Analysis of Determinants for Discontinuation of Ola Pedal

Market Research Project

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We would also like to thank Dr. Yatindra Nath Singh, Dean of Infrastructure and Planning for providing us information about the initial implementation and future prospects of Ola pedal. Lastly, our thanks and appreciation goes to all our colleagues for providing their valuable insights on the project and creating a suitable environment for peer to peer learning.

Contents

Problem Definition

Ola Pedal was launched in the month of November 2017 as a trial run. The cycles were parked at various parking stations across the campus, for example, outside hostels, library etc. The primary benefits of Ola pedal are that it is technology enabled, environment friendly and economic way of commuting within the green campus of IIT Kanpur. The initial 30 minutes were free during the trial period. But after one month of pilot test, Ola pedal was discontinued. Various reasons were stated on the service being discontinued, major reasons being poor quality of cycles, non-availability of cycles, inefficient locking system, poor handling of cycles. This pilot project "Ola Pedal" was also started in IIT Madras but there also it was rather unsuccessful and discontinued.

Management Decision Problem

- Should the management improve the quality of cycles and the number of cycles (to check upon availability issue) to improve the perception among the students?
- Should management focus upon the improvements in the current Ola app user interface to make it easier for customers to book a ride.
- To decide upon the pricing strategy implemented by the management to make this project a profitable venue for Ola.
- To decide whether Ola should introduce a new variant of cycle suited for male students.
- To decide upon the timing of relaunch of services in IIT Kanpur. For example; they can relaunch in the beginning of session.

Market Research Problem;

Considering the management problems, we formed the Marketing Research problems as follows

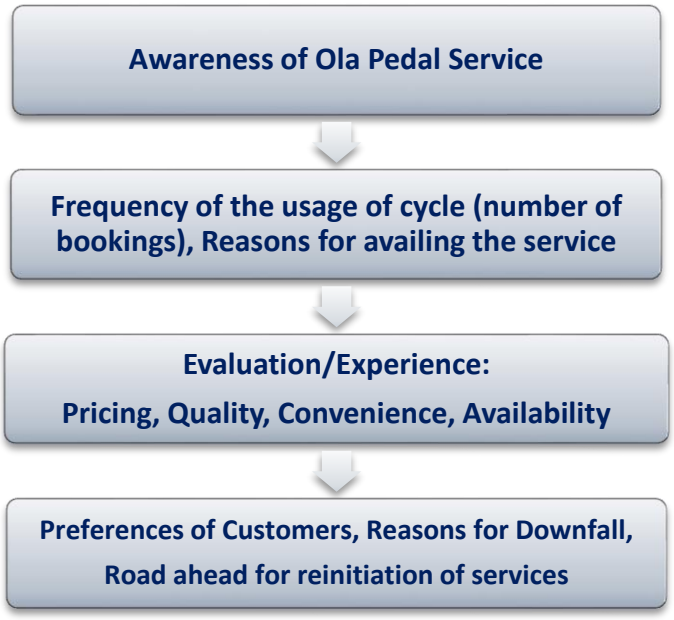
- Determine the effectiveness of the current pilot test of Ola Pedal and research about the consumer preferences.
- Determine whether the current number of cycles sufficient to cater to the residents of IIT Kanpur.
- Evaluate whether students were contended with the quality of cycled offered by Ola Pedal
- Determine whether the students were contended with the ease of booking an Ola Pedal.
- Gain insights whether there was a difference in expectations of the students who owned a cycle vs who don't own a cycle.
- Evaluate whether there was a difference in overall experience between male and female students.
- Evaluate whether there was a difference in overall experience because of inappropriate launch timing.

In order to get a more information related to ola cycles, we started with qualitative techniques like interviewing with Dr. Yatindra Nath, Dean of Infrastructure Planning and Rutuj Jugade, President of Student Gymkhana.

Analytical Model Building

Verbal Model suggests that first a customer becomes aware of the Ola Pedal service and gains the understanding of the service in terms of the factors comprising the choice criteria. Based on the assessment, the customer determines a degree of preference for the service. According to the preference and needs of the customer, he/she will patronize the service.

Graphical Model suggests a visual direction of relationships between variables involved in the research.



