

GOJEK Directors have asked analysts to look at the data to understand what has happened during Q1 2016 and what they should do to maximize the revenue for Q2 2016. Given the data in this table :

1. What are the main problems that we need to focus on? State your findings clearly.
2. Present your findings from question 1. The goal is to persuade management to make a decision based on your suggestions, so it is important that the findings are intuitively depicted

Q1 2016

Summary:

- In terms of status of orders, ~80% got completed, ~16.7% got cancelled, ~3% orders where no driver found and rest other reasons why order was not completed such as: failed and time out
- Further deep dive into the status of order across all the services: **Top services** with high number of orders were: 71% GO-RIDE, 16.7% GO-FOOD, 7% GO-SEND, 4% GO-SHOP, 0.5% GO-MART and 0.2% GO-BOX
- Maximum order cancellations were for services: ~31% GO-BOX, ~32% GO-SHOP, 30% GO-MART, 23% GO-FOOD and 14.5 % GO-RIDE

In order to maximize the revenue, we need to work on a lower number of cancellations and no driver found among the top order services.

Top services with their order cancellations:

- GO-RIDE orders - 14.5% cancelled and ~4% no driver found
- GO-FOOD orders - ~23% cancelled
- GO-SEND orders- ~13% cancelled and ~3% no driver found
- GO-SHOP orders - ~32% cancelled and 1% no driver found
- GO-MART orders - 30% cancelled
- GO-BOX orders - ~31% cancelled and 3.5% no drivers found

Service	# of Orders	# of Orders %	Cancelled	Completed	Failed/Timeout	No Driver Found	Other
GO-RIDE	37164950	71.4	14.5	81.56	0	3.92	0.01
GO-FOOD	8698770	16.71	23.2	76.33	0	0.45	0.02
GO-SEND	3646690	7.01	13.07	83.95	0	2.98	0.01
GO-SHOP	2035620	3.91	32.26	66.4	0	1.33	0.01
GO-MART	279820	0.54	30.41	69.45	0	0.14	0
GO-BOX	96750	0.19	30.53	65.9	0	3.57	0
GO-MASSAGE	52500	0.1	13.64	79.89	0	5.71	0.76
GO-TIX	33130	0.06	69.03	17.9	13.07	0	0
GO-KILAT	19050	0.04	5.3	88.03	0	6.67	0
GO-CLEAN	17250	0.03	9.86	82.78	0	3.48	3.88
GO-GLAM	10820	0.02	11.46	69.32	0	18.85	0.37

Distribution of Status of Order:

% Total Orders out of which:

80.12% completed, 16.70% cancelled, 3.16% No driver found, 0.02 % other reasons and 0.01 % failed / timeout orders

	Status of Order	# of Orders	# of Orders %
1	Completed	41709050	80.12
0	Cancelled	8690110	16.69
3	No Driver Found	1643480	3.16
4	Other	8380	0.02
2	Failed/Timeout	4330	0.01

Further deep dive into the status of order across all the services:

Top services with high number of orders: GO-RIDE, GO-FOOD, GO-SEND, GO-SHOP and GO-MART and GO-BOX

Service	# of Orders	Total CBV	# of Orders %	CBV %
GO-RIDE	37164950	806848597100	71.40	67.46
GO-FOOD	8698770	145743172939	16.71	12.18
GO-SEND	3646690	133639592086	7.01	11.17
GO-SHOP	2035620	51526604402	3.91	4.31
GO-MART	279820	3911947858	0.54	0.33
GO-BOX	96750	40386596654	0.19	3.38
GO-MASSAGE	52500	9276102927	0.10	0.78
GO-TIX	33130	229828345	0.06	0.02
GO-KILAT	19050	363772773	0.04	0.03
GO-CLEAN	17250	2579787301	0.03	0.22
GO-GLAM	10820	1592323005	0.02	0.13

Distribution of Status of Order across services (Number of Orders):

Status of Order Service	Cancelled	Completed	Failed/Timeout	No Driver Found	Other	Total
GO-TIX	69.03	17.90	13.07	0.00	0.00	100.0
GO-SHOP	32.26	66.40	0.00	1.33	0.01	100.0
GO-BOX	30.53	65.90	0.00	3.57	0.00	100.0
GO-MART	30.41	69.45	0.00	0.14	0.00	100.0
GO-FOOD	23.20	76.33	0.00	0.45	0.02	100.0
GO-RIDE	14.50	81.56	0.00	3.92	0.01	100.0
GO-MASSAGE	13.64	79.89	0.00	5.71	0.76	100.0
GO-SEND	13.07	83.95	0.00	2.98	0.01	100.0
GO-GLAM	11.46	69.32	0.00	18.85	0.37	100.0
GO-CLEAN	9.86	82.78	0.00	3.48	3.88	100.0
GO-KILAT	5.30	88.03	0.00	6.67	0.00	100.0

Maximum order cancellations for services: GO-TIX, GO-SHOP, GO-BOX, GO-MART and GO-FOOD while GO-GLAM has status ~19% no driver found