

DOORDASH

Self driving robots and their monitoring system

Product Owner: Deepthi Pai Manoor



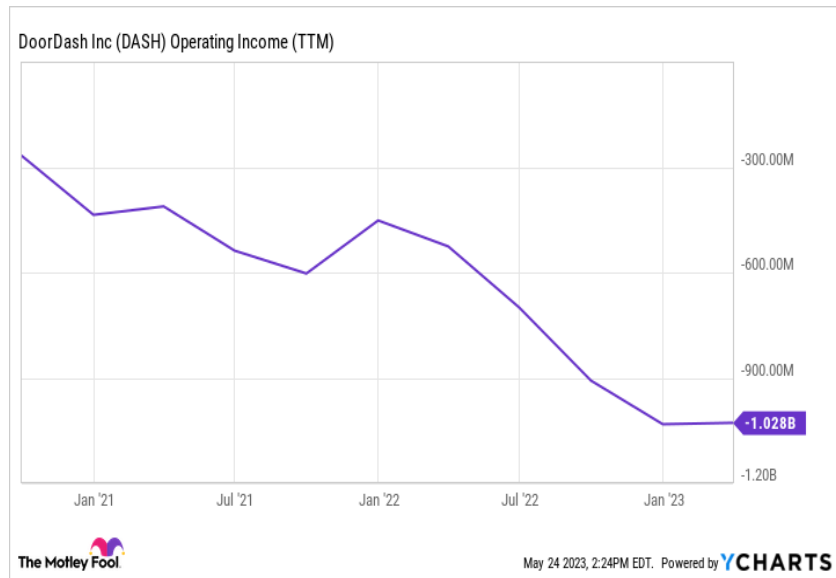
Background

- To automate food delivery using self-driving robots within 2mile radius.
- To remotely take control of robots that might need intervention.

Business Case

Initial Focus

- Doordash's Mission: "To empower local economies by democratizing access to the best of the cities."
- The major issue we are addressing here is increased operating costs and unreliable delivery times.



Potential Causes

- Delay in Delivery
- Cost Structure
- Failure in resource management
- Competitive Pressure
- Inadequate customer support



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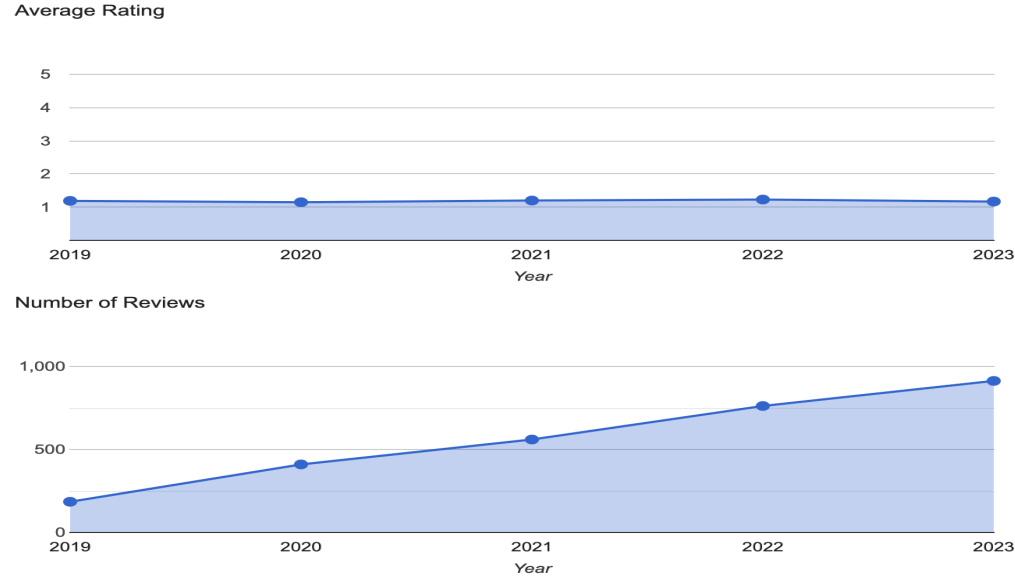
WHAT CAN WE DO? “Robotic Delivery”



Problem we are facing today:

- . Decrease in Customer Satisfaction
- . Increase in Churn Rate
- . Loss of stakeholders

The site www.sitejabber.com shows that the number of customers for doordash grown, but the ratings have not followed suit. Despite receiving 913 reviews, Doordash's rating remains at a low 1.9 out of 5.