Research Questions

Considering the Research questions, we then formulated the hypothesis as stated

S No.	Research Question	Hypothesis
1	Is there any difference in expectations of Ola pedal between students who own a cycle vs who don't?	Students who own a cycle gave similar ratings compared to students who didnt own a cycle.
2	Does the quality of cycles influence the overall experience of Ola Pedal?	Students consider quality of cycles a major determinant while rating of overall experience of Ola Pedal.
3	Does the ease of booking of cycles influence the overall experience of Ola Pedal?	Students consider ease of booking of cycles a major determinant while rating of overall experience of Ola Pedal.
4	Does the variant of cycle offered led to difference in overall experience between male/female?	New variant of cycle suited for male students should have been introduced by Ola pedal.

Project Research:

S No.	Specification of Information
1	Analyse the factors mentioned as variables in the graphical model offered by Ola Pedal.
2	Analysis of the insights of students from IIT Madras where there are many other players (Zoom Pedl, OFO, torq cycles) along with Ola Pedal.
3	Analysis of the improvements in number of cycles available/quality cycles that can be made in the current "Ola pedal" model to make it successful.
4	No additional information needs to be obtained from the respondents.

Research Design

The research deign framework implemented is **descriptive** in nature. Descriptive research in the form of a survey was undertaken to quantify the parameters of performance of Ola Pedal. **Cross sectional design** is used as information is collected from the sample of population only once.

Among the **Six W's** of research design, 'who' are the residents of the campus, 'what' are the factors the respondents have considered for rating of the service, 'when' is any time that is convenient to the respondent, 'where' is the online platforms like Facebook & LinkedIn, 'why' is to find out the reasons to get an idea which led to the discontinuation of Ola Pedal service & 'way' is by survey which is our primary data source.

Survey Questionnaire Preparation Method

A **pilot survey** was done by Student Gymkhana before the implementation of Ola Pedal to get an idea of the general perception of students on launch of Ola pedal whether it will be successful.

We formed a **focus group** to determine the opinions of students about the overall experience of Ola pedal. The focus group consisted of 8 students: 6 students from PG & 2 students from UG. The focus group centered on the whether the students could easily avail the service, quality of cycles, the reasons for availing the service, their feedbacks on reasons for discontinuation etc.

Primary finding of focus group: The Ola Pedal was launched at an inappropriate time, if it would have been launched in the beginning of session then the probability of success could have been larger as the students wouldn't have bought their personal cycles then. Also, if Ola Pedal have been continued in the festive seasons of Antaragani, Techkriti, Udghosh etc. there would have been spikes in booking of Ola rides.

The **survey** was prepared by the Student Gymkhana while the Ola pedal was in service. The survey had around 414 responses. But to get more insights we added some more questions taking into consideration the insight we got from focus group and created a new questionnaire.
A **pretesting of questionnaire** was done to make the questions more structured, neutral and concise.After which, the **online survey** made by us was floated on online platforms like Facebook (IIT Kanpur groups), WhatsApp, LinkedIn and a total of **198 responses** were recorded.

Nature of Survey
The scaling technique used in the survey was the nominal scaling technique initially to classify the respondent into the ones that have tried Ola pedal or not, the same scaling technique was used to classify the users as the ones who already have cycle and not.

The ratio scale was used to find the data regarding the number of bookings made by the users and also to find whether there were any instances when the respondents were not able to book a ride due to non-availability of cycles.

The interval scaling technique was used to find the ratings of respondents for Ola pedal on different parameters like ease of booking, convenience and overall experience.

The survey also contained some open ended questions where the respondents mentioned their reasons for booking a ride on Ola pedal for the first time and also where the respondents were asked to give their suggestions on the pricing model of Ola Pedal.

The target population of the survey consisted of all the residents of IIT Kanpur apart from the workers of the campus. The sample size consists of **414 respondents**. The sampling frame was e-mail lists inside the campus apart from the groups of students present on various social media platforms.

Refer **Exhibit 1** for Questionnaire

Information Gathered from the Survey

The medium used for administering the questionnaire is online survey. As all the residents and workers are provided with the internet facility in the campus, so online platform was used to conduct surveys where the Google forms containing the survey questions were floated across various social media platforms and also sent to different IIT official email lists.

Secondary Data source: Survey done by Students Gymkhana, IIT Kanpur (414 responses)
Primary Data source: Survey floated by us in Online social media (198 responses) for students of IIT Kanpur & IIT Madras where Ola Pedal is implemented.

