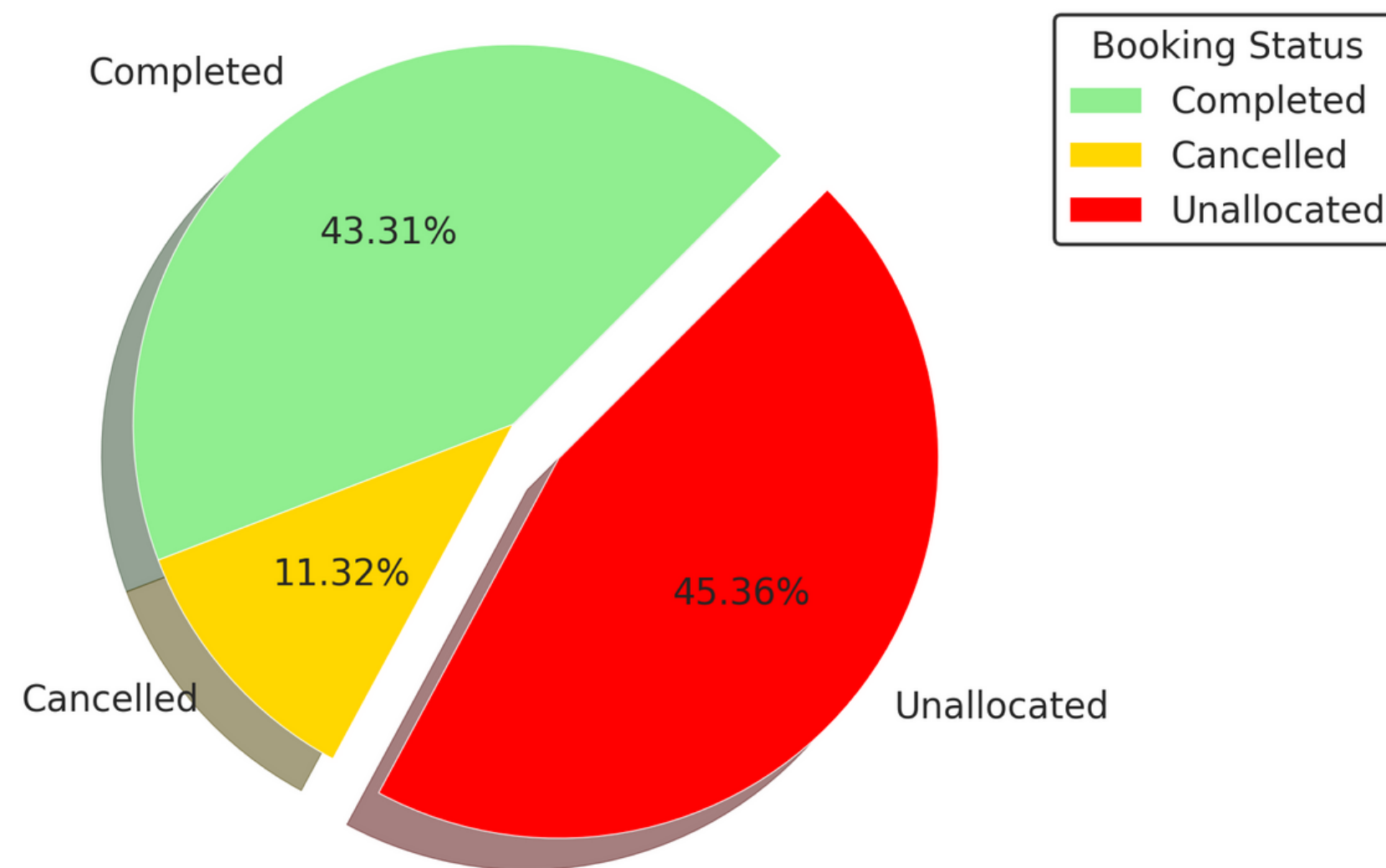# What measures should be done to reduce unallocated Grab bookings in Metro Manila?

