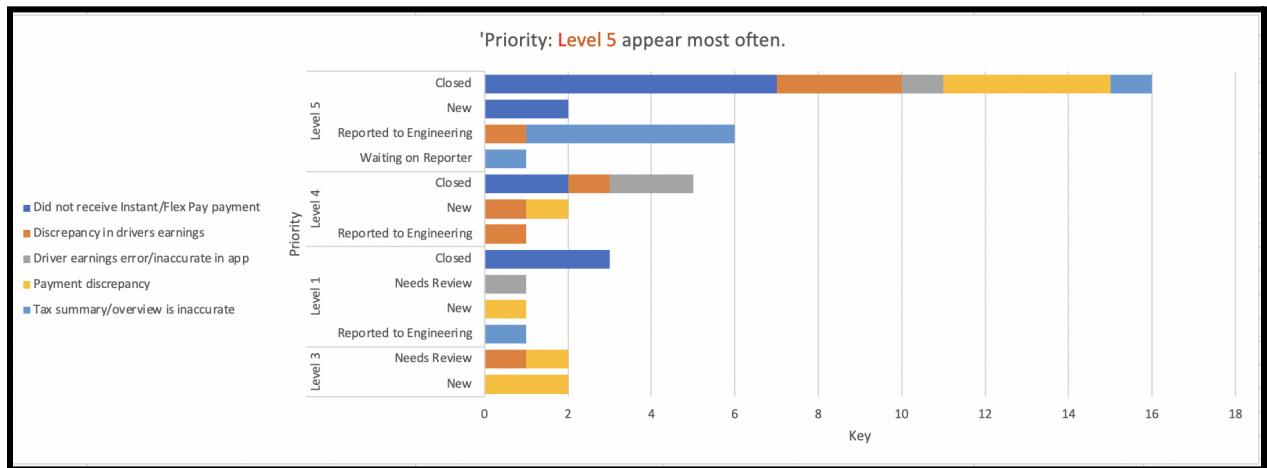
A glance at the chart above reveals that the majority of the mentioned issues fall under Priority Level 5. While many issues appear to be closed, it's worth noting that new cases of the same issues continue to surface.
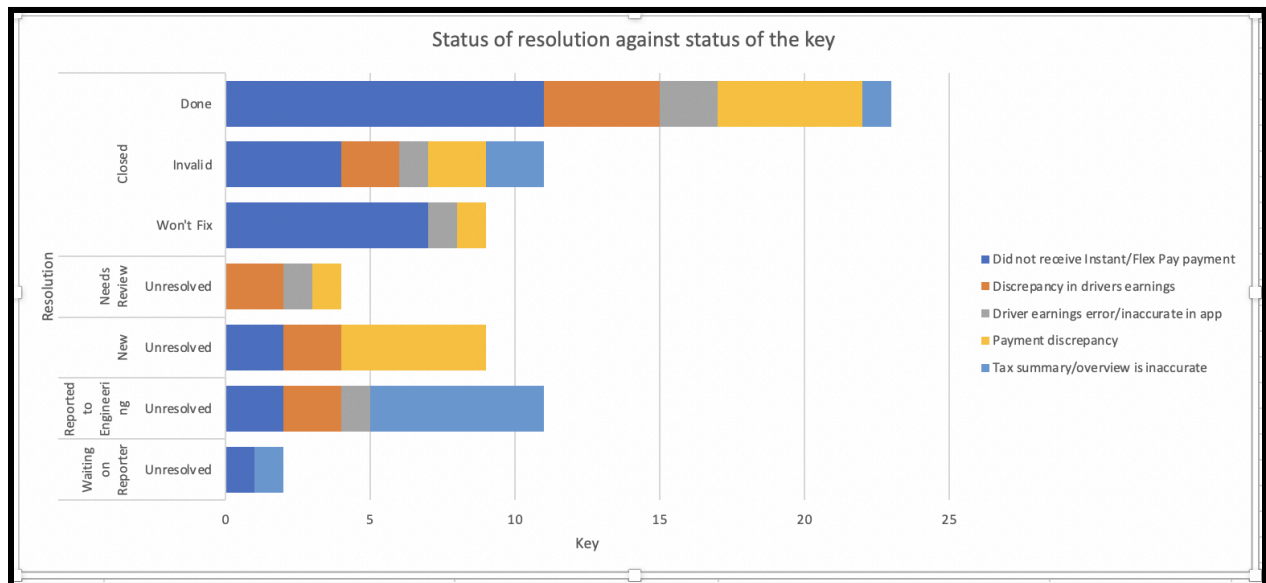
Furthermore, even though the issue status may indicate resolution, it's essential to highlight that only approximately half of these issues have been successfully addressed. The remaining half falls into categories such as "Invalid" or "Won't Fix" under the

resolution type. This indicates that a substantial portion of these problems remain unresolved or unactionable despite their apparent closure status.

Conclusion on Problematic Issues:

The escalation of these three particular issues within our operational landscape poses significant challenges for our team

1. Over the past two months, we have observed a substantial surge in the volume of reported issues. This surge is especially noteworthy when compared to the previous month

2. Each of these problematic issues has far-reaching implications for our business. Notably, they have a detrimental effect on our financial performance. Furthermore, they have a widespread influence, affecting multiple regions where we operate.

3. While it may appear that many of these issues have been resolved, it's crucial to recognize that new instances of the same issues continue to emerge. Additionally, despite the "resolved" status, it's important to highlight that only around half of these issues have been effectively addressed.

Ques) On what day in the export do we see the most bug reports created? a. What is the most reported issue type on this day? i. Exclude both General Driver Payment Issue (issue type not listed)", and "General Courier Payment Issue (issue type not listed)" from your consideration

Ans) Finding the Day with the Most Bug Reports Created

The day with the most bug reports created is March 27, 2023. The total count of issues reported is 14.

a) The most reported issue type is "Trips missing from statement only". This issue was reported 3 times that day indicating a negative productivity problem.

Conclusion:

In this case study, we identified and prioritized the three most problematic issues, created a visual aid to emphasize their scope, and determined the day with the most bug reports and the most reported issue type. These insights are crucial for effective issue management and resolution. The

team should focus on resolving these high-priority issues promptly to minimize financial impact and ensure a better user experience.