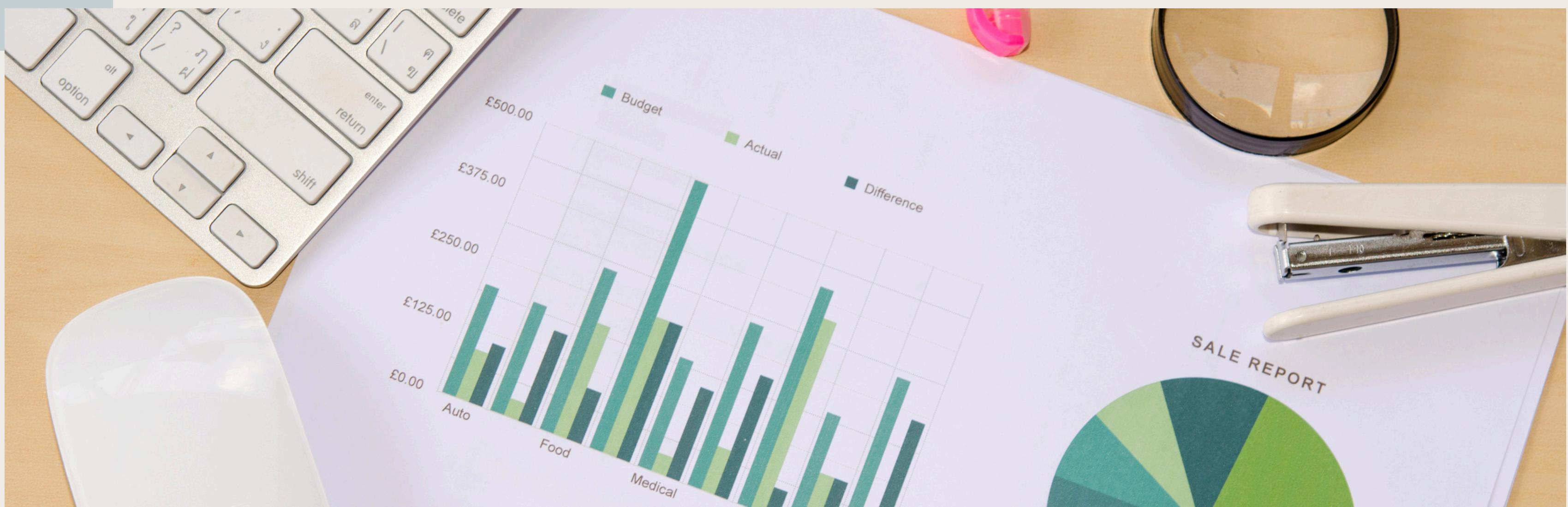


BUSINESS ANALYTICS

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GROUP 2



CONTENTS

1. Introduction

2. Analysis—before

3. Analysis—after

4. Conclusion & Suggestion

Topic :

Study of factors influencing subscription to Uber Eats membership.

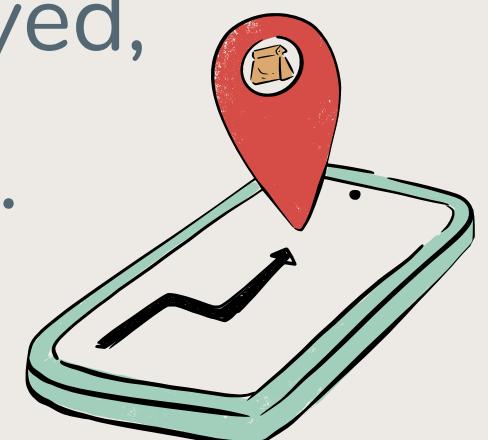
- Motivation :

We found that there are some people who frequently order from Uber Eats but had not subscribed to the membership. Therefore, we would like to understand the reasons that may influence people's willingness to subscribe to the membership.



