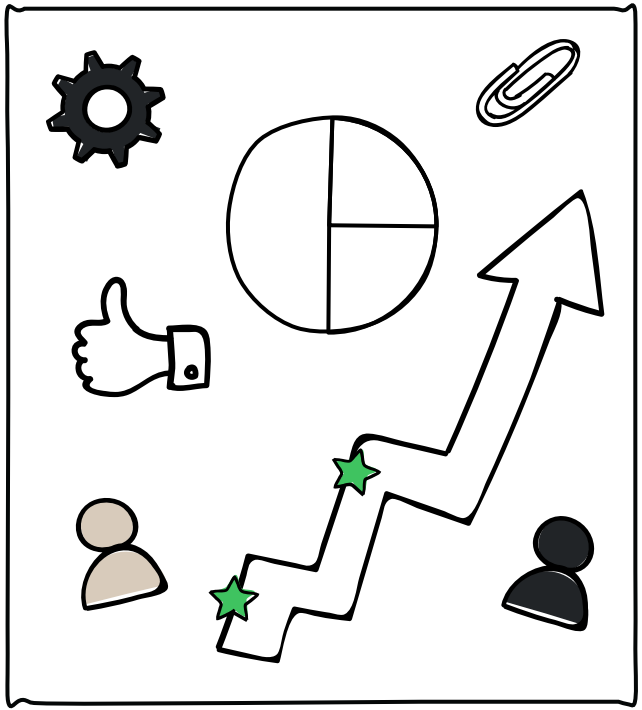


Uber Eats

Delivery economics and #KeepPromises

Juan Felipe Hernández Molina

Challenge 1: Delivery economics

Clean the data

Brought the data set to a more understandable model

Calculate economical units

Different costs Uber eats had over these months

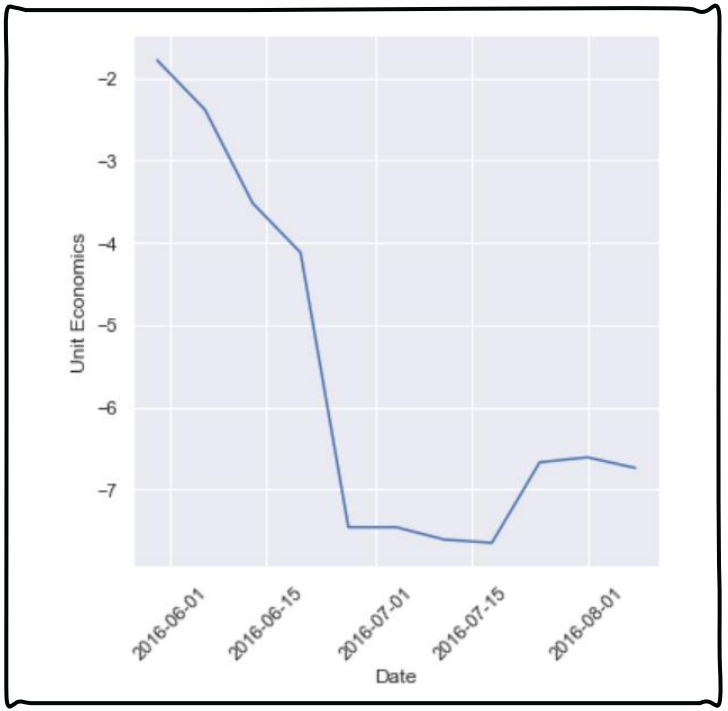
Graphics and solutions

Behavior of the economical units (losses) over time

Challenge 1: Delivery economics

Decrease of the average net revenue over time per EATER

Average losses per deliver per month	
Month	Unit economics
5 (May)	-1.78
6 (June)	-4.37
8 (August)	-6.67
7 (July)	-7.34



