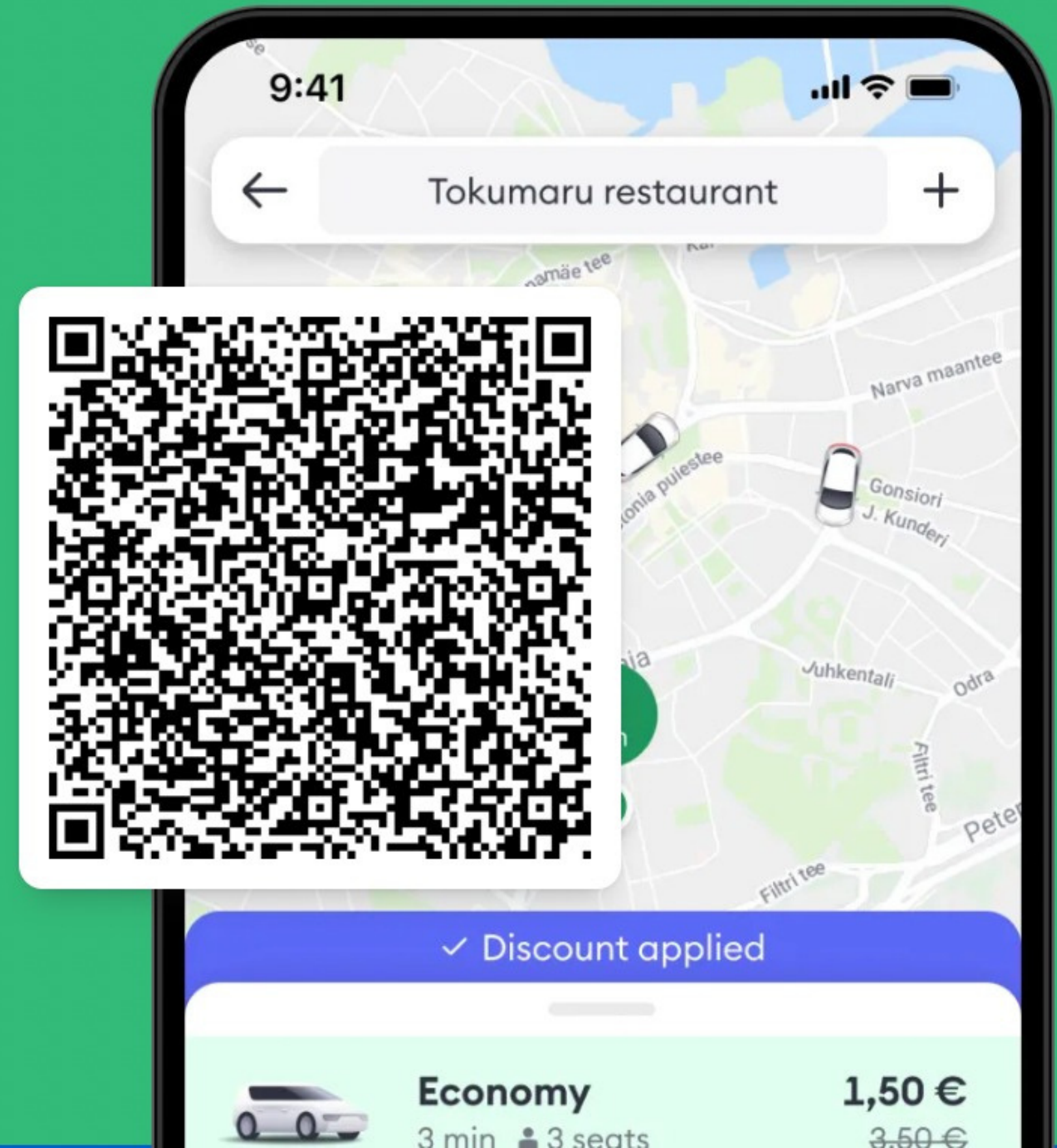


Upfront Pricing Precision



Problem



2,875 orders analyzed

Feb 2, 2020 to Mar 13, 2020

24%

average price gap: predicted vs. metered prices

38%

had higher metered prices than predicted

44%

experienced price changes from predicted to metered values

3%

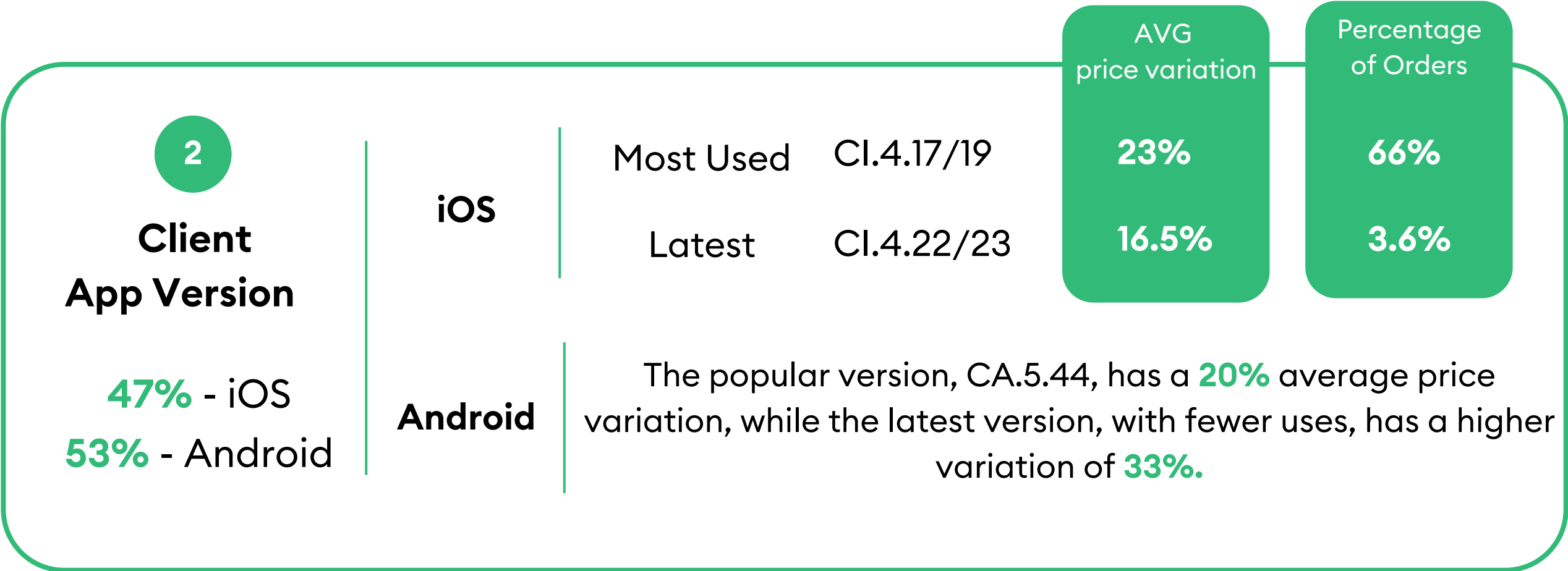
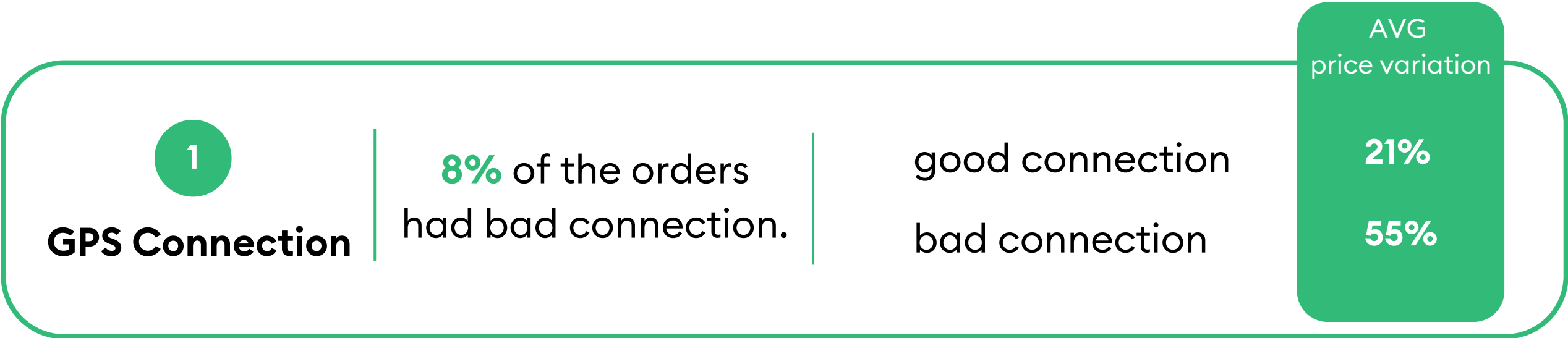
of the orders had complaints related to overpricing

43%

average duration gap: predicted vs. metered duration

Analysis

Which key factors contribute to the variability of our Upfront Pricing?



Proposal

Action Plan to Enhance the Precision of Our Current Upfront Pricing

1

Expanding our Prediction Model

Integrating GPS Confidence for Improved Accuracy: Adapting Duration and Distance Calculation to Address the Effects of Bad Connection.

2

Encourage iOS App Updates

Since the latest iOS app version delivers better results than the old and widely used version, it's important to encourage our clients to update. This will improve our precision.

3

Examining the Reliability of the Latest Android Version

Latest Android version has less precision. Test and enhance it if necessary. CA.5.46 had positive results, understand the differences.

4

Split the predictive model for European and non-European orders

Given the observed decrease in precision for non-European travel, it is essential to split the model to optimize distance and duration prediction for non-European cities.

5

Create a centralized dashboard to track and visualize key metrics

Develop essential dashboard to track Upfront Pricing precision and monitor key metrics over time for growth and issue resolution.

Thank you!.