The information gathered from the survey included whether the respondents were students or others owning their own cycles or not, whether the respondents have availed the service of Ola Pedal or not, number of Ola Pedal bookings made by them, number of times respondents could not book a cycle, reasons behind their trying of Ola Pedal for the first time, reviews on the ease of booking, quality of Ola cycles, convenience and overall experience of Ola Pedal and the suggestions made respondents regarding the future pricing model of Ola Pedal in the campus.

Basic Analysis of the data

Among the responses of the survey received, 72% people availed Ola pedal service compared to 28% who didn't. The respondents who were regular users of the service availed the service primarily because their private cycles were in a damaged condition. Users who don't own a cycle vs who own a cycle didn't have an increased impact on the overall rating of the Ola Pedal (Ratings mean: 3.24 vs 3.27). Also, users who said "No" and "Maybe" to continuation of Ola Pedal service has mean ratings of 2.73.
(The statistical significance of the difference in these means is checked in further analysis.)
Pricing model suggested by students: 59 students have suggested Ola to charge INR 3 for every 15 min ride followed by 46 students suggesting Ola to charge INR 5 for every 30 minutes ride.
Refer **(Exhibit 2)** for detailed analysis.

Data Analysis

Data analysis is done to determine the factors which drive the overall experience of Ola pedal. Therefore, we used statistical tests on the survey results to infer statistical insights from the data.
R software is used for analysis of the data.

Determining the factors which influence the overall experience of Ola Pedal

To understand the preferences of students of IIT Kanpur for evaluation of various parameters like quality of cycles, ease of booking, convenience of commuting and availability of cycles. Also, whether owning a cycle/not owning a cycle has an impact on the parameters mentioned, various techniques like t tests regression analysis and chi square for these parameters were performed. We have captured these parameters in the questionnaire used in the survey using Likert scale.

Analysis Part 1: (Exhibit 3)

Whenever a new product is launched, it becomes imperative to check for the customer value proposition.

Segmentation: The students of IIT Kanpur is segmented into 2 groups i.e. who own a cycle and who don't own a cycle.

Targeting: Based on customer value proposition, Ola pedal was primarily targeted on students who don't own a cycle. Therefore, we needed to check whether we should consider responses from both the segments separately in the survey i.e whether the expectations of these segments vary significantly or not.

The independent 2 sample t-test, is used to check for the difference in mean of ratings between students who own a cycle vs who don't.

Ho (Null Hypothesis): u1=u2

i.e. Mean of ratings of quality of cycles of students who own a cycle and who don't own a cycle is equal.
Here t stat = 0.11 < 1.96. Therefore, we fail to reject the null hypothesis at 95 % confidence interval.

Similarly, the hypothesis is applied for the mean of ratings of ease of booking a cycle, convenience on commuting & overall experience being equal for students who own a cycle versus who don't own a cycle.
Note: if value of t stat is greater than critical value of 1.96 at 95% confidence interval, we reject the null hypothesis.

Variable	t stat	p value	Result
μ1 = μ2 for ratings of quality (Students who own a cycle vs who don't own a cycle)	0.116	0.91	Failed to reject the hypothesis
μ1 = μ2 for ratings of ease of booking (Students who own a cycle vs who don't own a cycle)	0.089	0.92	Failed to reject the hypothesis
μ1 = μ2 for ratings of overall experience (Students who own a cycle vs who don't own a cycle)	0.052	0.95	Failed to reject the hypothesis
μ1 = μ2 for ratings of convenience (Students who own a cycle vs who don't own a cycle)	0.0644	0.94	Failed to reject the hypothesis

Inference: We created an alternate hypothesis that there may be change in mean of overall difference of ratings between students who own a cycle compared to students who don't own a cycle since the students who don't own a cycle were assumed to be regular users of the Ola pedal. The students who don't own a cycle were assumed to provide more transparent insights and higher ratings were expected from them.

But contrary to our assumption, both the segments have same views i.e. approximately equal mean in ratings of all the parameters. Therefore, we considered both responses in the survey to find out the parameters affecting the overall experience of the Ola Pedal.

