

Uber Growth Optimization - Data Challenge

Hero Drivers in Gotham

The transportation in the city of Gotham has drastically improved. However, Uber believes that we can motivate the drivers to complete even more trips. In order to achieve that, our team suggested a promotion that gives a bonus to the drivers that complete a certain number of trips in a week, the Hero Drivers.

In the attached dataset, you will find all the trips completed in Gotham from January to March 2016, every row is a trip. There you will find the following variables:

- requested_timestamp : the time that the trip was requested by the rider
- surge_multiplier : the surge associated with that trip
- fare: the total amount of money that the driver received for the trip
- driver_id: anonymized driver_id.
- city_name: Gotham

We want you to suggest the cutoff and the bonus of the promotion. For example, a possible cutoff would be 60 trips and the bonus \$100, so the promotion would be: all drivers that complete 60 trips in that week will get \$100.

Please describe the expected number of additional trips and the total expenditure of the promotion that you suggested. We are also interested in your ideas about other metrics to which you think we should pay close attention, even if you currently do not have the necessary data.

In your solution, please start with a summary of your conclusions and assumptions with no more than two pages. You can have an appendix that shows all the great work that you have done after the summary. Use any programming language that you want.

We are excited to see you work.