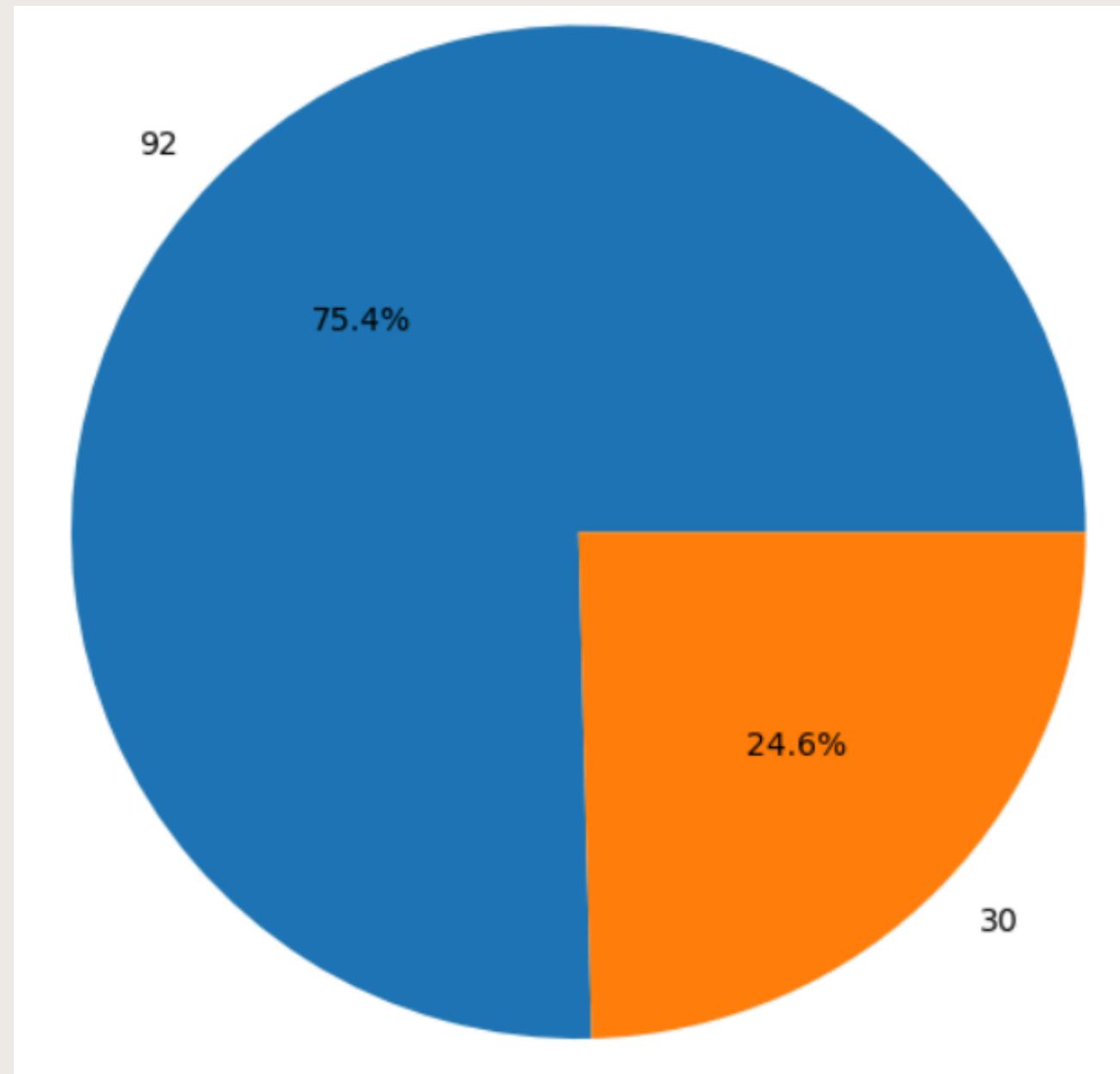
Uber Eats Membership Benefits

1. Selecting restaurants marked with the gold Uber One icon and reach the free delivery threshold to enjoy unlimited **free delivery** and **zero service fee**.
2. Enjoying a **5% discount** on Uber and be prioritized with highly rated professional drivers.
3. Enjoying **member-only promotions** on both the Uber Eats and Uber
4. If the estimated "latest arrival time" for your delivery order is delayed, you will receive Uber Cash credits worth **NT\$30** as compensation.



Introduction

Sample and Gender Distribution :



