



EXPLAINERS

HOW TO SOLVE

ROOT-CAUSE ANALYSIS

QUESTIONS



ROOT CAUSE ANALYSIS

ORDERS ON SWIGGY ARE DOWN BY 40%.

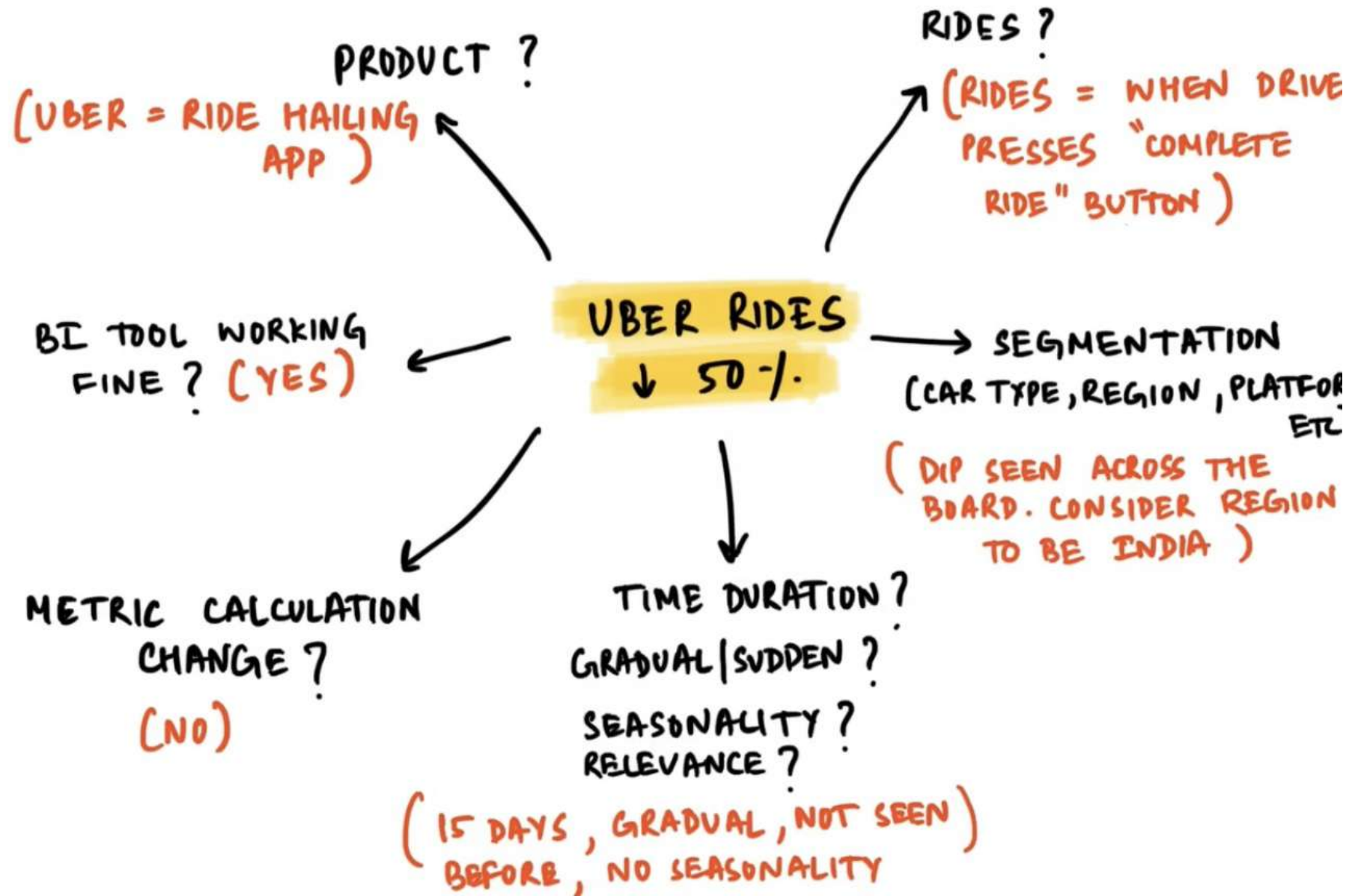
RIDES ON UBER ARE DOWN BY 30%.