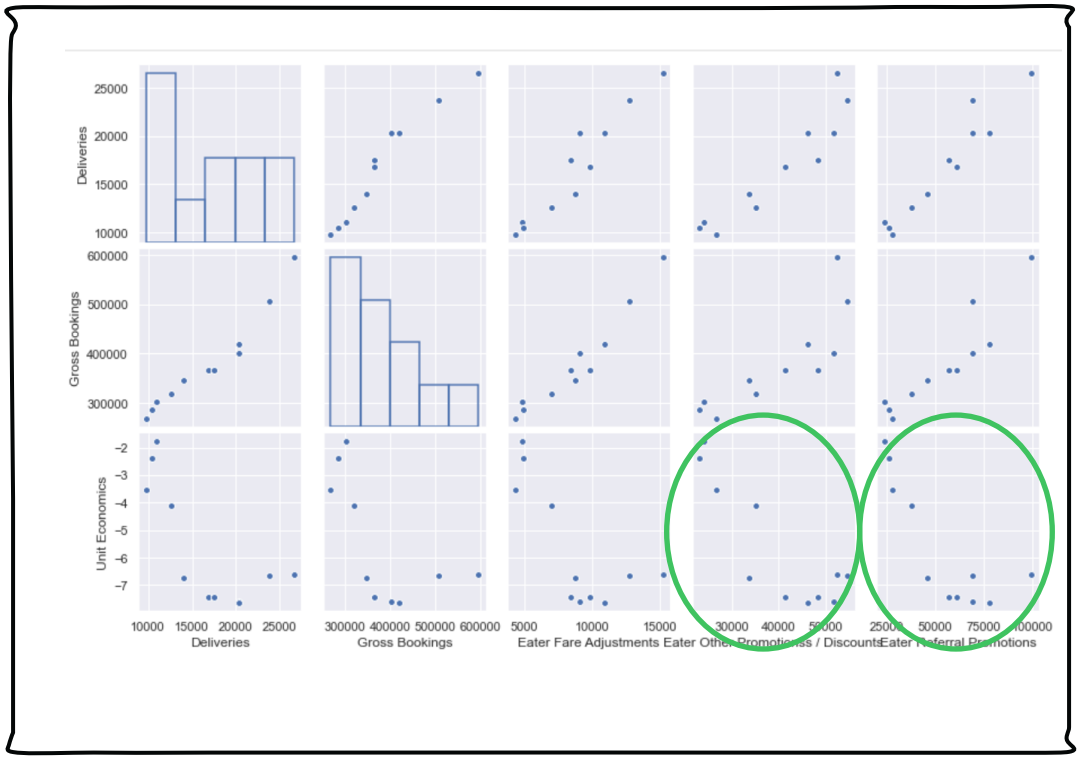
Challenge 1: Delivery economics

Delivery and Gross Boocking

Increase with the other variables

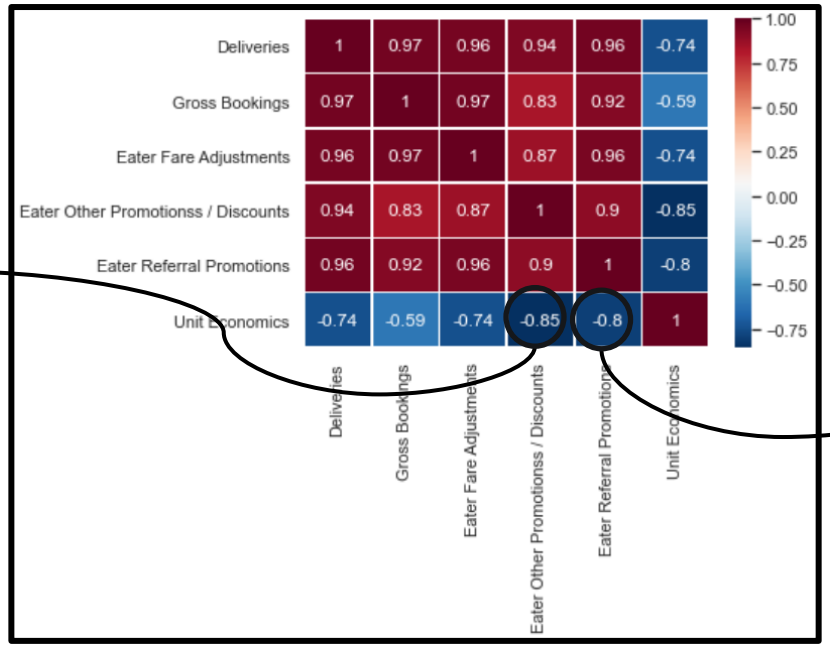
Unit economics

It´s being affected by several variables but specially Eater Other Promotions / Discounts", "Eater Referral Promotions"



