Part 1 - SQL Syntax (20 points)

Please check your email for the Rappi SQL Test invitation.

Part 2 - Experiment and metrics design (30 points)

The UX team is planning to launch a new section in Rappi app where the users will have the possibility to choose coupons and discounts that they can redeem and use in their purchases. In the past, coupons and discounts were communicated through traditional channels (sms, email, push) and sent directly to each user. With this new feature, the users will have the possibility to have more interaction and build their own shopping experience.

This project represents an important change on the communication between Rappi and its users. For this reason, your objective is to propose appropriate KPIs to measure the performance of the new feature and allow the UX team to make the best decision.

1. Propose and define the primary success metric of the redesigned app. What are 2-3 additional tracking metrics that will be important to monitor (in addition to the success metric defined above)?

2. Outline a testing plan to evaluate if the redesigned app performs better (according to the metrics you outlined). How would you balance the need to deliver quick results, with statistical rigor, and while still monitoring for risks?

3. Explain how you would translate the results from the testing plan into a decision on whether to launch the new design or roll it back.

Part 3 - Data analysis (50 points)

Rappi's Operations team is interested in predicting which orders are more likely to be cancelled since they are not attractive enough for couriers. To solve this problem, we have provided a sample of orders created in September 2017.

Your objective is to use this dataset to help Rappi understand what factors influence whether an order is going to be taken by a courier, and offer recommendations to take actions based on your insights to improve Rappi's operation.

Below you can find a detailed description of the dataset. Please include any code you wrote for the analysis and delete the dataset when you have finished with the challenge. In addition, please make any assumptions you may need explicit or explain any issues you may encounter.

1. Perform any cleaning, exploratory analysis, and/or visualizations to use the provided data for this analysis (a few sentences/plots describing your approach will suffice). How many

orders were not taken by any courier? What weekday has the higher percentage of non-taken orders? (2 points)

2. Build an analytical model to help Rappi determine whether or not an order is going to be taken by a courier. Discuss why you chose your approach, what alternatives you considered, and any concerns you may have. How valid is your model? Include any key indicators of model performance. (2 points)

3. Briefly discuss how Rappi can take advantage of the insights gained from the model to increase the number orders taken by our couriers. (1 point)

Codebook

Column name	**Description**
order_id	Order ID
store_id	Store ID of the order
to_user_distance	Distance (km) between store and user location
to_user_elevation	Difference in meters between the store and user altitude (m.a.s.l.)
total_earning	Courier earning by delivering the order
created_at	Timestamp of order creation
taken	Takes the value of 1 if the order was taken by a courier, 0 otherwise.