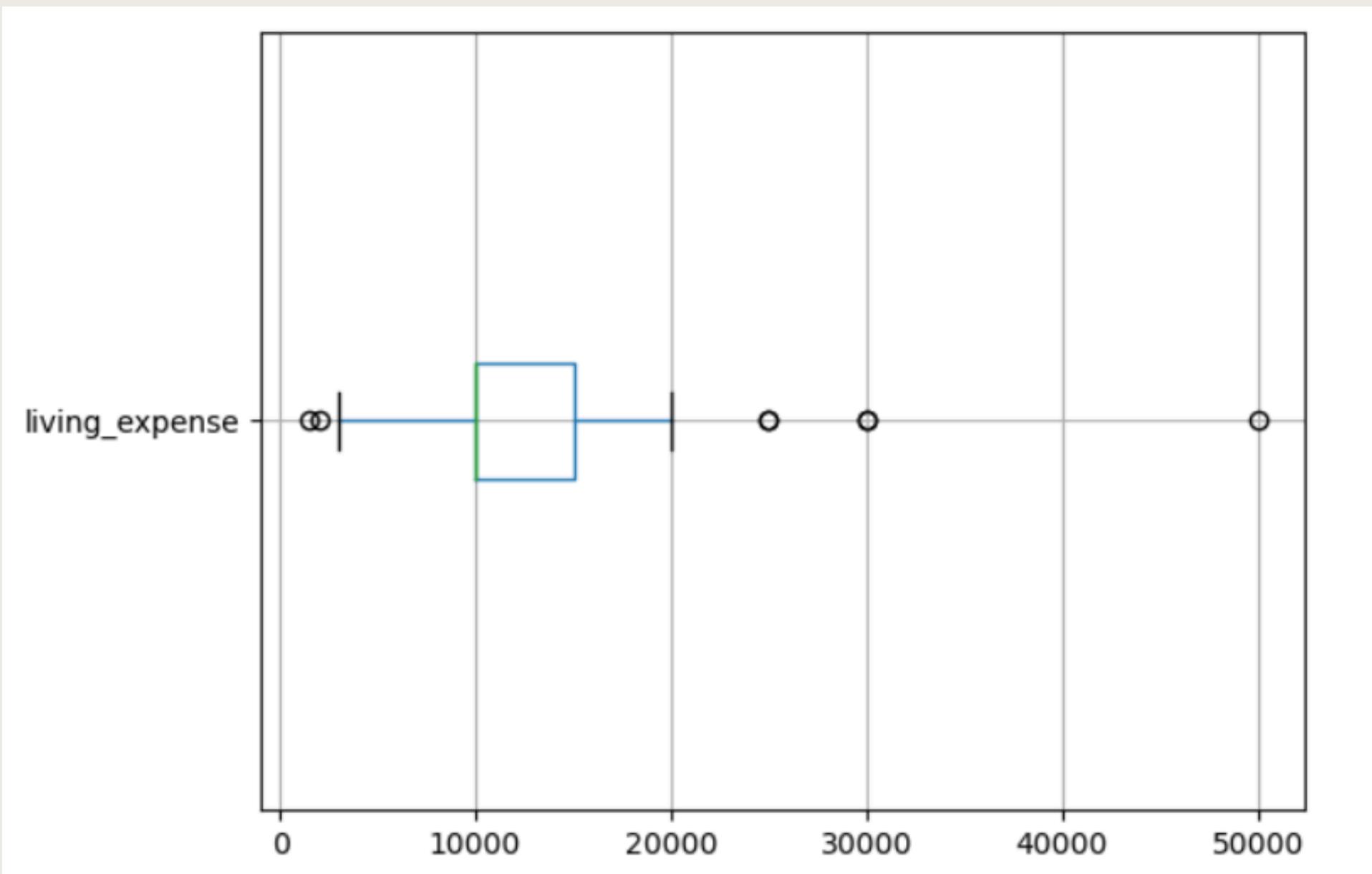
- **Sample size: 122 items**
- **Male: 24.6%**
- Female: 75.4%**

*orange: male
blue: female

Introduction

Living expense per month :

(the living expense per month for the respondents)