Analysis Part 2: (Exhibit 4)

Determining the influence of parameters like quality of Ola cycles, ease of booking & convenience on the rating of the overall experience of respondents

A) The **quality of cycles** was a major concern as there was only one place assigned for maintenance of Ola Pedal. Regression analysis is used to determine the influence of quality of Ola cycles on the rating of the overall experience of respondents.
Regression equation: Overall experience Rating = $\beta_0 + \beta_1$ (Rating of Cycle Quality)

Null Hypothesis (H_o): Determine if $\beta_1 = 0$ in equation i.e. Quality of cycles has no relation with overall ratings of experience of Ola Pedal

In order to test the given hypothesis, a box plot graph **(Exhibit:3)** was plotted between the overall experience rating given by respondents and cycle quality rating given by the respondents. In the graph, a box plot was formed which denoted maximum, lowest and the quartile values of overall experience rating based on a particular value of cycle quality rating given by respondents. It was observed that respondents who had given higher ratings to Ola cycle quality also gave better ratings for the overall experience.

Results: The t values for both β_0 and β_1 were greater than the critical values at 95% level of confidence . So both of these coefficients were statistically significant and it was also observed that adjusted R- squared value was 0.26 which meant that quality of Ola cycles alone was able to explain 26% of the behavior in the variation of overall experience of respondents.

Inference: Quality of cycles offered by Ola was an important factor considered while giving ratings for the overall performance of Ola Pedal.

B) As it is quoted "First impression is the last impression" so the overall experience of respondents with Ola pedal should be influenced by the first step in experiencing the Ola pedal service i.e. **the ease of booking of Ola cycles**. Therefore, we created a null hypothesis based on this information.
Regression equation: Overall experience Rating = $\beta_0 + \beta_1$ (Ease of booking)

Null Hypothesis (H_o): $\beta 1 = 0$, Ratings of overall experience of Ola pedal is independent of ease of booking.

Results: it was observed from regression analysis that adjusted R-squared value was only 0.09 which meant that the ease of booking of Ola cycle did not have much effect on the overall experience.

Inference: Ease of booking a cycle is assumed to be a delighter according to Kano Analysis for our customers which implies that if it's there it doesn't factor in much influence on the overall experience. As analyzed from the survey data, other factors like convenience, quality of cycles etc. factor in much more weightage in influencing the ratings of overall experience as compared to ease of booking

C) Similarly, regression analysis is done for convenience of cycle and ratings of overall experience of Ola Pedal.

Final Results of Analysis:

Variable	Adjusted R-squared value
Overall Experience vs Convenience	0.2031
Overall Experience vs Quality of Cycles	0.2576
Overall Experience vs Ease of Booking	0.094
Overall Experience vs (Convenience ,Quality of Cycles)	0.3113
Overall Experience vs (Ease of Booking,Convenience ,Quality of Cycles)	0.3805

It was observed in the results of simple regression analysis that each of the independent variables (quality of cycles, ease of booking, convenience) explained some variation in the overall experience of respondents. In order to identify whether multiple dependent variables influenced the overall experience of the respondent, multiple regression analysis was done and it was observed that when all the three independent variables (quality of cycles, ease of booking, convenience) were included, there was significant improvement in the adjusted R-Squared value to 0.38 which meant that these three independent variables together were able to explain 38% variation in the overall experience of respondent.

Analysis Part 3: There was a standard single variant of cycle (ideally suited for female students) introduced by Ola Pedal. Therefore, there was a need to check whether there was any difference in ratings of overall experience given by the male students and female students.

Null Hypothesis: $\mu1=\mu2$ i.e. The ratings of overall experience by male and female students are equal

Ratings	Female	Male
Low ratings (1-2)	11.11%	52.72%
Average ratings (3)	22.22%	17.57%
High ratings (4-5)	66.67%	29.71%
	100%	100%

Results: The ratings were categorized into low, average and high ratings. Here, chi square test was used. The p-value for the test came as 0.015, therefore we could reject the null hypothesis.

Inference: This means variant of cycle was an important factor for the students where male students gave a lower rating for the overall experience compared to female students. Therefore, Ola Pedal should include a different variant of cycle for male students if they relaunch the service.

Limitations & Caveats

1) Although Ola pedal service discontinuation is a trending topic for discussion where people were eager to give their opinions and we also tried to cover all the people residing within the campus. There was a nonresponse issue that arose due to some of the students not responding to the survey. The response rate to a normal survey is generally 2% but in order to increase it, we took the help of online and social media.
2) We tried to cover all of the students from IIT Kanpur and from IIT Madras. But due to lack of prominent sources in IIT Madras, only a few people filled the survey from IIT Madras.
3) Since the length of the survey is a major factor of people filling the survey i.e. response rate. Therefore, in the formation of questionnaire, important factors are put in the form of likert or interval scale, so as to improve the understanding of the questions and also reduce the factors that may hamper the response rate.