On another platform, Reviews.io, it's evident that the average rating remains low, with a score of 1.4 out of 5 based on a substantial number of reviews, specifically 18,709.



DoorDash Reviews



1.4 Rating **18,709** Reviews

Scope of the problem

- Innovation
- Market Competitiveness
- Impact on Revenue
- Increased customers
- Brand reputation and confidence
- Customer lifetime value

Proposal

- Tracking the progress of deliveries
- Remote control capability from the central hub
- Incorporation of Google or Apple Maps
- Identification of unexpected obstacles encountered during the delivery process
- Verification of customer identity before accepting the delivery

Total Addressable Market

- US population = 330M
- No of Households in US = 110M
- Considering 80% household has internet access and 80% of them order food/groceries atleast twice a month.

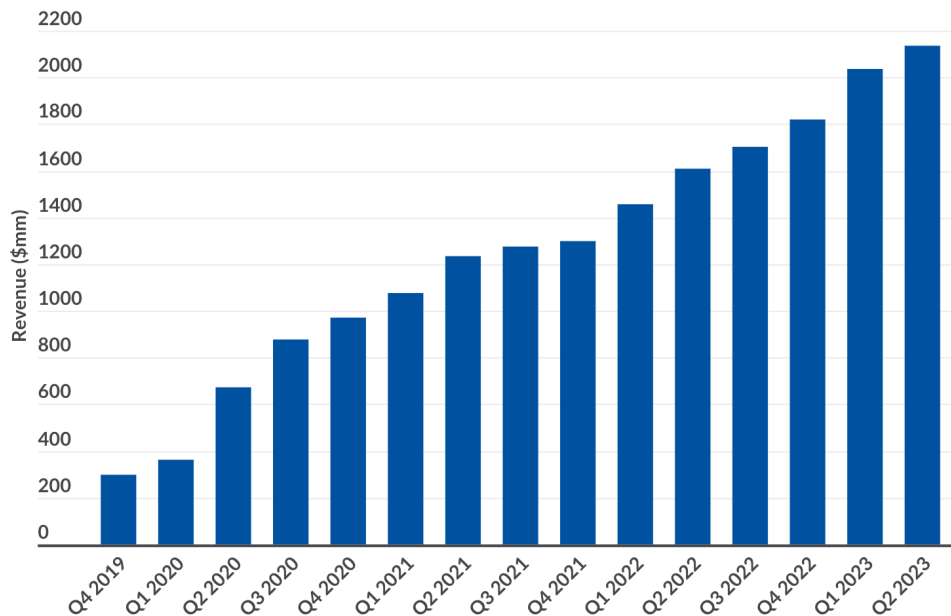
TAM=110*0.8*0.8*2*12= 1689.6M =potential orders

- Doordash currently has finished 900M orders from inception (i.e in 5 years)

Return On Investment

- **Cost Estimate for the project: \$10M**

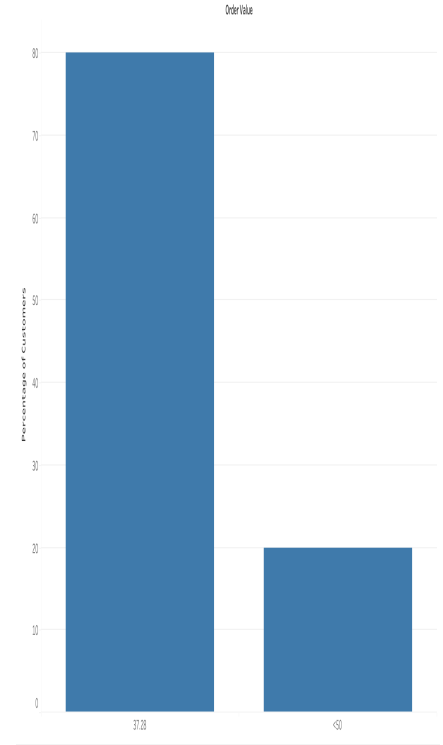
DoorDash quarterly revenue 2019 to 2022 (\$mm)



