DOORDASH

PITCH

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Overview

With a mission to empower local communities and in turn, creating new ways for people to earn, work, and thrive, DoorDash has emerged as the market leader in this space!

- **Founded**: 2013
- **HQ**: San Francisco, CA
- **Founders**: Tony Xu, Stanley Tang, Andy Fang
- **Mission**: "Empowering local economies"

- A leading **on-demand delivery platform** connecting customers with local restaurants, chains, and grocery stores
- Allows users to order a diverse range of meals and products, **supporting local businesses and community values**.
- Challenges faced by DoorDash include a high average time to place an order and low customer retention rate.

Present State - KPIs

DoorDash grapples with extended order times, soaring marketing costs, and weak customer retention, demanding strategic adjustments for sustainable growth.

Longer order duration hints at indecisive ordering habits.

20 mins

Avg Time to Place an Order

DoorDash's marketing costs are notably steep, highlighting the industry's intensity.

$1.7 billion

Marketing Cost

Losing customers may mean feeding the competition.

29%

Customer Retention Rate

Present State : Key Probelms

Ours users are increasing, our revenue is increasing, but we are still unprofitable!

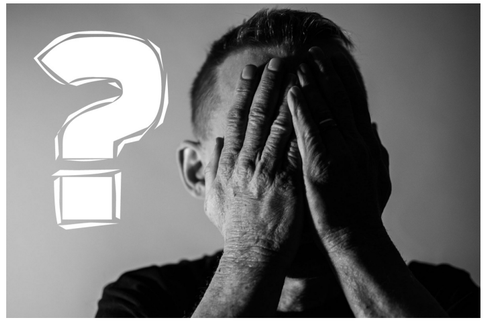
- Customer
- Business
- Technology

Choice overload due to variety of resteraunt and cuisine’s

Labour issues due to gig nature of Dashers

Low returns on marketing

Overall unprofitable

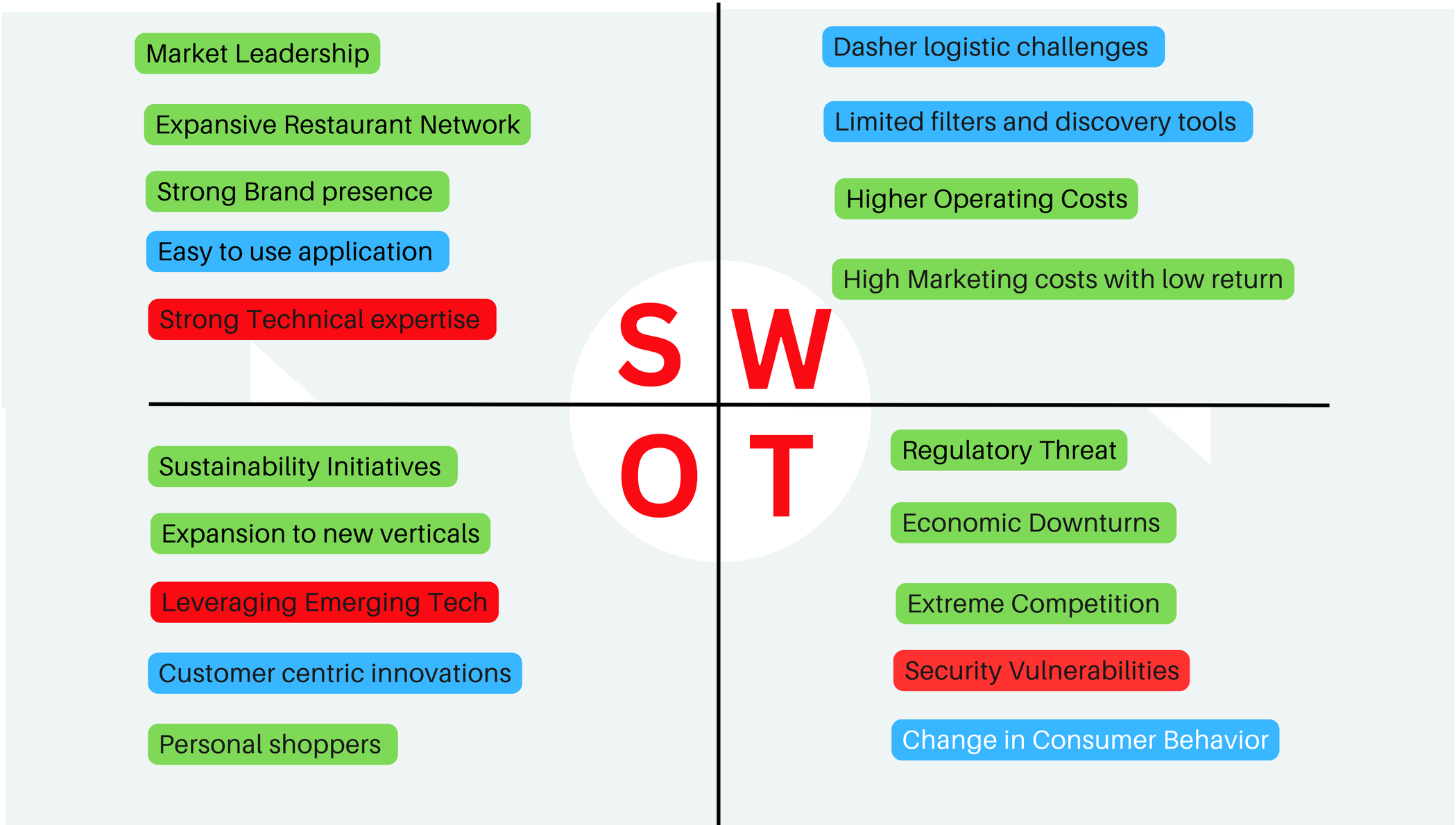


Rising Technical Costs

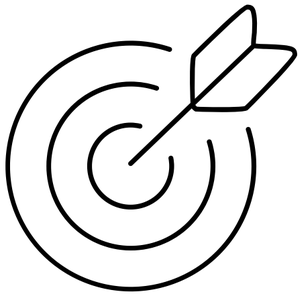
Cybersecurity and Data Privacy

DoorDash aims to utilize its strengths such as strong brand presence and in-house tech expertise and capitalize new opportunities such as emerging technologies to work on its weakness and problems and we believe this will be key in achieving its goal of profitability.

- Customer
- Business
- Technology



In an effort to tackle Doordash's considerable marketing expenses and harness the potential for an enhanced customer experience, our aim is to not only attract consumers but also to make each customer acquisition count, leading to substantial improvements in conversion rates, customer retention, revenue and marketing ROI