Conclusion

If Ola pedal relaunches its service back in campus, Ola primarily needs to take care of the improvement in the quality of cycles and convenience in commutation of students. In order to maintain the quality of cycles, Ola pedal can collaborate with local cycle repair shops in addition to a common warehouse where replacement of parts can be done.

From analysis, “ease of booking a cycle” is considered a delighter i.e. its presence doesn’t influence the overall experience but its absence affects the overall experience substantially. Therefore, Ola should update its app to make it more user friendly.

It is also seen that overall experience ratings vary for male and female respondents, so Ola pedal should introduce a different variant of cycle for male students.

Also considering the requirement of cycles within a year, Ola may resume its service of Ola Pedal during the start of session when students are looking for an alternative to having a private cycle of their own, and continue their services till Antaragani, Techkriti, Udghosh etc. where a spikes in booking are expected.

Appendix

Exhibit 1: Questionnaire

Do you own a cycle? *

- ◯ YES
- ◯ NO

Have you used Ola Pedal? *

- ◯ Yes
- ◯ No

Were you regular Pedal User? *

- ◯ Yes
- ◯ No

How many bookings have you made till date? *

- ◯ 0 - 5
- ◯ 5 - 10
- ◯ 10 - 15
- ◯ 15 - 20
- ◯ More than 20

What made you try the cycle pool (Ola Pedal) for the first time? *

- ◯ My cycle was unavailable at the time, so I used this as an emergency
- ◯ I own a cycle but my cycle is in damaged condition
- ◯ I do not own a cycle, but only wanted to try the service and booking experience
- ◯ I do not own a cycle and found this a good facility
- ◯ My cycle is in good condition but wanted to try the product and booking experience

How often has it happened that you wanted a cycle but could not get one? *

- ◯ 0 - 5
- ◯ 5 - 10
- ◯ 10 - 15
- ◯ 15 - 20
- ◯ More than 20

How easy was it to book a cycle on the app? *

	1	2	3	4	5	
Very Difficult	○	○	○	○	○	Very Easy

How convenient was it to commute with the Ola cycle? *

	1	2	3	4	5	
Very Difficult	○	○	○	○	○	Very Easy

How was the quality of the cycles you used so far? *

	1	2	3	4	5	
Very Bad	○	○	○	○	○	Very Good

How would you rate your overall experience of Ola Pedal till date? *

	1	2	3	4	5	
Very Bad	○	○	○	○	○	Very Good

Would you like the service of a cycle pool to continue in campus? *

- ○ Yes
- ○ No
- ○ Maybe

If yes to the above, would you like Ola Pedal to continue their service? *

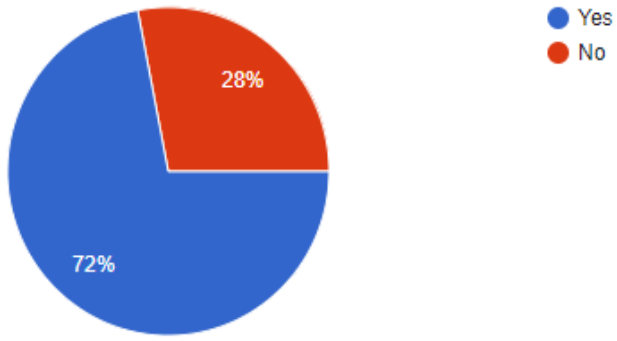
- ○ Yes
- ○ No
- ○ Maybe

what pricing model would you prefer be used? *

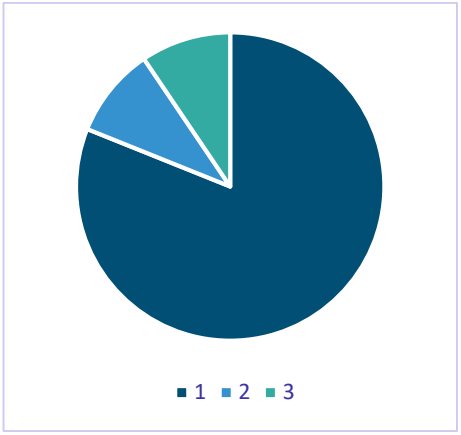
- ☐ 15 min ride - 3 Rs
- ☐ 30 min ride - 5 Rs
- ☐ 1 hour ride - 7 Rs
- ☐ 2 hour ride - 10 Rs
- ☐ 4 hour ride - 12 Rs
- ☐ 1 day pass - 15Rs
- ☐ 5 day paas - 60 Rs
- ☐ 10 day paas - 100 Rs
- ☐ 15 day paas - 125 Rs
- ☐ 1 month pass - 200 Rs
- ☐ Semester Pass - 750 Rs
- ☐ Other: _____

