



DIDI
99



DRIVING SUCCESS

A Look at 99 Taxi's Results

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WELCOME

Welcome to Our Data Results

The purpose of this presentation is to showcase our company's results with a detailed focus on our customers, who are divided into two categories: passengers and drivers.



We aim to understand our current context, identify areas where we are performing well, pinpoint our critical areas, and explore ways to improve.

CONTEXT

Database



Our database consists of 4 tables: order, marketplace, driver_infos, city. In the driver_infos table, we have information from August 2017 to June 2022, in the order table, we have information from January 2022 to June 2022, and in the city table, we have a list of the names of the 5 cities being analyzed, which are:

Isengard

Minas Tirith

The Shire

Rivendell

Mordor



Executive Summary



COMPANY OVERVIEW

- A marketplace, where drivers represent the supply and passengers represent the demand



COMPANY MISSION

- With Strategy and Planning team to reach the OKRs related to the growth and balance of the marketplace.



THE PROBLEM

- Much demand, prices would increase due to surge and passengers would prefer not to make trips
- Much supply, drivers would spend more time idle impacting their revenue.

TOTAL FINISHED TRIPS

June: 7,2MM

December: 16,5MM

DSR (CALLS/SUPPLY HOURS)

June: 4,16

December: 4,39



TOPIC – 1

- Did the company achieve both OKRs by June?
- What were the causes for this?
- Is there any segment of driver or passenger or city that is critical so the company could focus strategies for next months?

TOPIC – 1

June's OKRs

FINISHED TRIPS GOAL

7.2MM

FINISHED TRIPS

7.14MM

DSR GOAL

4.16

DSR

4.05

CAUSES

Lower calls from passengers

Time that drivers remain online to start a trip

App's performance

Number of finished trips

FOCUS

Driver's user app by longer period

Isengard city

Mordor city

Minas Tirith city



TOPIC – 2

- Will the company achieve OKR-1 on december?
- Forecast results, the errors, the confidence level, and 2 suggestions to improve the results for the next 6 months.

TOPIC – 2

December's OKRs

INDICATORS

| | |
|--------------------------------|---------------|
| Confidence Interval | 5% |
| Mean Absolute Error (MAE) | 77.344 |
| Root Mean Squared Error (RMSE) | 95980 |

Suggestions:

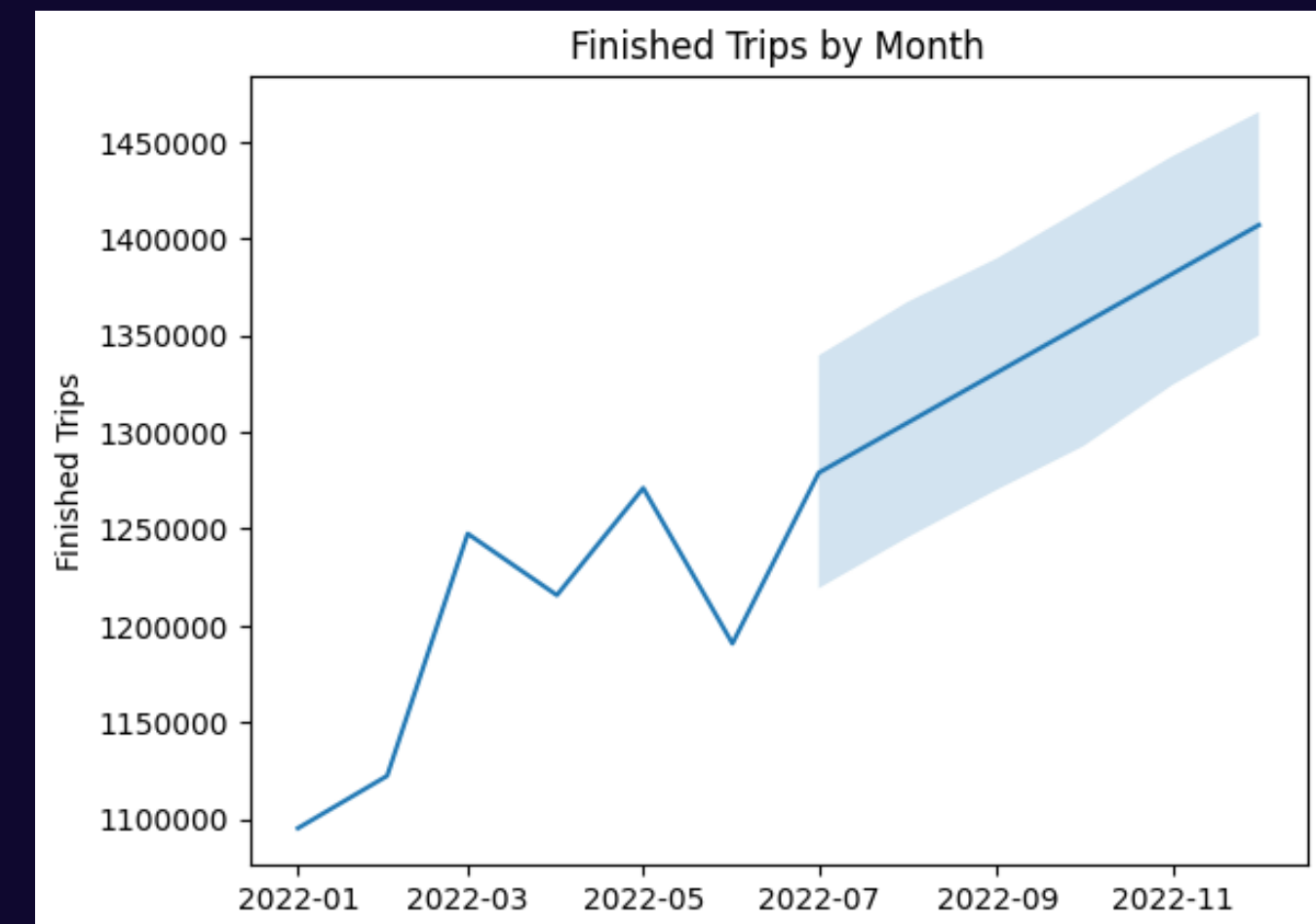
- 1 – Increasing the supply of drivers in high demand areas to reduce passenger wait time
- 2 – Implementing promotions to encourage people to travel during off-peak hours

FINISHED TRIPS GOAL

16.5MM

FINISHED TRIPS
PREDICTION

15.2MM





TOPIC – 3

- In order to improve the completion rate, the company wants to test a new app version and check if it's a successful version. How desing this experiment?

REVOLUTION

NEW APP

Test a new app is a challenge, grow with this strategy depends of many factors, as test, compare, risks, objective.

1

TEST

The experiment should be conducted with a randomly selected group of users, with a sufficient sample size to ensure statistical significance.

2

COMPARE

The experiment should be designed to compare the performance of the new version against the current one.

3

RISKS

Possible risks of the experiment include user dissatisfaction, technical issues that may arise, and the new version to negatively impact other areas .

4

OBJECTIVE

Is important to have a clear objective, such as improving completion rate or grow user engagement, and to measure success based on specific metrics



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THANK YOU FOR YOUR ATTENTION

João Silva
Sr. Data Analyst