FTW Batch 4 Case Study
By Angelene L. Ronquillo
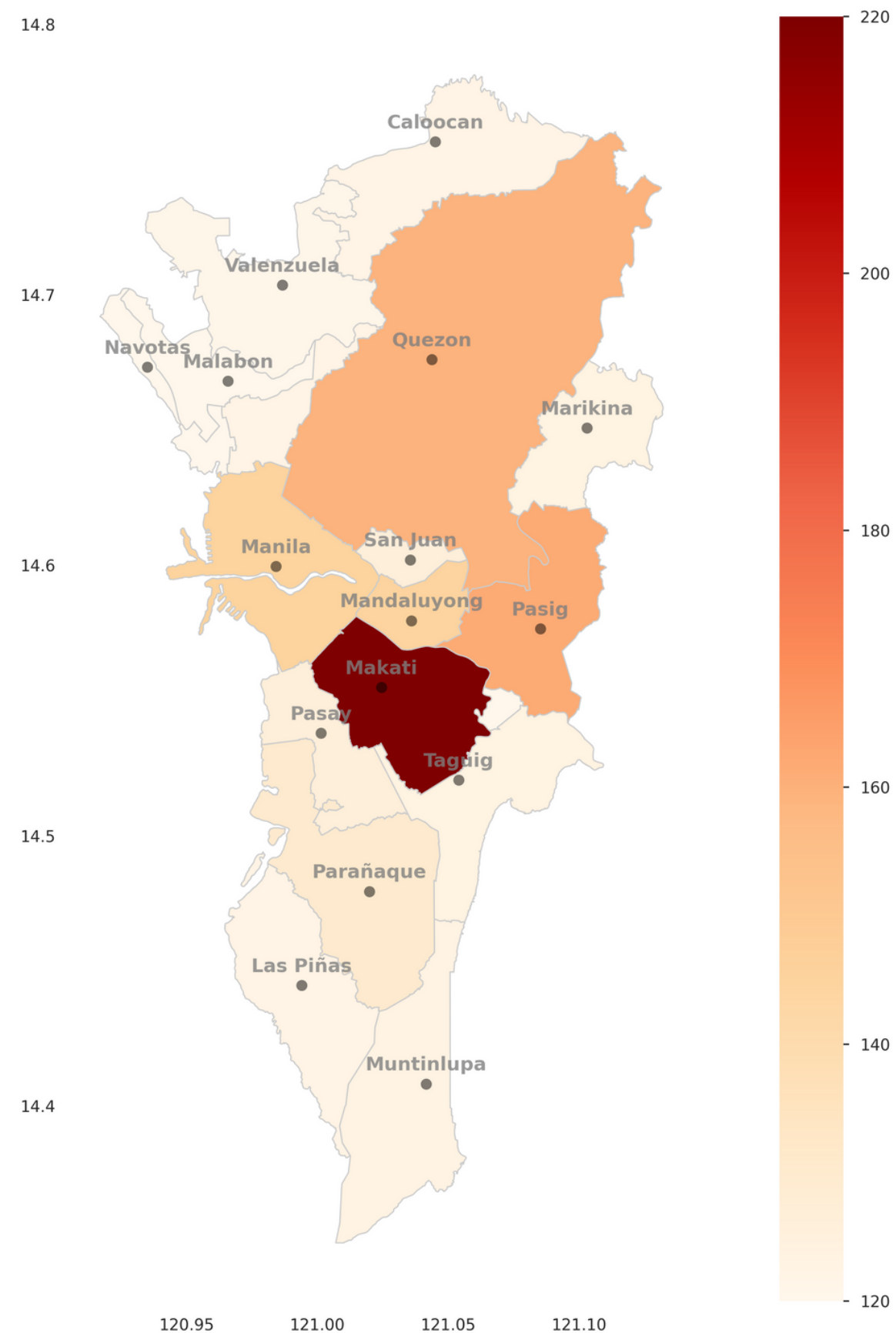
Grab Bookings 2013 Status in Metro Manila

Completed 43.31%
Cancelled 11.32%
Unallocated 45.36%

Booking Status
Completed
Cancelled
Unallocated

Number of Unallocated Rides

Out of 264,378 bookings in Metro Manila, 45.36% are unallocated or unmatched.

Concentration Level of Unallocated Bookings in Metro Manila

Based from the DataSeer Grab PH 2013 Dataset, most of the unallocated bookings came from Makati City. There were many unallocated bookings in Pasig and Quezon City as well.

Dataset is cleaned by removing coordinates that are outside the boundaries of NCR. Number of allocated bookings are mapped through GeoPandas and matplotlib.

Grab Kiosk

What is Grab Kiosk?

A small public machine for self-booking of Grab rides strategically placed in areas with high unallocation rates and highest demands for rides.

Why do we need it?

For users that cannot access the digital app and to have a higher chance of matched booking because there will be more drivers within the vicinity.

How can we use the kiosk?

The user will input his account number for identification purposes, will select a drop off point, and will tap a beep card or scan QR to pay.

Where will it be placed?

In commonly visited areas such as malls, hospitals, airports, business districts, convenience stores, etc.

To reduce deallocation rates

There will be a centralized pick up point.
The Grab drivers will know where to expect bookings.
The riders will have less problem in finding a Grab driver.

To adapt to the new normal (less people contact)

Some people have problem having an access to a stable internet or mobile data while in a public area.
In existing Grab booths, a personnel is needed to book a ride which is risky for both the rider and personnel.

For controlling traffic flow

Grab drivers usually roam around to look for passengers. If the Grab Kisok is implemented, they can just park or stand by to a nearby kiosk for potential passengers.

Advantages of Implementing Grab Kiosk