Exhibit 2: Basic Analysis

1) **Approximately 28% people have not used OLA cycle.**

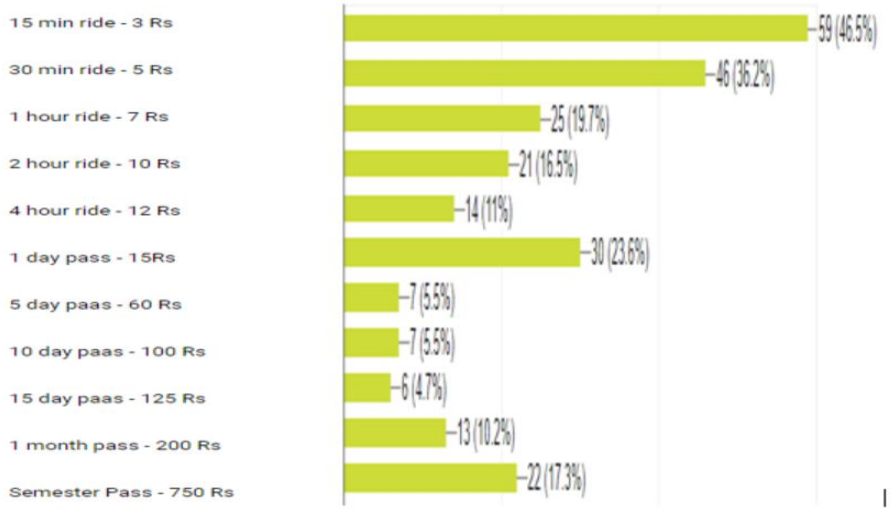


2) **Asked whether they want OLA cycle back on campus.**



1) Yes 2) Maybe 3) No

3) **New Pricing Model**



4) Reasons for booking a ride on Ola Pedal

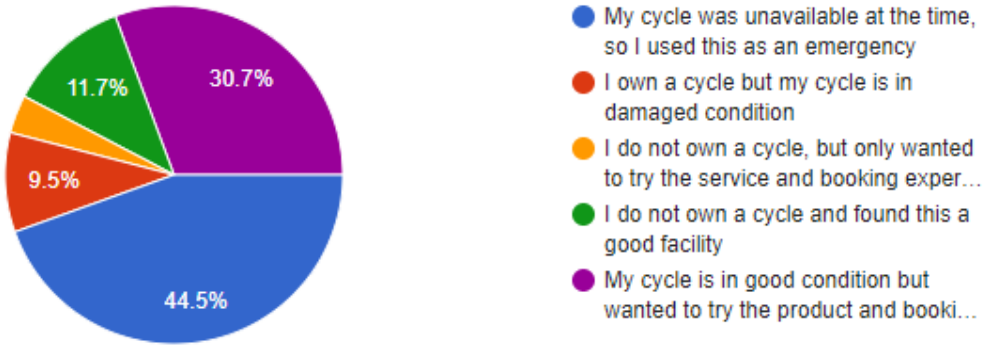


Exhibit 3: Analysis part 1: Difference in ratings of students owing a cycle vs not owing a cycle

```
> summary(own_yes$Quality)
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
  1.000   3.000   3.000   3.322   4.000   5.000
> summary(own_no$Quality)
   Min. 1st Qu.  Median    Mean 3rd Qu.    Max.
  1.000   3.000   3.000   3.312   4.000   5.000
```

People who DONOT own a cycle.

Mean	Median	Mode	
2.355556	2	1	How easy was it to book a cycle on the app?
3.688889	4	4	How convenient was it to commute with the Ola cycle?
3.244444	3	4	How was the quality of the cycles you used so far?
3.244444	3	4	How would you rate your overall experience of Ola Pedal till date?

People who Own a Cycle

Mean	Median	Mode	
2.433898	2	1	How easy was it to book a cycle on the app?
3.735593	4	5	How convenient was it to commute with the Ola cycle?
3.322034	3	3	How was the quality of the cycles you used so far?
3.278912	3	4	How would you rate your overall experience of Ola Pedal till date?

