

SWOT ANALYSIS AND OKRS

DOORDASH

BUSINESS



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Product
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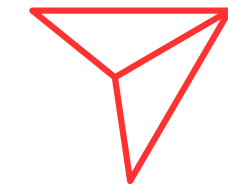
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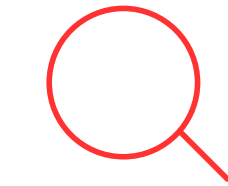
Competitor Analysis



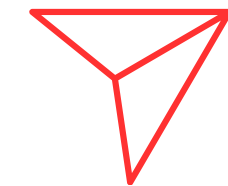
User Persona



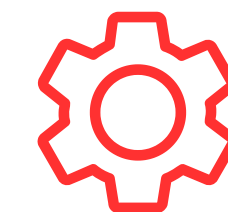
KPIs



Emerging Tech



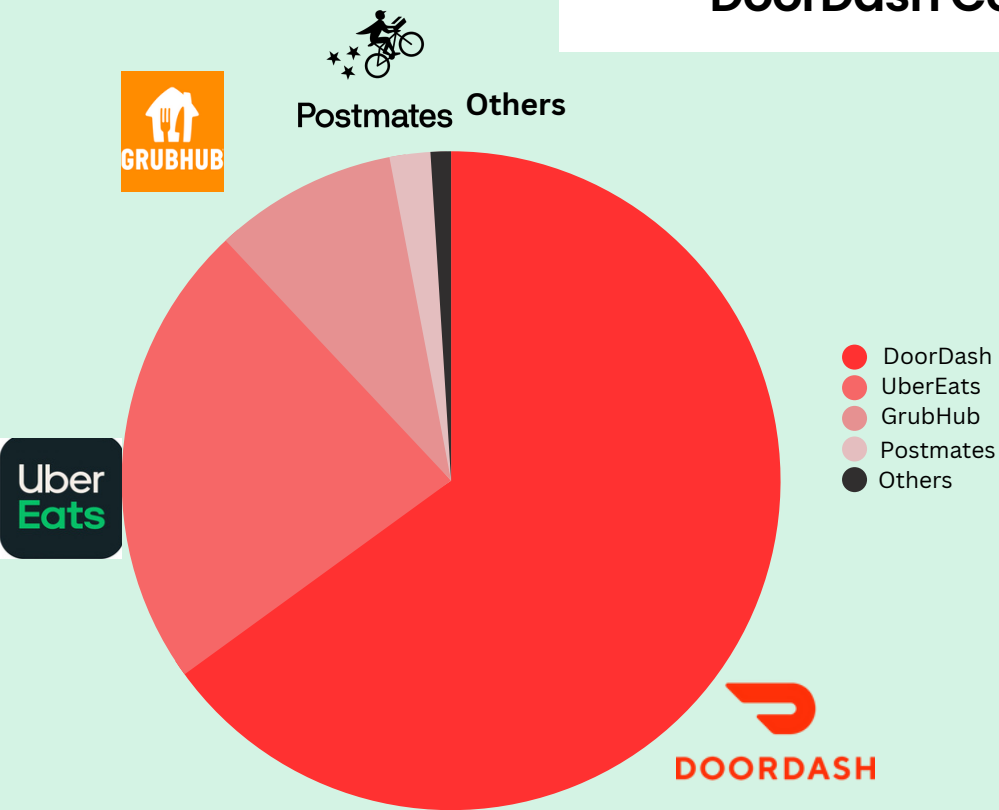
CBT SWOT



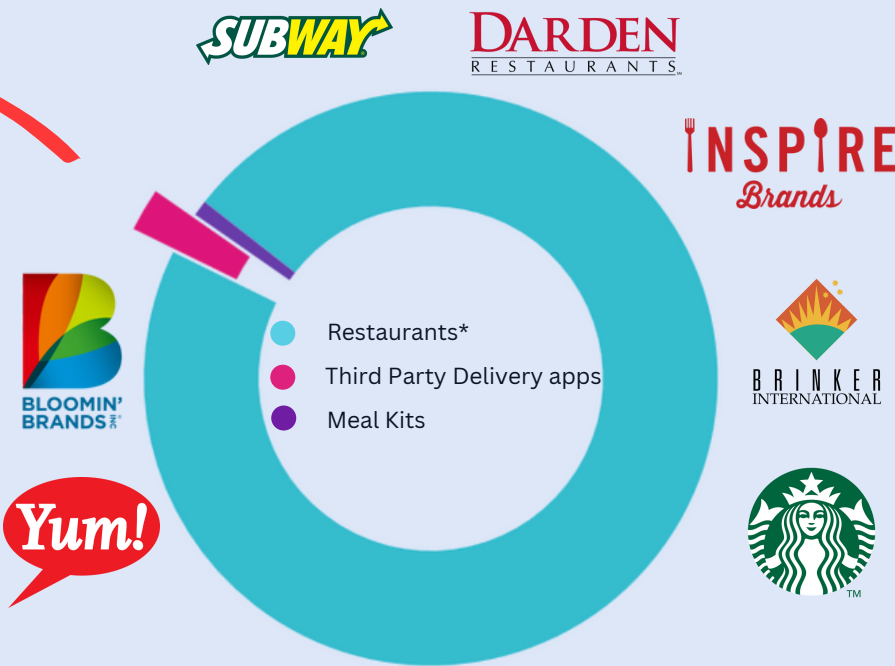
OKRs

Dashing ahead in the world of food delivery, DoorDash leads the charge. Now, it's time to spice things up in the food retail game!

DoorDash Competitor Market (Food Service)

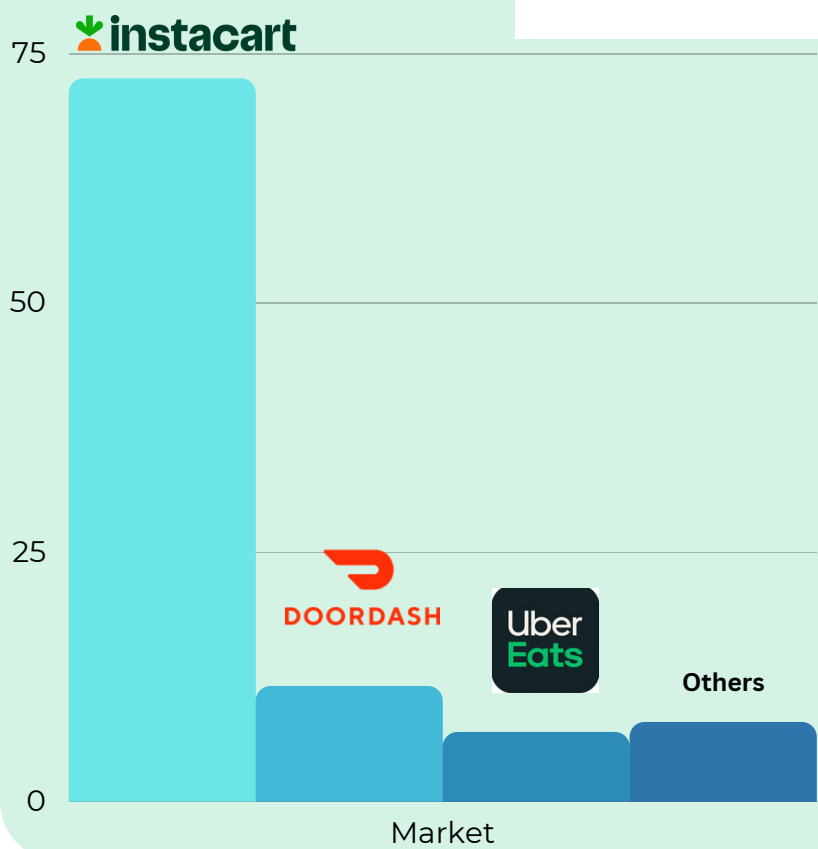


Direct Competitors



Indirect Competitors

DoorDash Competitor Market (Food Retail)



Direct

DoorDash dominates the third party online food delivery market with a 65% market share.

Value Prop. from direct competitors include :

- Convenience
- User Friendly
- Speed
- Restaurant Style Food in the comfort of your home.
- Tracking
- Review and Rating available.

Indirect

The appeal of traditional restaurants and grocery store continues.

Value Prop:

- Full dining experience
- Customization
- Social Engagement
- In-Store Promotion.
- Quality Assurance
- Freshness

Status QUO/ DIY

Despite the modern conveniences offered by online food orders and dining out, the old-school charm of visiting a grocery store in person and preparing meals at home still holds a special place in the hearts of many, highlighting the enduring appeal of traditional culinary practices.