DIAGNOSE AND
FIND THE ROOT CAUSE

ROOT CAUSE ANALYSIS

RIDES ON UBER HAVE DECLINED BY 50%.
DIAGNOSE & FIND THE ROOT CAUSE.

RIDES ON UBER HAVE DECLINED BY 50%.

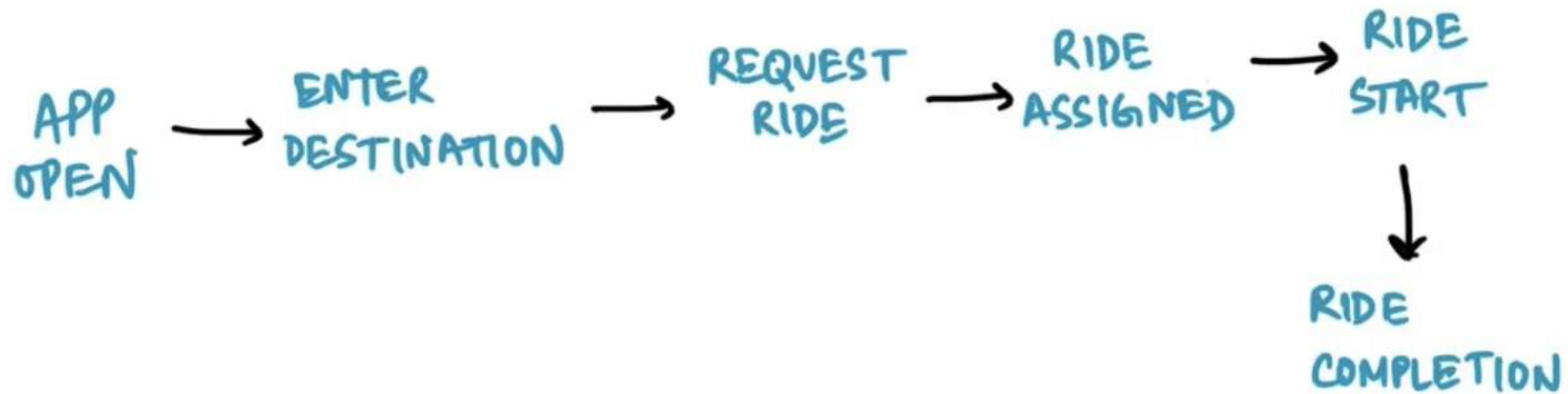


RIDES ON UBER HAVE DECLINED BY 50%.