Exhibit 4: Analysis part 2

Regression Analysis using R

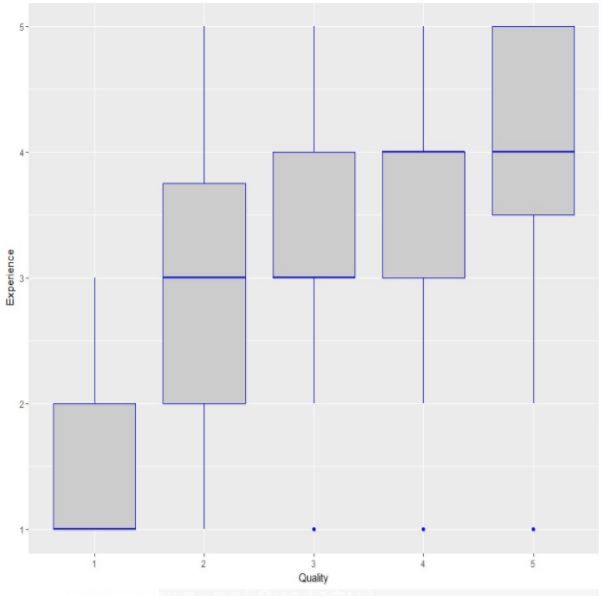
```
> model2 = lm(o$Experience ~ o$Quality)
> summary(model2)

Call:
lm(formula = o$Experience ~ o$Quality)

Residuals:
    Min      1Q  Median      3Q     Max
-2.9575 -0.5581  0.1304  0.7604  2.1304

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)   1.5263     0.2170   7.034 1.46e-11 ***
o$Quality2    1.3432     0.2580   5.207 3.64e-07 ***
o$Quality3    1.7133     0.2375   7.214 4.80e-12 ***
o$Quality4    2.0318     0.2398   8.474 1.23e-15 ***
o$Quality5    2.4311     0.2571   9.454  < 2e-16 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.9459 on 289 degrees of freedom
  (1 observation deleted due to missingness)
Multiple R-squared:  0.2678,    Adjusted R-squared:  0.2576
F-statistic: 26.42 on 4 and 289 DF,  p-value: < 2.2e-16
```

```
> model2 = lm(o$Experience ~ o$Ease)
> summary(model2)

Call:
lm(formula = o$Experience ~ o$Ease)

Residuals:
    Min      1Q  Median      3Q     Max
-2.4876 -0.6304  0.3696  0.7778  2.5405

Coefficients:
            Estimate Std. Error t value Pr(>|t|)
(Intercept)  3.48760    0.09499  36.714  < 2e-16 ***
o$Ease2      0.14283    0.18100   0.789   0.4307
o$Ease3     -0.26538    0.18245  -1.455   0.1469
o$Ease4     -0.39871    0.18245  -2.185   0.0297 *
o$Ease5     -1.02814    0.19630  -5.238 3.14e-07 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 1.045 on 289 degrees of freedom
  (1 observation deleted due to missingness)
Multiple R-squared:  0.1064,    Adjusted R-squared:  0.09402
F-statistic: 8.602 on 4 and 289 DF,  p-value: 1.429e-06
```