<https://www.businessofapps.com/data/doordash-statistics/>

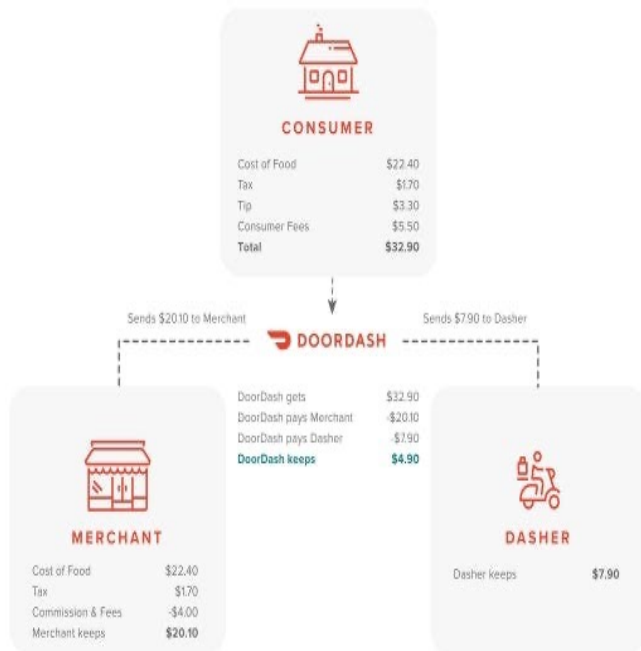
Revenue Generation

- DoorDash average order size was \$37.28, only 20 percent spent more than \$50.
- DoorDash average delivery time is 37 minutes or less.
- DoorDash has completed over 900 million orders since inception.
- We can reduce the delivery time by half through automated delivery and lower delivery charge for customer by 50%.



Revenue Generation

Economics of an Illustrative Marketplace Order



- If we implement robots to reduce delivery charges for customers by 50%,
- We can generate an extra \$3.95 per order, nearly doubling our previous profit margin.

Revenue Generation

- Given that we handle 180 million orders annually, and at least 20% of these are within a 2-mile radius,
- This means that 36 million orders will yield twice the profit.
- Consequently, our annual profit will see an increase of \$36 million.

Revenue Generation

- Cost= 10M
- Profit/Impact = 36M
- Return of Investment = $((\text{Impact}-\text{Cost})/\text{Cost})*100$
=260%

Measurement



- “Talk of the town”
- Increased customer satisfaction: customer rating
- Decreased operational cost
- Increased Revenue per order
- Decrease in time between consequent orders
- Increase in freemium to subscription conversion rate



Competitors

With a market share of 65 percent, **DoorDash** dominated the online food delivery market in the United States as of February 2023. Meanwhile, Uber Eats held the second highest share with 23 percent in 2023.

Uber Eats



- Uber Eats' reputation is bolstered by a well-established brand, ensuring customer trust.
- They offer a diverse array of services, encompassing restaurants, alcohol, convenience items, flowers, and pharmacy deliveries.
- Uber Eats constantly offers free or 99-cent delivery fees for various restaurants. Additionally, for select restaurants, your delivery fee will be waived if you share your driver with a customer near you.