Value Prop:

- Cost Saving
- Health and Nutrition
- Full Control
- Culinary Creativity

User Persona

Zoey

ABOUT THE USER

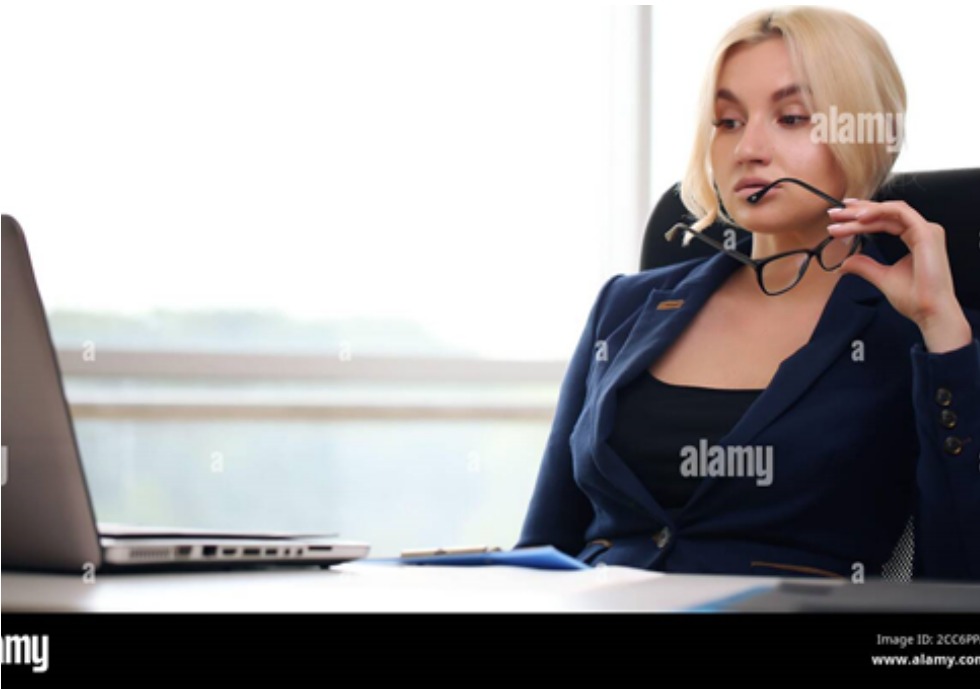
Zoey is a Marketing Head. She is a busy young adult who values convenience and is an online-shopper. She enjoys cooking but has little to no free time to cook

DEMOGRAPHIC INFORMATION

- Age: 27
- Location: California,USA
- Occupation: Marketing
- Status: Single

MOTIVATIONS:

- Variety
- Convenience
- Price



PSYCHOGRAPHIC

- Lifestyle : Zoey has a busy , urban lifestyle and often works up late. She finds it hard to make time for cooking.
- Tech-savvy : She is comfortable using apps and appreciates the idea of online ordering
- Convenience-oriented : She values the easy of ordering food online on her busy work days.
- Personality : Open-minded, creative and social

NEEDS

- Easy of Ordering
- Time saving
- Enjoys food varieties
- Customizes orders to accomodate dietary preferences
- Cost-saving
- Reliable deliveries

PAIN POINTS

- Delivery delays can be frustrating for Zoey as she has tight schedules
- Missing items in delivery
- No food selection guidance
- Poor food quality
- Price fluctuations

KPIs

From Data to Doorstep: How DoorDash's KPIs Craft a Tale of Market Triumph

65%

Market Share

\$34.9

Average Order Value

35

Delivery Time (in mins)

KPIs

From Data to Doorstep: How DoorDash's KPIs Craft a Tale of Market Triumph

15

Dashpass Subscribers
(in millions)

29%

Customer Retention
Rate
(6 months)

20

Average Time to Place
an Order (in mins)

Doordash is using new tech like AI to make life super convenient for us!
And this is going to be a game changer 🍾🍾🍾