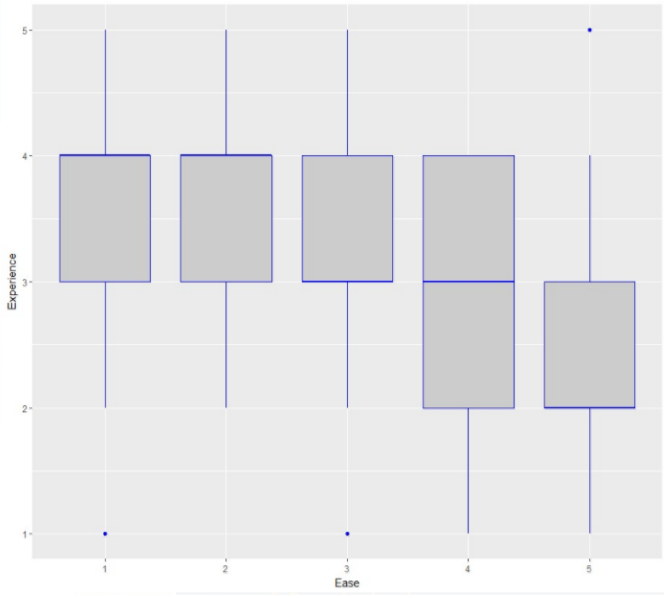
```
> model3 = lm(o$Experience ~ o$Convenience)
> summary(model3)

Call:
lm(formula = o$Experience ~ o$Convenience)

Residuals:
    Min      1Q  Median      3Q     Max
-2.7188 -0.7188  0.2812  0.4835  2.0461

Coefficients:
               Estimate Std. Error t value Pr(>|t|)
(Intercept)      2.0870     0.2043  10.213  < 2e-16 ***
o$Convenience2   0.3867     0.3038   1.273 0.204076
o$Convenience3   0.8669     0.2378   3.646 0.000316 ***
o$Convenience4   1.4295     0.2287   6.250 1.47e-09 ***
o$Convenience5   1.6318     0.2275   7.172 6.20e-12 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.98 on 289 degrees of freedom
  (1 observation deleted due to missingness)
Multiple R-squared:  0.214,     Adjusted R-squared:  0.2031
F-statistic: 19.67 on 4 and 289 DF,  p-value: 2.465e-14
```

```
> model4 = lm(o$Experience ~ o$Convenience+o$Quality)
> summary(model4)

Call:
lm(formula = o$Experience ~ o$Convenience + o$Quality)

Residuals:
     Min       1Q   Median       3Q      Max
-3.05669 -0.41184  0.02852  0.63143  1.72505

Coefficients:
               Estimate Std. Error t value Pr(>|t|)
(Intercept)     1.29947    0.23533   5.522 7.55e-08 ***
o$Convenience2 -0.08467    0.29970  -0.283 0.777743
o$Convenience3  0.51016    0.23651   2.157 0.031837 *
o$Convenience4  0.82361    0.23990   3.433 0.000685 ***
o$Convenience5  0.86122    0.24348   3.537 0.000472 ***
o$Quality2      1.11426    0.26764   4.163 4.16e-05 ***
o$Quality3      1.24549    0.25984   4.793 2.64e-06 ***
o$Quality4      1.54470    0.26038   5.932 8.63e-09 ***
o$Quality5      1.89600    0.28709   6.604 1.95e-10 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.9111 on 285 degrees of freedom
  (1 observation deleted due to missingness)
Multiple R-squared:  0.3301,    Adjusted R-squared:  0.3113
F-statistic: 17.55 on 8 and 285 DF,  p-value: < 2.2e-16
```

```
lm(formula = o$Experience ~ o$Convenience + o$Quality + o$Ease)

Residuals:
     Min       1Q   Median       3Q      Max
-2.85052 -0.57257  0.03763  0.65503  1.98590

Coefficients:
                Estimate Std. Error t value Pr(>|t|)
(Intercept)     1.6159384  0.2322766   6.957 2.45e-11 ***
o$Convenience2 -0.0550096  0.2854224  -0.193 0.847309
o$Convenience3  0.4885728  0.2261979   2.160 0.031623 *
o$Convenience4  0.7859677  0.2286106   3.438 0.000675 ***
o$Convenience5  0.8355911  0.2315883   3.608 0.000365 ***
o$Quality2      0.9921366  0.2565701   3.867 0.000137 ***
o$Quality3      1.1706678  0.2482109   4.716 3.79e-06 ***
o$Quality4      1.5115486  0.2483025   6.088 3.75e-09 ***
o$Quality5      1.7460044  0.2757509   6.332 9.56e-10 ***
o$Ease2        -0.0007085  0.1540385  -0.005 0.996334
o$Ease3        -0.2276035  0.1560833  -1.458 0.145897
o$Ease4        -0.4458769  0.1536403  -2.902 0.004000 **
o$Ease5        -0.8993595  0.1646041  -5.464 1.03e-07 ***
---
Signif. codes:  0 ‘***’ 0.001 ‘**’ 0.01 ‘*’ 0.05 ‘.’ 0.1 ‘ ’ 1

Residual standard error: 0.8641 on 281 degrees of freedom
  (1 observation deleted due to missingness)
Multiple R-squared:  0.4059,    Adjusted R-squared:  0.3805
F-statistic:    16 on 12 and 281 DF,  p-value: < 2.2e-16
```



Boxplot between experience vs Quality



Boxplot vs experience vs Ease of booking a ride