Challenge 1: Delivery economics

Pearson correlation coefficient



-0.85

Eater Other Promotions/ Discounts

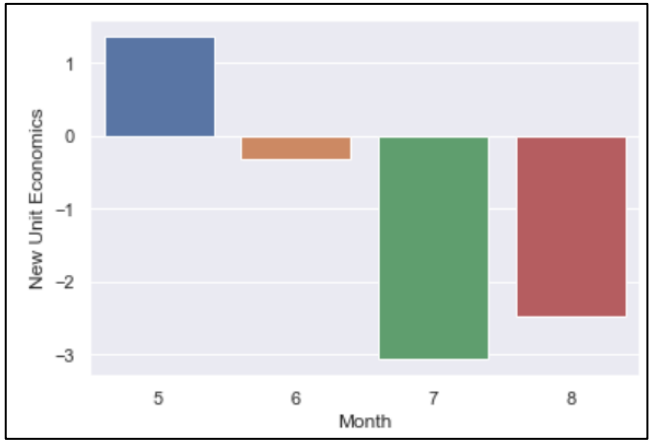
-0.8

Eater Referral Promotions

Challenge 1: Delivery economics

Reduce the % of discount for every referral

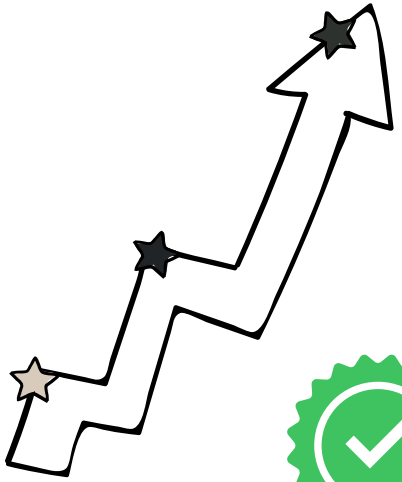
Promote codes of discount after certain meal order



Month	New Unit Economics
5 (May)	1.37
6 (June)	-0.31
8 (August)	-2.47
7 (July)	-3.07