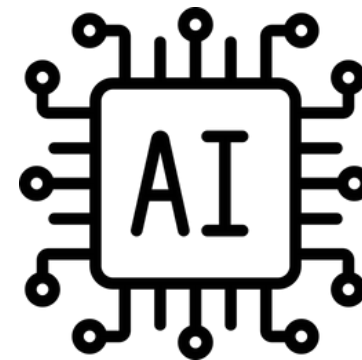
How DoorDash uses Emerging technologies and services



Did you just say that **up to 50% of customer calls made to place orders are left unanswered?!!!**

Chill Out

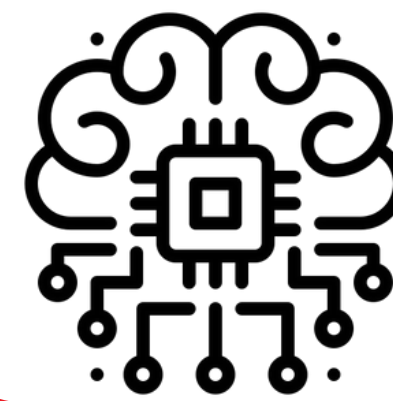
AND USE



"Icon made by juicy_fish from www.flaticon.com"



DoorDash still reports losses due to its high operational costs!



Icon made by Banah Pixel Studio from www.flaticon.com

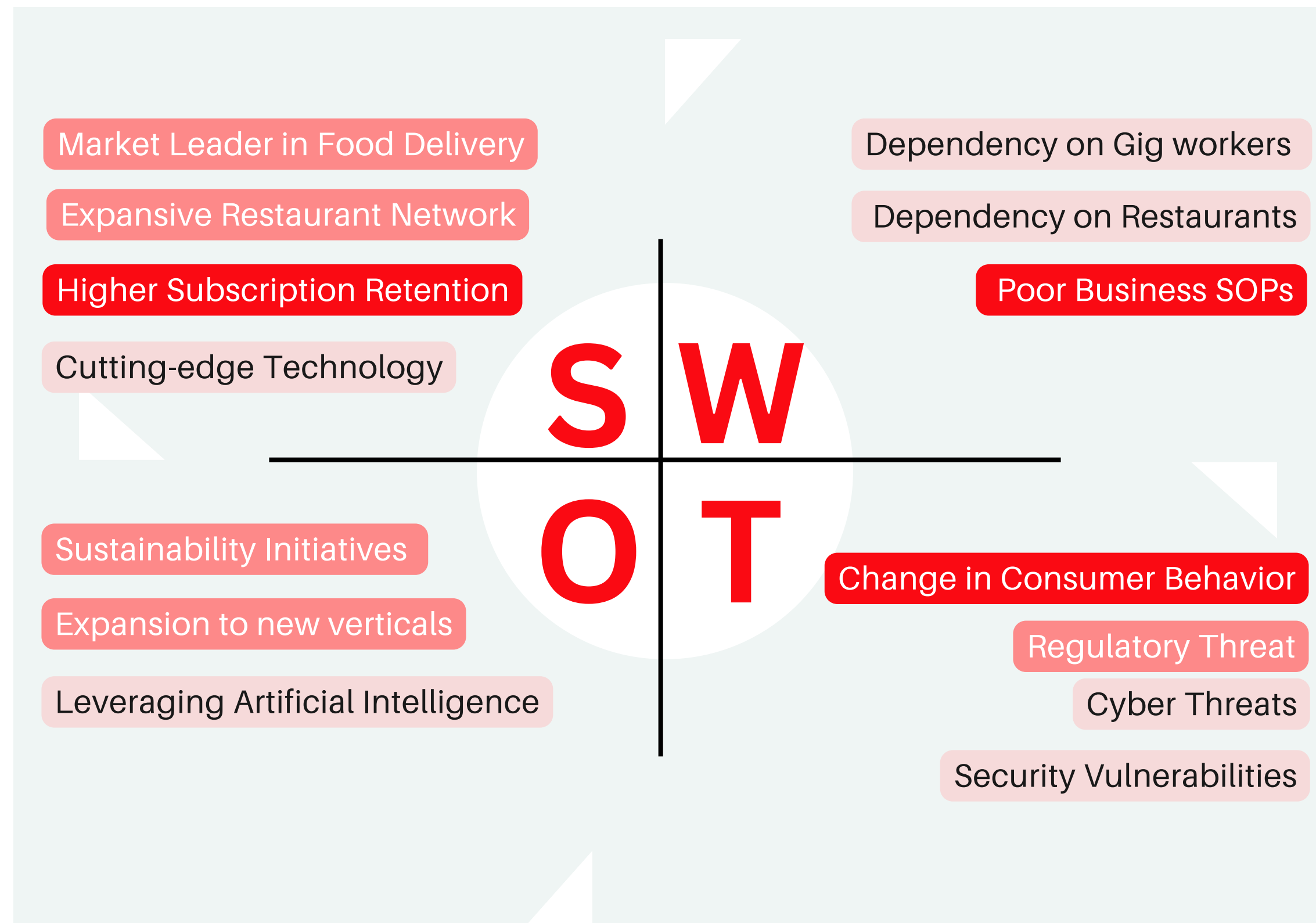
1. Doordash Introduces AI-powered voice ordering technology

