

# 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

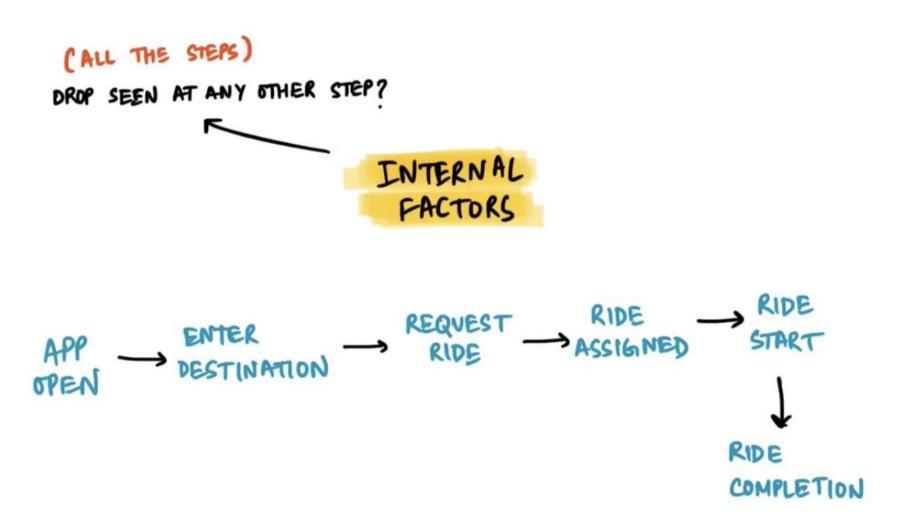
#### ROOT CAUSE ANALYSIS

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

#### # RIDES ON UBER HAVE DECLINED BY 50-/

```
RIDES ?
                PRODUCT 7
                                               (RIDES = WHEN DRIVE
(UBER = RIDE HAILING &
                                                PRESSES "COMPLETE
                                                 RIDE " BUTTON )
                             UBER RIDES
BI TOOL WORKING
                                               → SEGMENTATION
                               1 50-1.
  FINE ? (YES)
                                             (CAR TYPE, REGION , PLATFOR
                                                                 ETC
                                                 TO BE INDIA )
                              TIME DURATION ?
METRIC CALCULATION
                            GRADUAL SUDDEN ?
      CHANGE 7
                             SEASONALLTY ?
      (NO)
                             RELEVANCE 7
                     IS DAYS , GRADUAL , NOT SEEN )
                      BEFORE , NO SEASONALITY
```