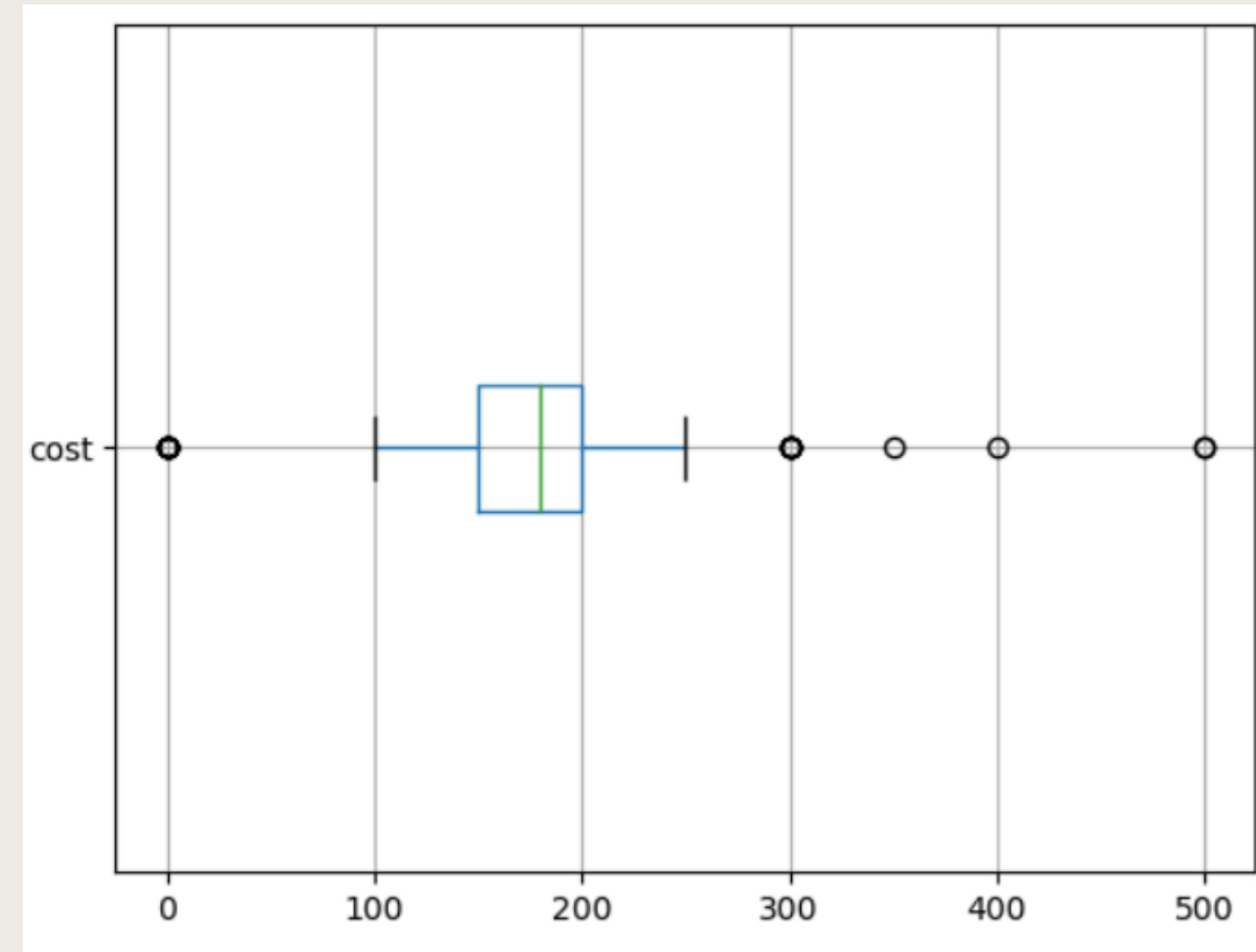
- Median: \$10,000
- Mean: \$12,282.79



Introduction

Per-meal spending:

(the average meal spending on Uber Eats)

