Postmates

Postmates: No More Delays

How to help Postmates with late delivery issues

Wenting Deng

Background

Postmates is rated **Bad**

Based on 2,655 reviews

★ ★ ★ ★ ★

★ **Trustpilot**

Postmates.com

1.14 stars | 708 reviews

★ ★ ★ ★ ★

⊙ sitejabber

POSTMATES

Overall Satisfaction Rating

★ ☆ ☆ ☆ ☆ ⌄

Postmates customers complain most are:

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Postmates customers complain most are:

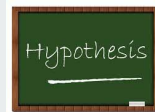● Customer Service

● Delivery Fee

● Late Delivery

Project Objective

Impact Hypothesis

Help Postmates reduce delayed orders could improve user experience

Hypothesis

Reduce delayed orders to help
- customer retention rate
- revenue (long term)

Project Scope

Solution Path

- Add order accept button on vendor side
- Clustering model on customer side

Success

- Technical: accurate segment restaurants
- Non-technical: reduce delayed orders

Risks

- Misclassification
- Cannibalization

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Findings

Why Delay?

Order   Pickup   **Wait for orders**   Dropoff
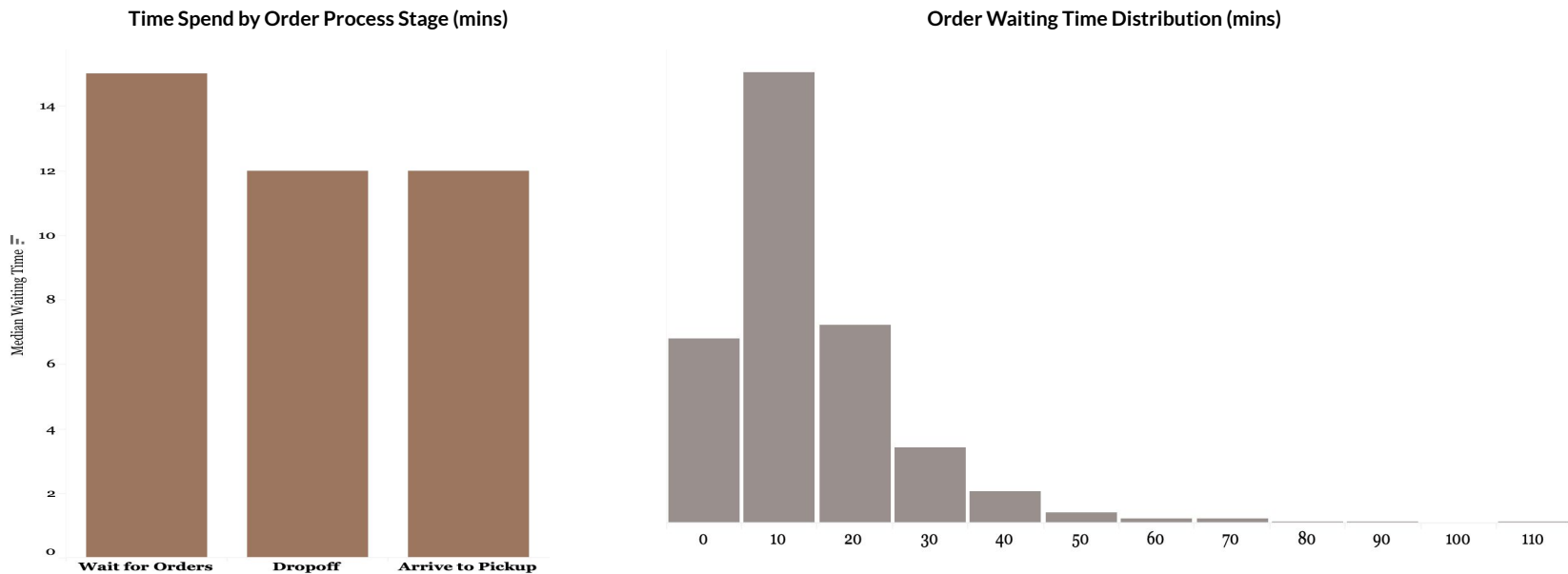
Slow Order Preparation Delays Pickup Time

- Waiting for pick up slows down delivery efficiency
- Majority of the orders take 10 minutes wait time, some even take more than 30 mins
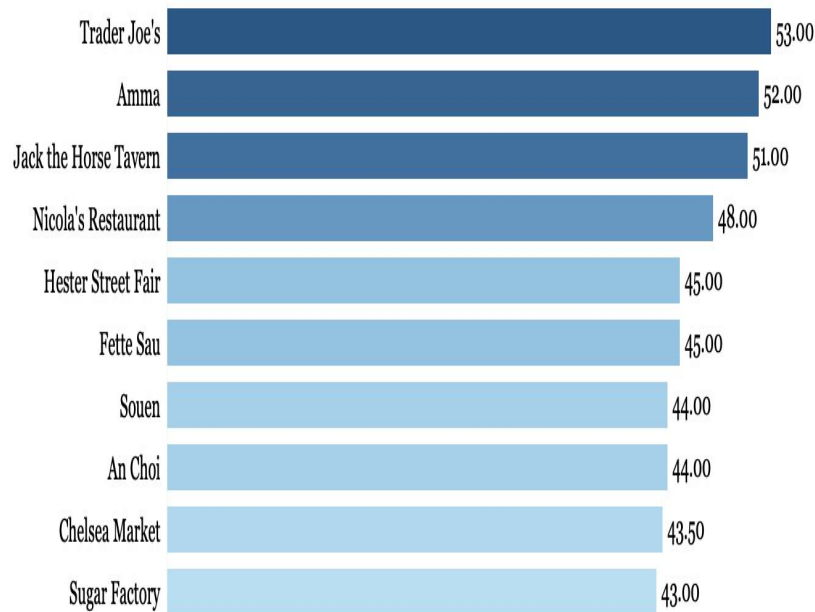
Time Spend by Order Process Stage (mins)

Order Waiting Time Distribution (mins)

Pickup Wait Time Could More Than Half Hour

Median Waiting Time by Merchant (mins)

Merchant	Minutes
Trader Joe's	53.00
Amma	52.00
Jack the Horse Tavern	51.00
Nicola's Restaurant	48.00
Hester Street Fair	45.00
Fette Sau	45.00
Souen	44.00
An Choi	44.00
Chelsea Market	43.50
Sugar Factory	43.00

The 10 slowest merchants take couriers more than 40 mins wait time.

Conclusion

- The delays are mainly due to slow food preparations in some merchants

- Let the vendors decide whether take the orders

- Make recommendations to customers if the vendors don't take orders

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Future Work

Further Analysis

Include more data to understand how delayed orders impact the whole business.

New Button Build

Add new button on the app for vendors to control order volume

Recommendation Engine

Create clustering model to build recommendation engine for customers