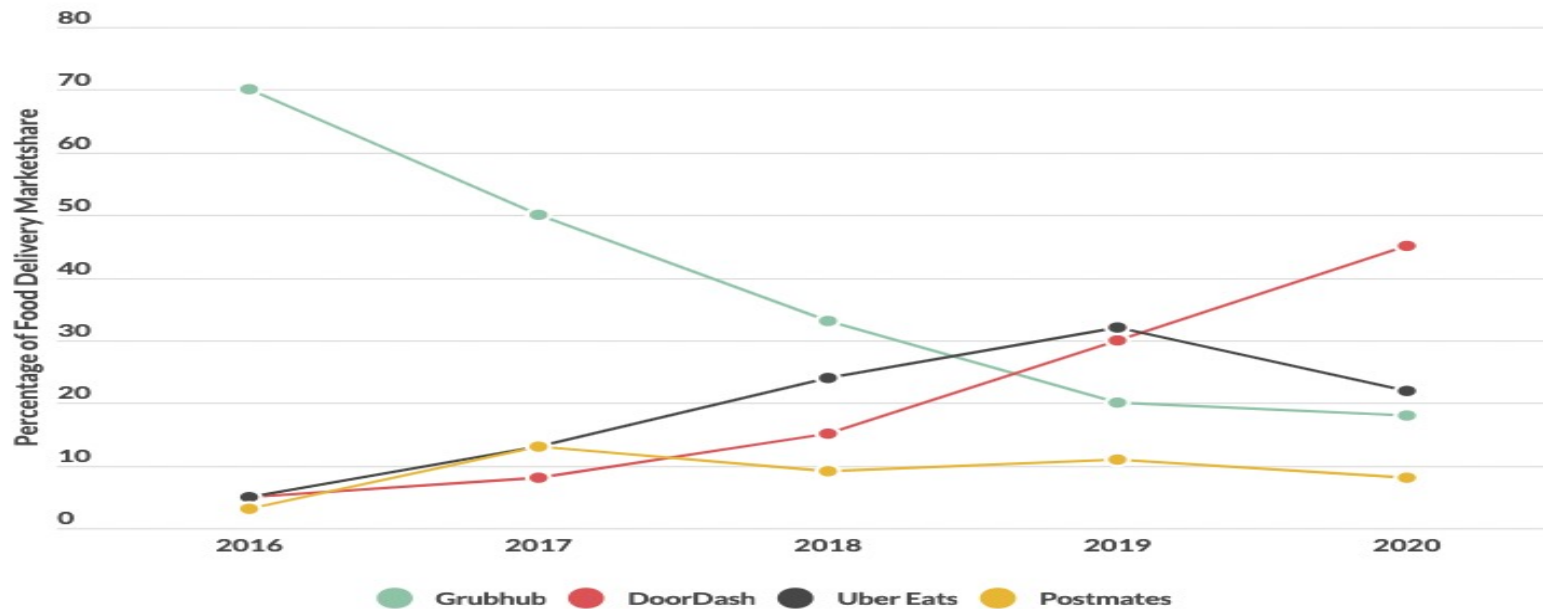
Grub Hub



- Grub Hub has one of the largest market shares of any food delivery app, working with 85,000 local takeout restaurants in over 1,600 U.S. cities and London.
- Grub hub offers both delivery and pickup services, allowing customers to order food for delivery to their doorstep or pick it up themselves.
- Grubhub is known for its transparent pricing, displaying the full cost of an order, including taxes and fees, before checkout.

Why are we better?

DoorDash US food delivery competitors



Share



Our Advantages

- Vast Networking with Restaurants
- Expanded Coverage to Previously Underserved Smaller Cities
- Logistics : Faster delivery than rest of the apps
- Doorpass Subscriptions
- Group orders
- Promotions and Discount

Roadmap and Vision

Roadmap Pillars

- Revolutionize the food delivery industry.
- DoorDash aims to provide faster, more reliable, and personalized food deliveries while leading the way in the evolution of last-mile logistics.

Software Innovation

- Improve Navigation
- Artificial Intelligence
- Identify the obstacles and report the same

Environment Sustainability

- Using Electric rechargeable robots can decrease carbon footprints.
- Ecofriendly making of robot.
- Solar powered charging stations.
- Multipurpose robots .

Where do we go from here?

- Further more we can start pilot programs, increase the radius from 2miles, Integration with AI based on user data and review and so on...
- We can also focus on drone delivery
- Primary emphasis will remain on gaining acceptance within the community and ensuring utmost customer satisfaction.



Thank you



Q&A

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