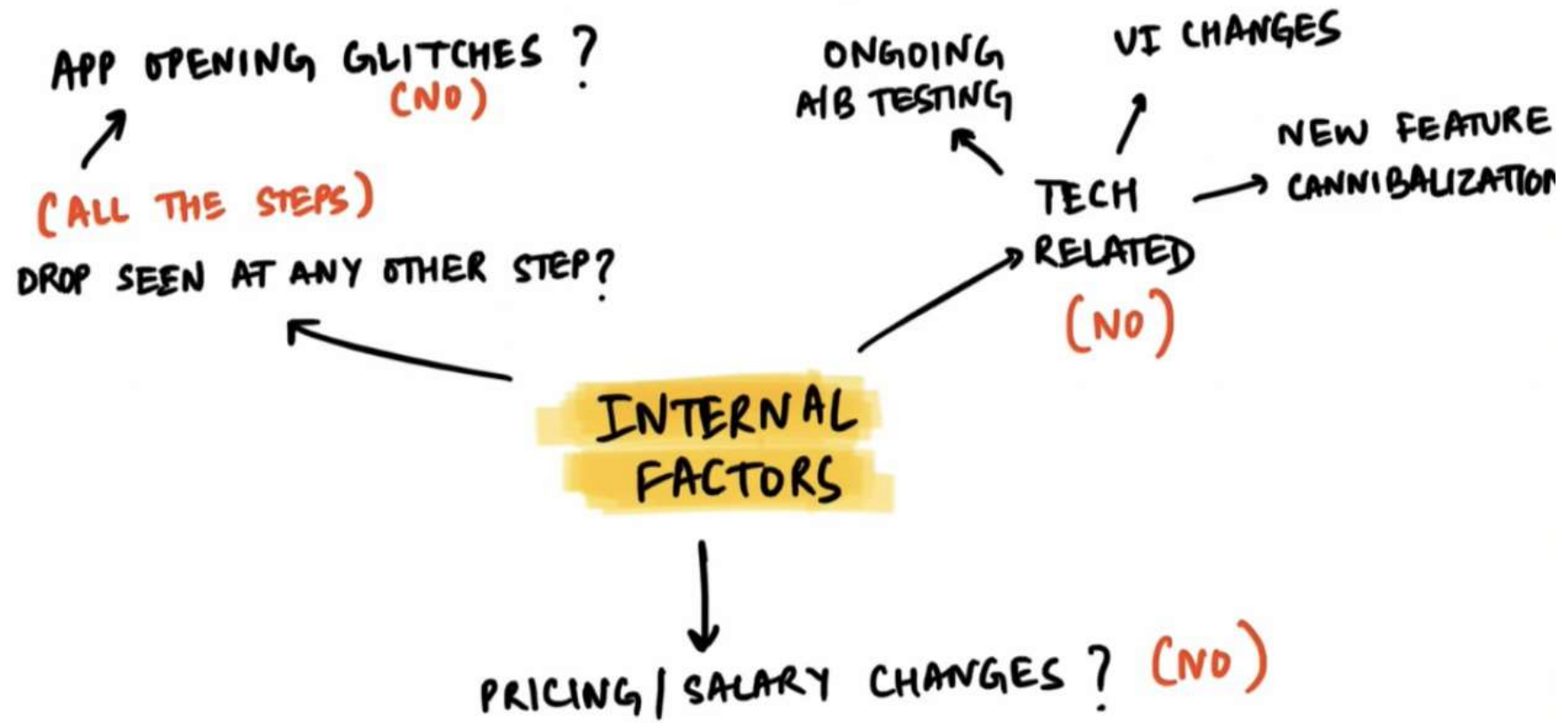
(ALL THE STEPS)

DROP SEEN AT ANY OTHER STEP?