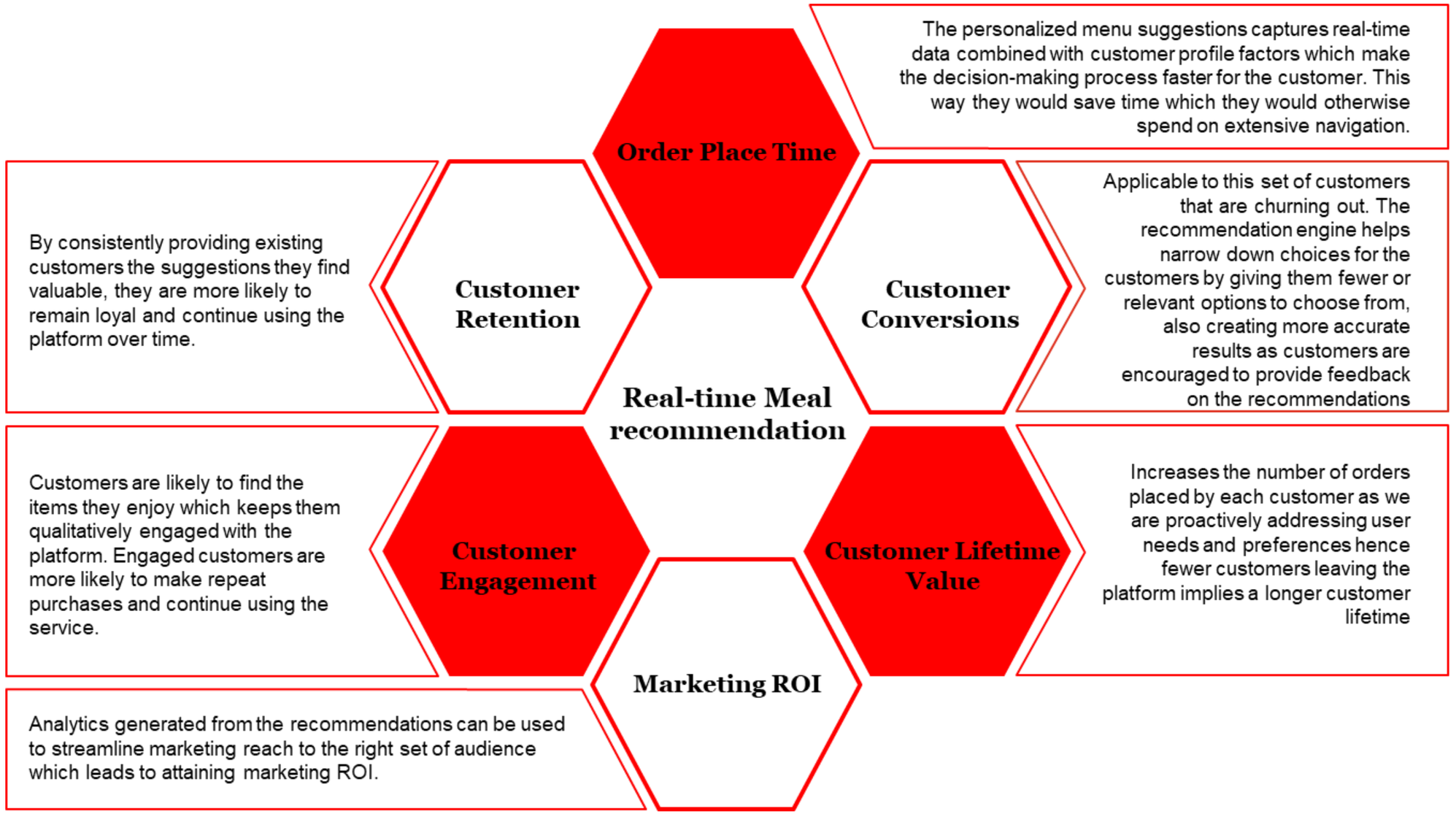
Objective

Transform Doordash into a dining experience revolution, delivering high levels of personalization to amplify customer satisfaction and loyalty to attain sustainable business outcomes.

Key Results

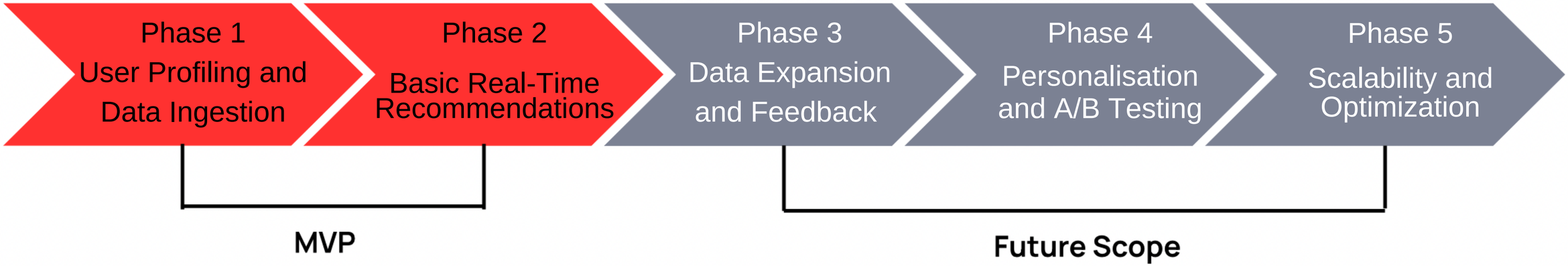
- Enhance every order placing time from 20min to 10min
- Enrich customer conversions to 20%
- Increase customer lifetime value by 2x
- Attain 2x marketing ROI for the next 2 years.
- Amplify customer engagement to 40%
- Increase in customer retention to 10% on a recurring yearly basis.

Targetting our objective and key results with Real-time Meal Recommendation



Minimum Viable Product

Our MVP is the keystone of our journey to deliver a real-time recommendation system for DoorDash. It's about setting up data, implementing real-time algorithms, and ensuring scalability. This marks our first step toward an innovative, personalized, and real-time dining experience for DoorDash users.