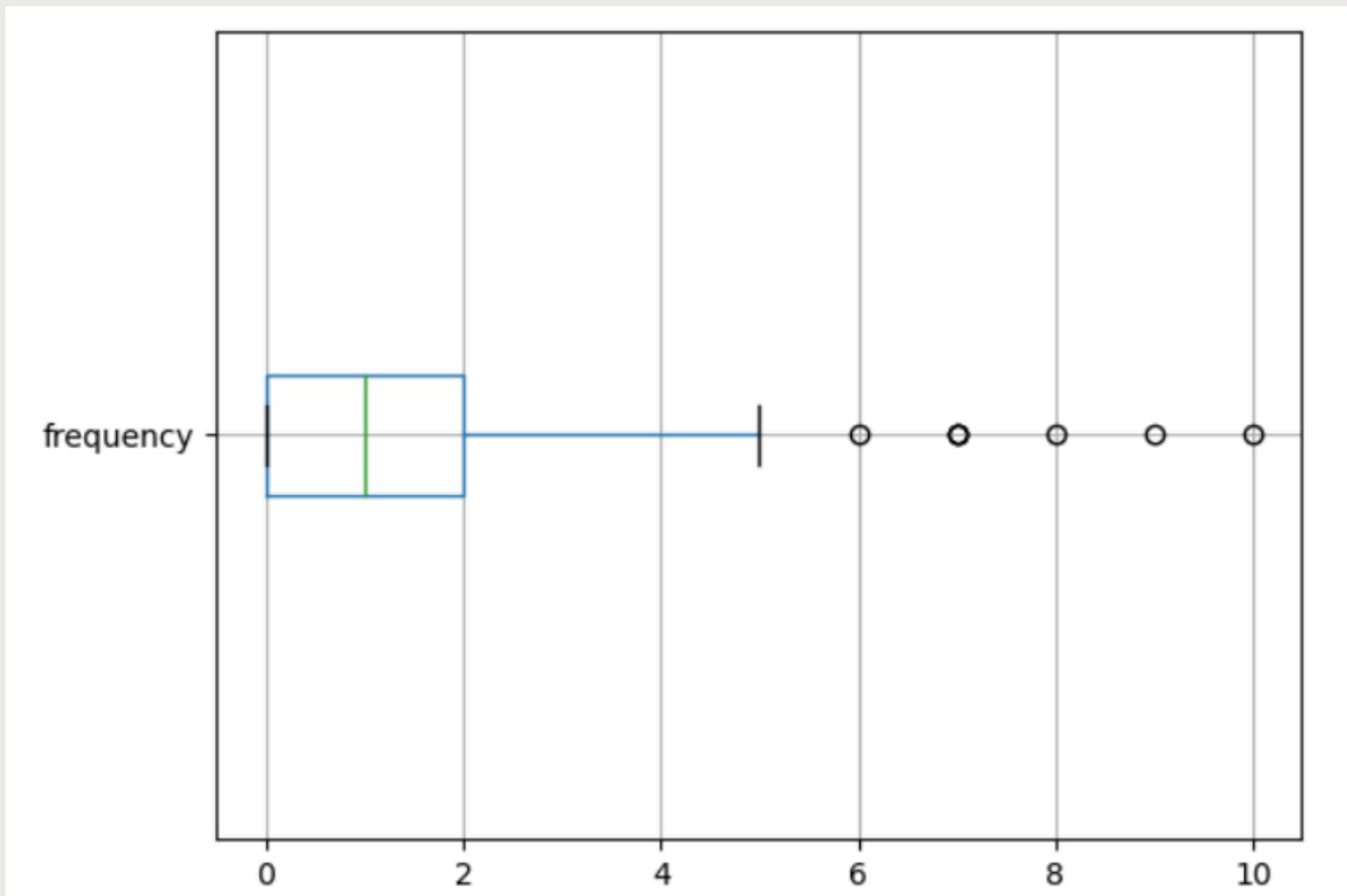


- Median: \$180
- Mean: \$172.99

Introduction

Frequency :

(the average ordering frequency a week)



- **Median: one time**
- **Mean: 1.62 times**

ANALYSIS-BEFORE

In the original regression analysis, we have...

- living expense(new)
- frequency(new)
- average order amount(new)
- sex

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.7810	0.983	0.795	0.428	-1.166	2.728
newliving_expense	-1.904e-05	4.01e-05	-0.474	0.636	-9.85e-05	6.05e-05
newfrequency	0.6194	0.122	5.094	0.000	0.379	0.860
newcost	0.0099	0.004	2.236	0.027	0.001	0.019
Sex	0.2221	0.341	0.651	0.517	-0.454	0.898

Formula:

Current_will ~ newliving_expense + newfrequency + newcost + Sex

- * Outliers in the regression analysis will be replaced with the mean value.
- * Converting the sex variable into a dummy variable, where males are represented by 0 and females are represented by 1.

Living expense(new)

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.7810	0.983	0.795	0.428	-1.166	2.728
newliving_expense	-1.904e-05	4.01e-05	-0.474	0.636	-9.85e-05	6.05e-05
newfrequency	0.6194	0.122	5.094	0.000	0.379	0.860
newcost	0.0099	0.004	2.236	0.027	0.001	0.019
Sex	0.2221	0.341	0.651	0.517	-0.454	0.898

Coefficient = -1.904e-05
P-value = 0.636

If at the 5% significance level,
 its P-value > 0.05

=>Non-significant in explaining
 Current_will

Frequency(new)

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.7810	0.983	0.795	0.428	-1.166	2.728
newliving_expense	-1.904e-05	4.01e-05	-0.474	0.636	-9.85e-05	6.05e-05
newfrequency	0.6194	0.122	5.094	0.000	0.379	0.860
newcost	0.0099	0.004	2.236	0.027	0.001	0.019
Sex	0.2221	0.341	0.651	0.517	-0.454	0.898