INTERNAL
FACTORS

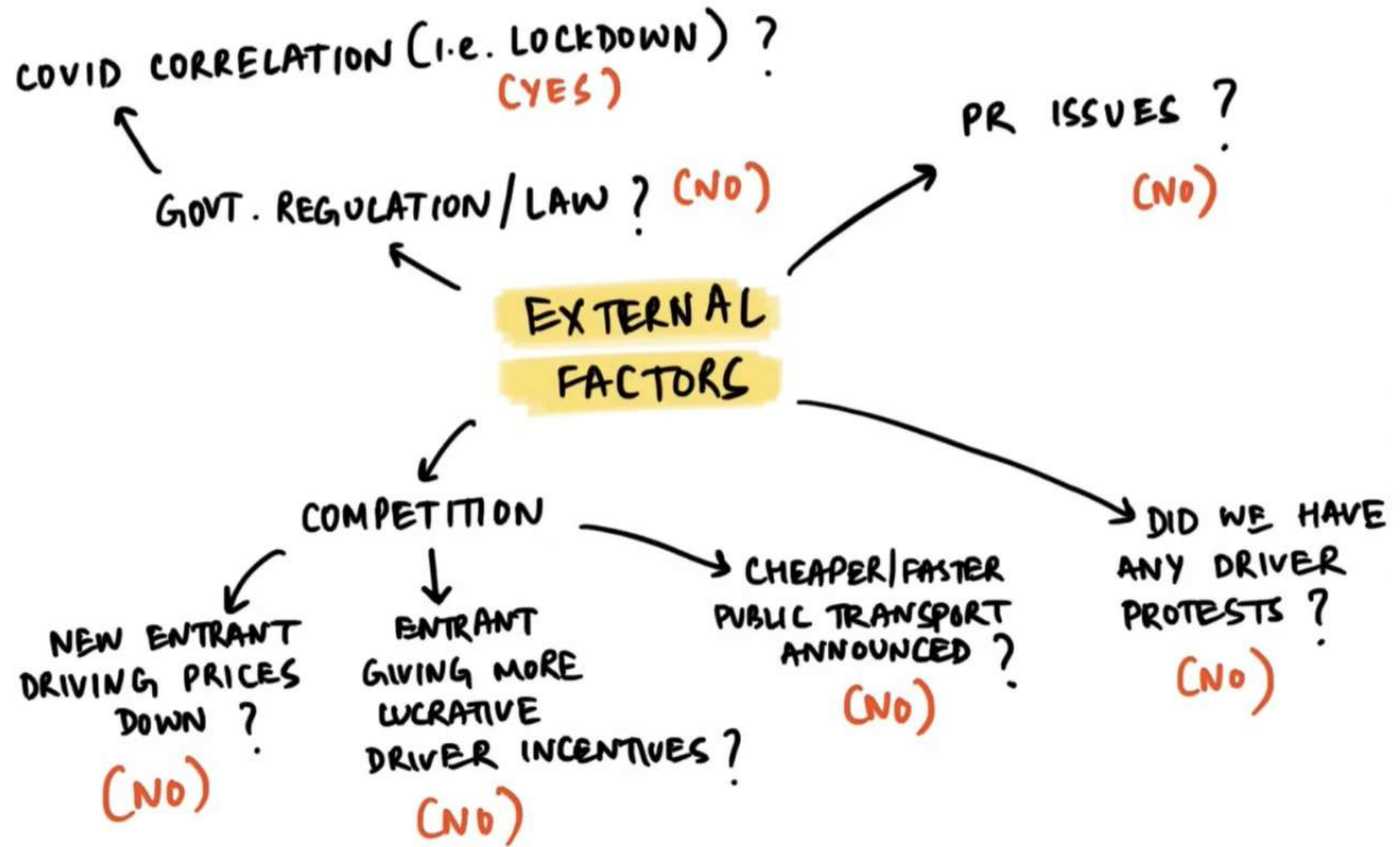


RIDES ON UBER HAVE DECLINED BY 50%.



SHIFT IN CONSUMER DESIRE TO TRAVEL
INTERNAL FACTORS NOT THE CAUSE

RIDES ON UBER HAVE DECLINED BY 50%.



RIDES ON UBER HAVE DECLINED BY 50%.

COVID CORRELATION (i.e. LOCKDOWN) ?
(YES)

GOVT. REGULATION / LAW ? (NO)

PR ISSUES ?
(NO)

EXTERNAL
FACTORS

COMPETITION
(NO)

DID WE HAVE
ANY DRIVER
PROTESTS ?
(NO)

ONLY PLAUSIBLE = COVID
CAUSE

RIDES ON UBER HAVE DECLINED BY 50%.

HAS WORK-FROM-HOME BEEN ANNOUNCED? (YES)

↑
HAVE PEOPLE STOPPED TRAVELLING?

↑
CONSUMER
BEHAVIOR

↓
WHY WERE PEOPLE CHOOSING UBER?

↓
INCREASED CONVENIENCE OVER OTHER MODES OF TRANSPORT

↓
HAS THIS CHANGED?

↓
EASIER TO OWN
YOUR OWN CAR?
(NO)

↓
EASIER TO USE
PUBLIC TRANSPORT?
(NO)

RIDES ON UBER HAVE DECLINED BY 50%.

HAS WORK-FROM-HOME BEEN ANNOUNCED? (YES)



HAVE PEOPLE STOPPED TRAVELLING?



CONSUMER
BEHAVIOR



WHY WERE PEOPLE CHOOSING UBER?



INCREASED CONVENIENCE OVER OTHER MODES OF TRANSPORT



HAS THIS CHANGED? (NO)

COVID CAN BE THE ONLY ROOT CAUSE

COVID CAN BE THE ONLY ROOT CAUSE



WHEN DID WE SEE THE DIP ?

PRE LOCKDOWN ?
(YES)

POST LOCKDOWN ?
(NO)



PEOPLE STOPPED USING UBER WHEN THE
NEWS OF COVID CAME OUT



FINAL ROOT CAUSE