- No more unanswered call which mean more orders and more revenue!
- Balanced peak hours - The system will also kick in during peak times at restaurants, AI will answer calls, allowing employees to focus on in-store customers.
- The system will also provide customers with curated recommendations to complement their meal.

2. Doordash uses ML to improve delivery efficiency and save costs

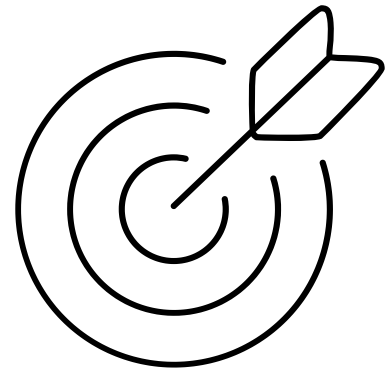
- ML algo's are used to predict food preparation time, travel time etc in order to optimise the order delivery, plan multiple delivery
- They are used to also predict the demand so that doordash can optimally allow only a certain number of dashers at a given time

- Customer
- Business
- Technology



OKR 1

Objectives | Key Results



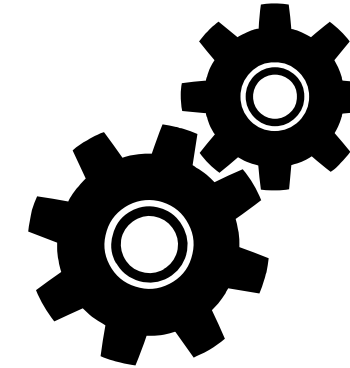
Objective

To reduce the time and effort taken by our customers to place orders



Key Results

1. Reduce the time to place an order from 20 minutes to 10 minutes (Customer impact)
2. Improve % of users who placed an order by 20% (Business Impact)
3. Reduce the turnaround time to show recommendations and weekly offers to users to from 2 weeks to 1 Day. (Technology Impact)

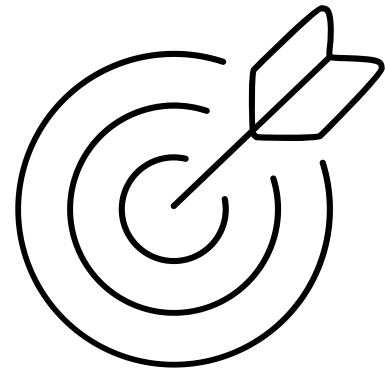


Initiatives

1. Utilize real-time streaming data and feedback loops
2. Build and launch - Recommendation as a platform
3. Launch Surprise meal

OKR 2

Objectives | Key Results



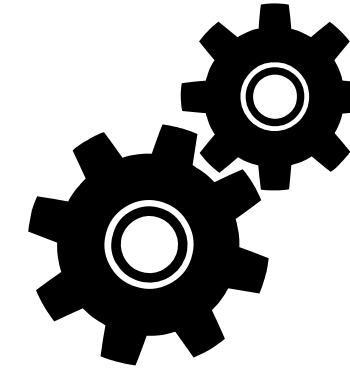
Objective

To provide the best in class customer experience to our users with minimal manual interventions



Key Results

1. Decrease service response time from +5 minutes to less than a minute (Business)
2. Improve the Net Promoter Score for order placed from -27 to +10 (Customer)
3. Increase Dasher Engagement by 20% (Business)



Initiatives

1. Develop and launch a personalized loyalty program for external stakeholders
2. Use chat bots to address the regular customer issues
3. Creation of Dasher's SOP to address dasher complaints

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