Coefficient = 0.6194
P-value = 0.000

If at the 5% significance level,
 its P-value < 0.05

=>Significant in explaining
 Current_will

Average order amount(new)

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.7810	0.983	0.795	0.428	-1.166	2.728
newliving_expense	-1.904e-05	4.01e-05	-0.474	0.636	-9.85e-05	6.05e-05
newfrequency	0.6194	0.122	5.094	0.000	0.379	0.860
newcost	0.0099	0.004	2.236	0.027	0.001	0.019
Sex	0.2221	0.341	0.651	0.517	-0.454	0.898

Coefficient = 0.0099

P-value = 0.027

**If at the 5% significance level,
its P-value<0.05**

=>**Significant** in explaining
Current_will

Sex

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.7810	0.983	0.795	0.428	-1.166	2.728
newliving_expense	-1.904e-05	4.01e-05	-0.474	0.636	-9.85e-05	6.05e-05
newfrequency	0.6194	0.122	5.094	0.000	0.379	0.860
newcost	0.0099	0.004	2.236	0.027	0.001	0.019
Sex	0.2221	0.341	0.651	0.517	-0.454	0.898

Coefficient = 0.2221

P-value = 0.517

**If at the 5% significance level,
its P-value > 0.05**

=>**Non-significant** in explaining
Current_will

ANALYSIS-AFTER

In this regression analysis, we add...

- When order with more people
- Compensation when the order is late
- Coupon for Uber one
- Increase in average order amount
- Uber ride discount

Formula:

**Will_after_considering ~ newliving_expense + newcost + newfrequency+ Sex +
order_with_more_people + compensation + coupon + cost_increased + uber_taxi**

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

When order with more people

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

Coefficient = 0.0442
P-value = 0.659

**If at the 5% significance level,
 its P-value > 0.05**

=> **Non-significant** in explaining
Will_after_considering

Compensation when the order is late

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

Coefficient = -0.0121
P-value = 0.906

**If at the 5% significance level,
 its P-value > 0.05**

=> **Non-significant** in explaining
 Will_after_considering

Coupon for Uber one

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

Coefficient = 0.5490
P-value = 0.000

**If at the 5% significance level,
 its P-value<0.05**

=>**Significant** in explaining
Will_after_considering

Increase in average order amount

	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

Coefficient = 0.2106
P-value = 0.012

**If at the 5% significance level,
 its P-value < 0.05**

=>**Significant** in explaining
 Will_after_considering

Uber ride discount

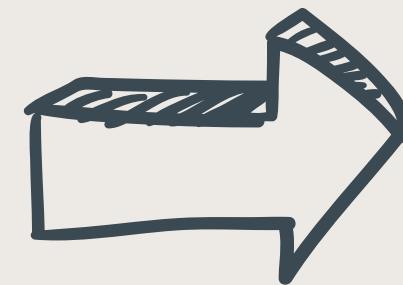
	coef	std err	t	P> t	[0.025	0.975]
Intercept	0.0197	0.917	0.021	0.983	-1.806	1.845
newliving_expense	-3.634e-05	3.47e-05	-1.048	0.298	-0.000	3.27e-05
newcost	0.0031	0.003	0.964	0.338	-0.003	0.009
newfrequency	0.1478	0.098	1.508	0.136	-0.047	0.343
Sex	-0.4059	0.306	-1.327	0.188	-1.015	0.203
order_with_more_people	0.0442	0.100	0.442	0.659	-0.155	0.243
compensation	-0.0121	0.101	-0.119	0.906	-0.214	0.190
coupon	0.5490	0.126	4.352	0.000	0.298	0.800
cost_increased	0.2106	0.082	2.567	0.012	0.047	0.374
uber_taxi	0.1259	0.093	1.352	0.180	-0.059	0.311

Coefficient = 0.1259
P-value = 0.180

**If at the 5% significance level,
 its P-value > 0.05**

=> **Non-significant** in explaining
Will_after_considering

CONCLUSION & SUGGESTION



CONCLUSION

If at the 5% significance level, only coupon and cost_increased are significant in explaining will_after_considering.

→ because other predictor variables' p-value is higher than 0.05

Therefore, we can say that coupons and the increase in average order amount can enhance everyone's willingness to subscribe as members.

SUGGESTION

1

Uber Eats may consider lowering the minimum order amount for its subscription members.

2

Uber Eats should actively promote and advertise its membership program.

3

After becoming a member, customers can receive coupons when their monthly order counts exceed a certain threshold.

**THANKS
FOR
LISTENING!**

