

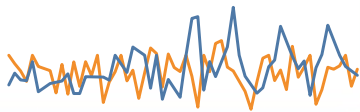


## Insight for Failed Orders

Hours

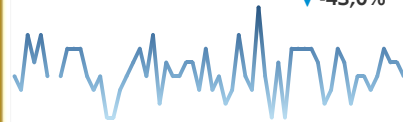
14

Average Time to Cancellation with and without Driver, by the Hour



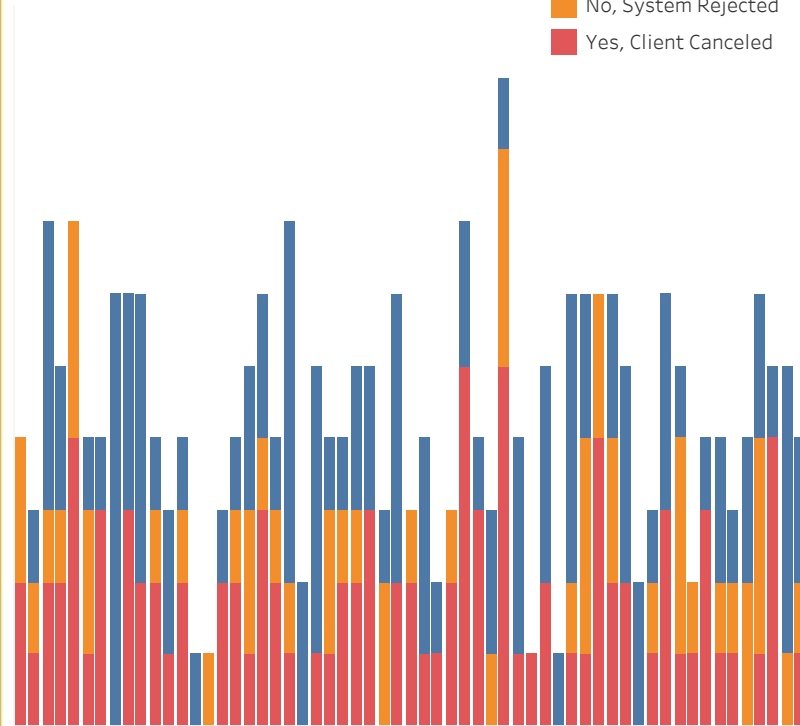
Distribution of Failed Orders by Hours

▼ -43,0%

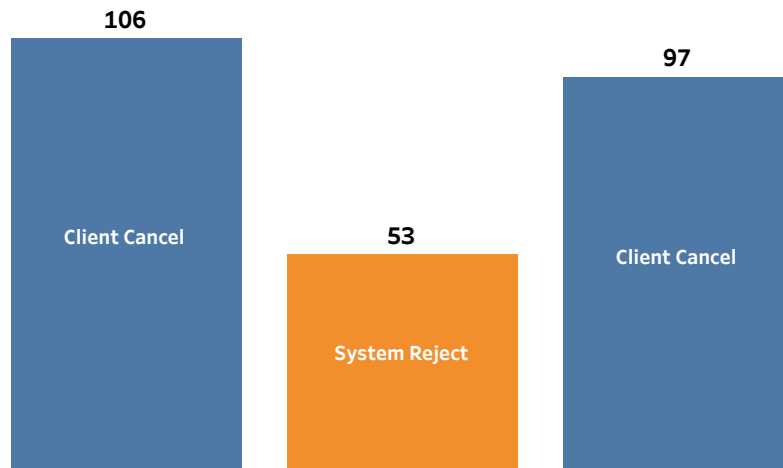


Distribution of Average ETA by Hours

■ No, Client Canceled  
■ No, System Rejected  
■ Yes, Client Canceled



Distribution of Orders According to Reasons for Failure





## Insight and Recommendation

### Insight

1. Most order failures are caused when the driver has not been assigned, whether it is canceled by the customer or the system rejects it.
2. The most order failures occur at 8am.
3. Order failures with the highest average cancel time when the driver has not been assigned at 6 a.m. and when the driver has been assigned at 12 am.
4. order failures when before the arrival of the order most often occur due to canceling from customers and it happens most often at 8 am.

### Recommendation

1. Most order failures are when drivers have not been assigned, this could be due to the lack of available drivers.
2. The most order failures occur at 8 am, this may be due to the level of order booking by customers experiencing very high traffic.
3. Order failures with the highest average cancel time are when the driver has not been assigned which is most at 6 am, this can occur because many drivers are not ready to start work at that hour and when the driver has been assigned most at 12 pm, this can be caused by many drivers who are running orders.
4. Failure of orders before the arrival of orders, namely when customers cancel at most at 8 am, this can occur possibly because customers need orders quickly because at that time customers want to leave for work.

From the results of the analysis, I will provide recommendations so that the company can increase the number of drivers to be able to reduce the number of order failures in the future.