### # RIDES ON UBER HAVE DECLINED BY 50%.

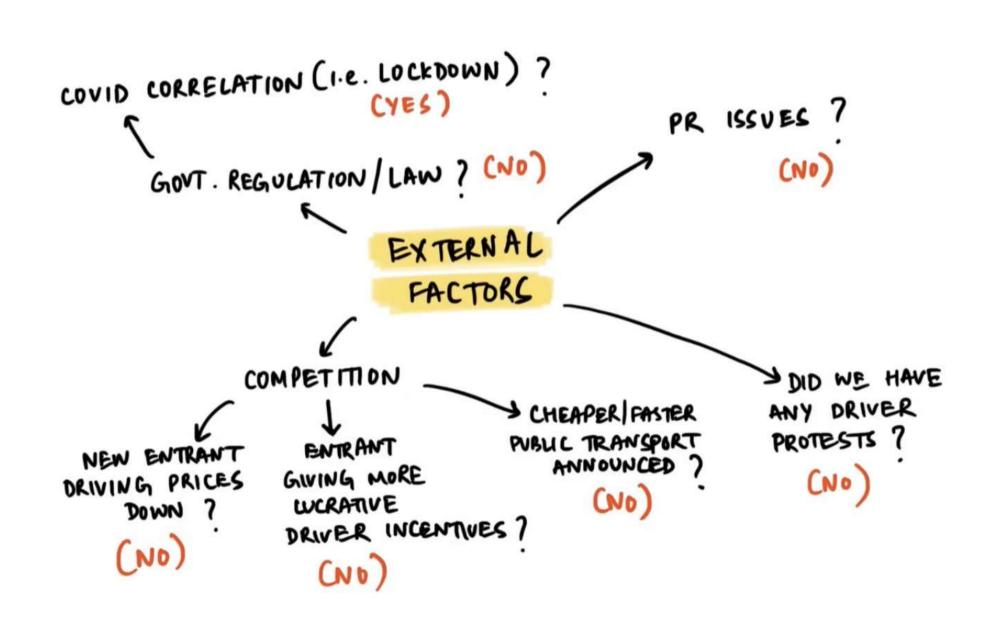


### # RIDES ON UBER HAVE DECLINED BY 50%.

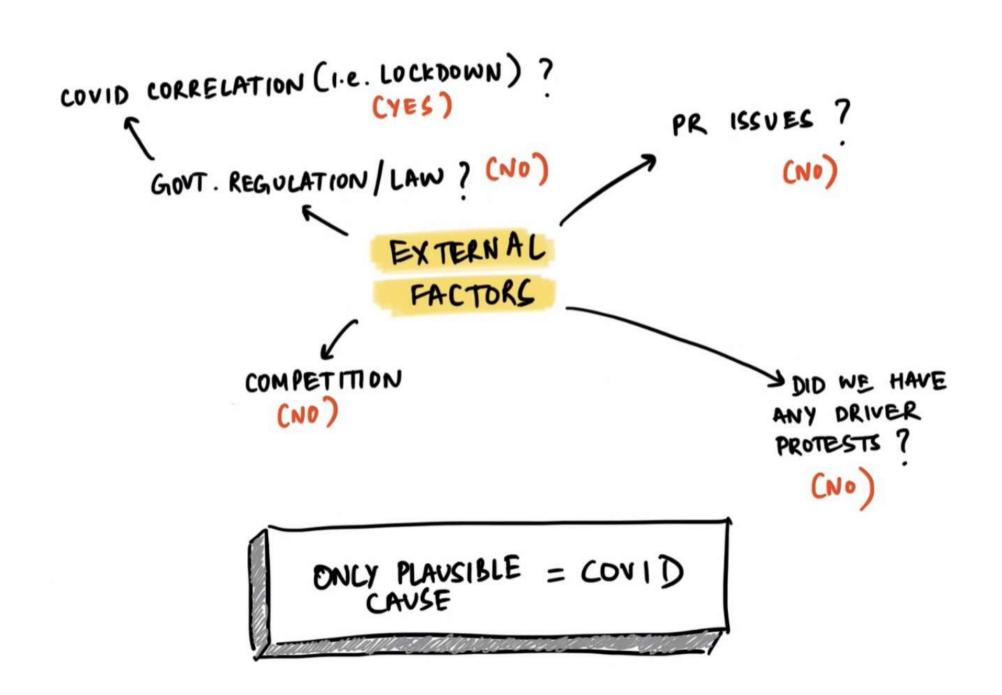
APP BRENING GLITCHES?  (NO)  (ALL THE STEPS)  DROP SEEN AT ANY OTHER STEP?	» R	VI CHANGES  NEW FEATURE ECH — CANNIBALIZATION ELATED (NO)
INTERNAL FACTORS		
PRICING/ SALARY CHANGES ? (NO)		

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%.



# RIDES ON UBER HAVE DECLINED BY 50 %.

HAS WERK-FREM-HOME BEEN ANNOUNCED ? (YES)

HAVE PEOPLE STOPPED TRAVELLING ?

1

CONSUMER

WHY WERE PEOPLE CHOOSING UBER ?

INCREASED CONVENIENCE OVER OTHER MEDES OF TRANSPOR

HAS THIS CHANGED ?

EASIER TO OWN YOUR OWN CAR ?

EASIER TO USE PUBLIC TRANSPORT ?

(uo)

(NO)

# RIDES ON UBER HAVE DECLINED BY 50 %.

HMS WERK-FREM-HOME BEEN ANNOUNCED ? (YES)

HAVE PEOPLE STOPPED TRAVELLING ?

CONSUMER

WHY WERE PEOPLE CHOOSING UBER ?

INCREASED CONVENIENCE OVER OTHER MEDES OF TRANSPORT

COVID CAN BE THE ONLY ROST CAUSE

COVID CAN BE THE ONLY ROOT CAUSE

WHEN DID WE SEE THE DIP ?

PRE LOCKDOWN ?

POST LOCKDOWN ?



PEOPLE STOPPED USING UBER WHEN THE NEWS OF COVID CAME OUT

1

FINAL ROOT CAUSE