



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

Overall Satisfaction Rating



Postmates customers
complain most are:

- Customer Service

Postmates.com

1.14 stars | 708 reviews



 sitejabber



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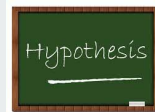


Project Objective



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





Findings



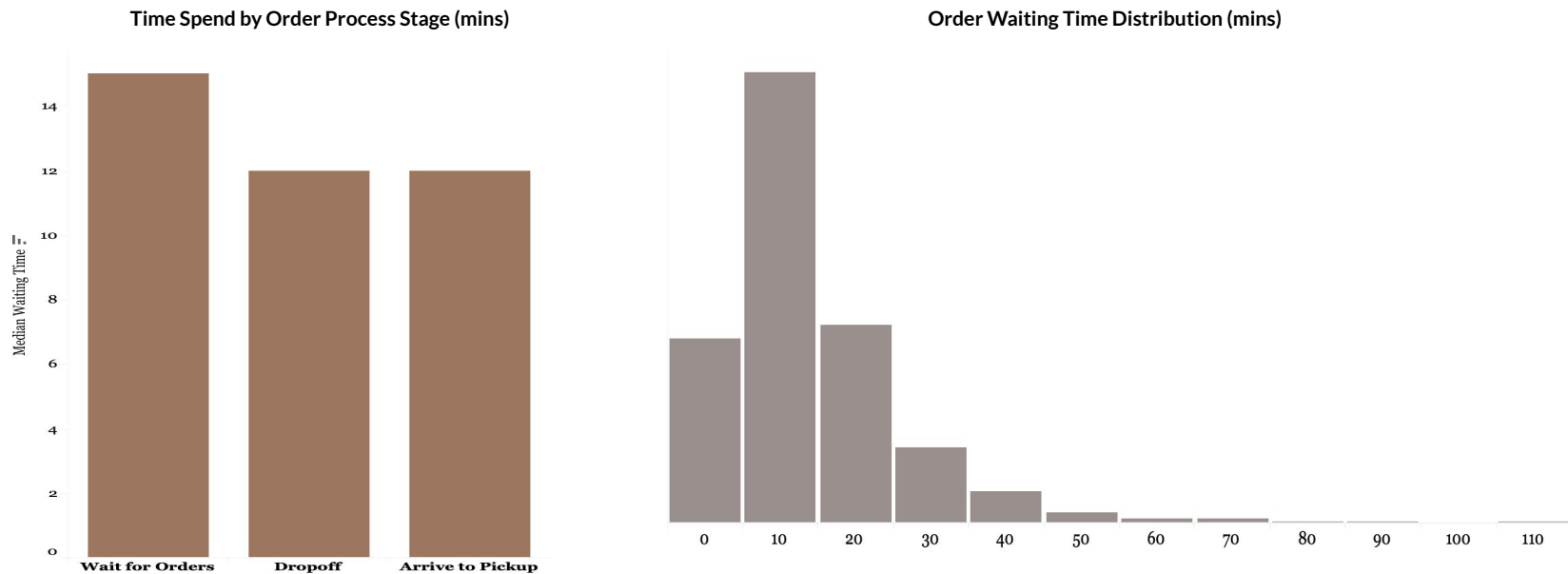
Why Delay?





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

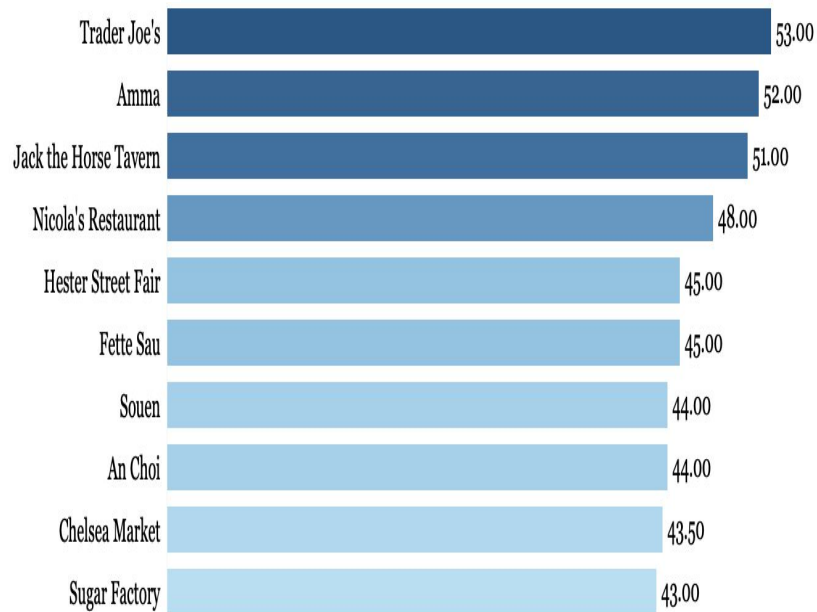




Pickup Wait Time Could More Than Half Hour



Median Waiting Time by Merchant (mins)



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/when 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