BUILD vs BUY

Crafting Our Future, One Byte at a Time: We Choose to Build for Complete Control and Customer Trust

A build approach is the optimal choice for a real-time recommendation system because we have the necessary technology capabilities in-house. This approach offers the flexibility to customize the system to our precise requirements, ensuring alignment with our business goals and customer needs. By building the system ourselves, we maintain complete control over its development, allowing us to fine-tune algorithms, safeguard data integrity, and harness our deep technological proficiency. This level of customization is essential for delivering a recommendation engine that is both distinctive and competitive in the market.

Parameters	Rank	Weight	Build			Buy			Hybrid		
			Rank	Weight		Rank	Weight		Rank	Weight	
Cloud Infrastructure	4	4%	3	0.12	Yes	3	0.12	Yes	4	0.16	Yes
Data Accessibility & Availability	1	20%	1	0.2	Yes	1	0.2	No	1	0.2	Yes
Integration Simplicity	3	10%	3	0.3	Yes	4	0.4	No	4	0.3	Yes
System Design	4	5%	3	0.15	Yes	3	0.15	Yes	3	0.15	Yes
Time to Market Efficiency	3	10%	4	0.4	Yes	2	0.2	Yes	4	0.4	Yes
Maintenance	5	2%	5	0.1	Yes	5	0.1	No	5	0.1	Yes
Ease of use	4	5%	4	0.2	Yes	3	0.15	Some	3	0.15	Some
Engineering and Development Capabilities	3	10%	2	0.2	Yes	2	0.2	No	1	0.1	Yes
Licensing and Contracts	5	2%	4	0.08	Not Required (Our IP)	4	0.08	Required(Not our IP)	4	0.08	Not Required(developing in house)
Data Security and Governance	2	15%	2	0.3	Yes	1	0.15	No	1	0.15	Yes
Financial Considerations	4	7%	3	0.21	High	2	0.14	Moderate	3	0.21	Moderate
Tailoring and Customization	3	10%	3	0.3	Yes	2	0.2	No	2	0.2	Yes
				2.56			2.09			2.2	

Sizing - Time Estimate, Phases

Delivering Real-Time Recommendation Engine for Doordash in Just 3 Months!

	Project Task	Timeline	Task Details	Stakeholders	Risk Level	
Phase 1	**Research & Planning**	1 week (XS)	Competitor Analysis, Industry research, Value proposition, Business Case, Project Charter	Product, Project, Engineering, User Research, Data Teams.	Low - Limited resources deployed	
Phase 2	**Approval & Revision**	1 week (XS)	Review Charter, Validate Business Case, Project Feasibility, And Project viability.	CXO, Business Heads, Finance, Marketing	Low - Very limited resources	
Phase 3	**Design & Development**	5 weeks (L)	Tech Review of requirements, BE development, FE development, Integration, Deployments	Engineering and Design teams	High - Large number of FE, BE teams utilized	
Phase 4	**Testing**	3 weeks(M)	Test Cases development, Testing the product, Bug fixes. UI/UX testing with users for usability and value	Product and QA teams	Medium - As only QA and product teams are involved	
Phase 5	**Feature Improvement / MVP Release**	2 weeks(S)	Use feedback to iterate on product, Address any missing components, Soft launch.	User research, Data analysts, Engineering	Medium - as not the entire engineering team will be needed for this.	

PROJECT COST ESTIMATE

From Data to Dollars: The Recipe for Cost-Effective Real Time Recommendation

	MVP	Full Implementation
Time to Completion	3 months	1 year
Direct Costs		
Assets	$30,000	$30,000
Overhead Costs		
Salary	$450,000	$1,350,000
Cloud Cost	$100,000	$300,000
Marketing	$350,000	$1,000,000
Total (Direct & Overhead Cost)	$930,000	$2,680,000
General/Admin Overhead(20%)	$186,000	$536,000
Total	**$1,116,000**	**$3,216,000**

Closing Remarks: Empowering Local Economies and Our Commitment

Spicing Up Success ; Satisfying Appetites, Empowering Communities, and Evolving Together!

In alignment with our core mission, this recommendation engine is our strategic response to empower local economies.

We're not just delivering meals; we're delivering economic empowerment.

This solution reflects our unwavering commitment to customer satisfaction, technology, and supporting local businesses.

Together, we're taking the next leap forward, evolving, and continuing to make a meaningful impact on local communities

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