RGR Data Test

Background

At Deliveroo we want to understand our customers, rider and restaurants in as much detail as possible. As we attempt to build and maintain the optimal rider fleet we utilise a series of marketing channels and schemes to attract new riders. One of these channels is referred to as 'Rider Get Rider' or 'RGR', which is an incentivised referral scheme targeting current Deliveroo riders.

The task

Imagine you have been asked to give a 30 minute presentation to Deliveroo's senior leadership team. The topic for the presentation is: "Rider Get Rider' channel performance

1. How has RGR performed? How does that compare with other channels?
2. Is RGR a successful scheme? Should it be changed?
3. If it should be changed, what are some important factors which should be considered?

The data

We have provided you with a fictional sample of marketing channel performance data with the following fields:

1. Rider ID – a unique rider identifier
2. Location – the city the rider applied in
3. Application_date – the date the rider applied to work for Deliveroo
4. Application_approved_date – the date that the rider application was approved
5. First_work_date – the date of the rider's first shift
6. Acquisition_channel – the last touch marketing channel recorded for the rider/applicant
7. Vehicle_type – the type of vehicle the rider uses
8. Days_since_acquisition – the number of days passed since first_work_date
9. Hours_worked_cumulative – the cumulative number of hours worked by the rider to date
10. Orders_delivered_cumulative – the cumulative number of orders delivered by the rider to date
11. Throughput_cumulative: The cumulative throughput (orders/hour) of the rider to date
12. Referrals_cumulative – The cumulative number of referrals made by that rider to date
13. Succussful_referrals_cumulative – the cumulative number of successful referrals made by that rider to date

What we are looking for from you:

In this test we are looking for you to:
- Manipulate data to draw insights & then communicate these insights effectively to senior non-technical colleagues
- Consider and deal with 'edge cases' or 'irregularities' in the data
- Present your findings in a clear and concise manner relevant to briefings for senior executives
- Discuss what you'd do next, such as what other data would you have liked to bring this research to life more

Tips for completing the test:

- You can undertake the analysis using whichever tools or techniques you like (e.g. R, Tableau, Excel etc..). We suggest you use the tools you are most familiar and comfortable with.
- The output of your work should be appropriate for your imaginary audience (eg. Deliveroo's Senior Leadership Team).
- Don't over complicate it.