Challenge 1: Delivery economics

Proposal for increasing revenue

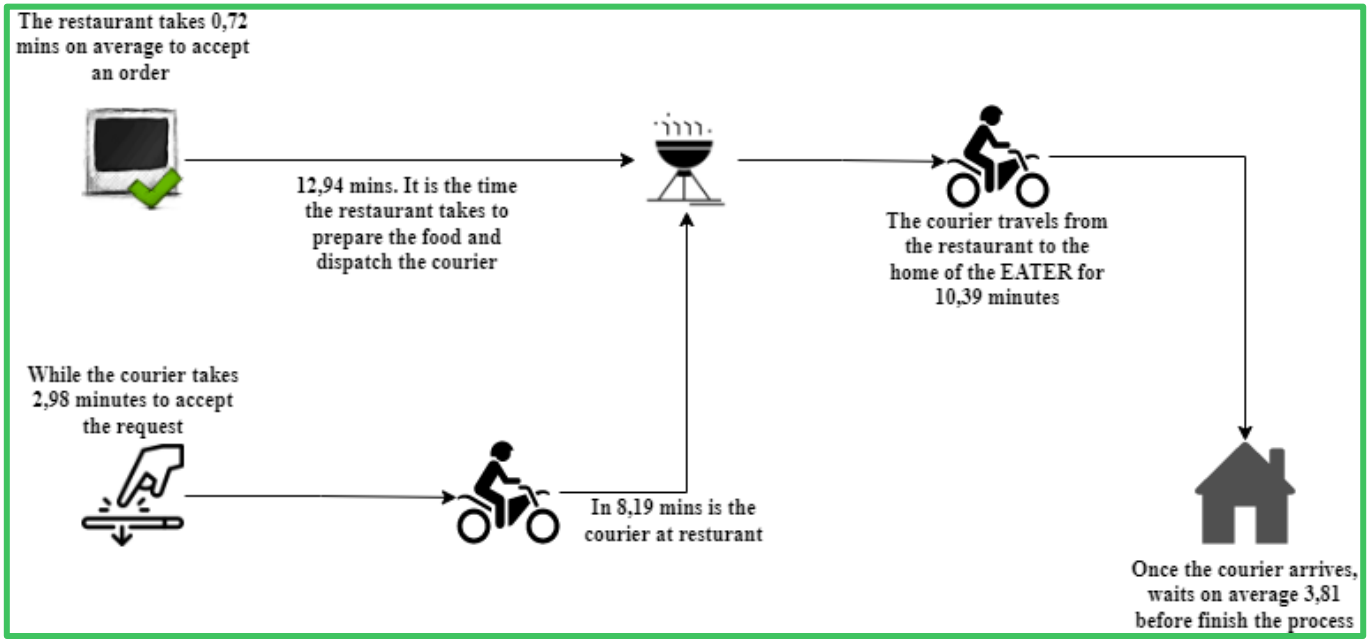


1. Bring food where the competition can´t

2. exclusive restaurants and meals for EATER

Challenge 2: UberEats #KeepPromises

Our End-to-End process

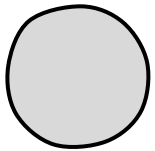


Challenge 2: UberEats #KeepPromises

Hour	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
0	15	6	10	6	8	9	6	60
1	9	2			2	7	7	27
2	11	1				1	5	18
3	4	1					2	7
4	2							2
5					1			1
6				1	1			2
7	2	5	3	4	9	16	2	41
8	25	23	21	19	36	47	21	192
9	36	25	25	26	29	43	58	242
10	57	30	23	17	23	30	37	217
11	43	31	25	22	29	31	32	213
12	46	62	72	59	64	120	62	485
13	164	164	114	128	152	204	167	1093
14	226	148	106	125	159	208	258	1230
15	243	90	69	83	99	147	232	963
16	186	96	60	39	61	109	188	739
17	176	67	55	63	72	73	170	676
18	167	73	87	50	88	107	141	713
19	132	103	88	83	146	180	176	908
20	110	62	86	71	126	216	190	861
21	58	51	43	49	55	144	92	492
22	42	14	23	17	33	42	51	222
23	22	11	6	18	19	23	24	123
Total	**1776**	**1065**	**916**	**880**	**1212**	**1757**	**1921**	**9527**

Between 12-21 hours the flow of request increase

In the weekend Uber has most orders



Sunday at 3 pm is when people usually order the most

Challenge 2: UberEats #KeepPromises

Saturday and Sunday > 45 min

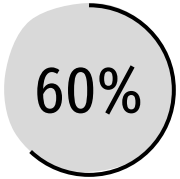
Thursday at 10am is the best time to order

Sunday at 4pm is the worst time to order

Hour	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total
0	45,844444	45,394444	55,553333	50,188889	52,44375	42,92037	41,086111	47,8175
1	40,440741	40,95			69,241667	52,014286	43,035714	46,28518519
2	54,831818	31,733333				50,266667	49,296667	51,75740741
3	48,391667	41,8					38,541667	44,63571429
4	60,133333							60,13333333
5					424,7			424,7
6				409,48333	418,16667			413,825
7	49,391667	43,353333	42,45	43,05	50,081481	44,685417	46,641667	45,70934959
8	41,332	44,889855	40,381746	53,901754	40,536574	45,29078	42,346825	43,82907986
9	41,327315	43,024667	40,256	41,132051	42,012069	48,125194	43,493678	43,18016529
10	42,616082	50,159444	43,075362	42,010784	38,657246	39,031111	43,928378	42,9687404
11	44,413953	42,43871	44,749333	47,240152	48,47931	50,717204	43,996354	45,86588419
12	40,992391	44,220699	45,874537	42,221751	42,6125	46,286667	42,640054	44,0137457
13	44,894106	44,277033	44,811842	43,884896	46,192434	45,211193	45,732934	45,0426502
14	45,748083	47,01723	42,61022	45,825333	43,649266	44,735897	44,086434	44,84720867
15	46,321605	45,087222	43,695652	42,866466	43,601515	43,064853	47,021121	45,11204569
16	45,5319	44,557118	43,016111	41,028205	40,721858	44,03211	47,017376	44,72298151
17	45,290341	45,836318	41,877273	47,684656	45,388657	45,091096	46,046275	45,46895957
18	45,755589	45,394521	46,908046	43,011	44,393561	46,802025	45,015012	45,50925666
19	45,325126	44,922006	44,290341	44,984337	44,688242	43,956667	44,010227	44,51940162
20	44,415303	44,579032	46,104845	41,776291	45,121693	44,84483	45,526316	44,83453349
21	44,246839	40,895425	42,937597	42,006803	41,704848	43,983218	45,00471	43,3423103
22	41,07619	45,855952	45,581159	43,914706	41,839899	45,070238	43,770261	43,54977477
23	44,912121	50,012121	49,930556	47,750926	47,364035	41,133333	44,568056	45,63346883
Total	**45,045214**	**44,998607**	**44,336263**	**44,59464**	**44,779222**	**44,81512**	**45,198568**	**44,88486932**

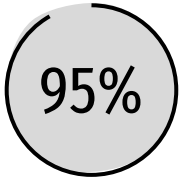
Challenge 2: UberEats #KeepPromises

Now



Trips completed <45 min

Target



PLAN: increase by 35% the amount of trips completes in less 45 min

1. Courier shares ubication on the app.

2. Once the app gets a new request it localizes the closest courier between the client and the restaurant.

3. If there´s not courier in the zone, the app will increase the area until it reaches a courier that is close enough.

Uber

ANY QUESTIONS?

Eats