**Grab Analysis**

**Booking Analysis**

* Number of orders grouped by services.
* Number of orders grouped by date/week/month and hour.

**User Analysis**

+ **Active user:** A1, A7 and A30 (Active user - has at least 1 order/booking - last 7 days, last 30 days)

+ **Retention rate** (is the percentage of customers a business retains over a given period of time)

+ **User churned** rate (A churned user is a user who has stopped using an app. There are two kinds of actions a user takes related to churn: either lapsing in use (which means no more sessions being recorded) or uninstalling the app from the device itself. But essentially, churn rate is the number of users that leave your app in a given period of time.)

+ **User segmentation** in 4 group: Silver, Gold, Platinum and Diamond

Based on PCA: number of orders per month, GMV = total amount

|  |  |  |
| --- | --- | --- |
| **Group** | **Orders** | **GMV** |
| Silver | <5 |  |
| Gold | 5-10 |  |
| Platinum | 10-15 | or > 1.000k |
| Diamond | >15 | or > 2.000k |

**Profit and Loss Analysis (PnL)**

**Profit/Loss = Revenue - Cost = Net Income**

* Calculate breakeven point of Grab for each service and propose a new bonus scheme
* Current shipping share and commission rate:

Car: 75% and 25% commission.

Bike: 80% and 20% commission.

Express: 90% and 10% commission.

Food: 90% and 10% (commission of merchant move to promotion for users)

Market: 100% and 0%

Bonus Scheme applied for Bike (Bike, Express, Food and Market) and Car.

10 points for each booking completed.

|  |  |
| --- | --- |
| Points | Bonus |
| < 50 | 0đ |
| 51– 100 | 80.000đ |
| 101 – 150 | 120.000đ |
| 151 – 200 | 150.000đ |
| 201 – 250 | 200.000đ |
| >250 | 280.000đ |