1) What would you choose as the key measure of success of this experiment in

encouraging driver partners to serve both cities, and why would you choose this metric?

One way to track the measure of success of the experiment would be to track the smartphones usage of the app. By doing this you can see where the drivers are spending their time between the two cities. You can also track how many drivers are using the toll reimbursement. By doing this you can see which drivers are taking advantage of the reimbursement and driving to the other city.

2) Describe a practical experiment you would design to compare the effectiveness of the

proposed change in relation to the key measure of success. Please provide details on:

1. how you will implement the experiment

Sample a minimum of 100 drivers and calculate of time spent in the cities on the weekends with the toll reimbursement in play.

b) what statistical test(s) you will conduct to verify the significance of the

Test the ratio of time between the cities to see if there is any difference in the amount of time spent in the cities compared to the desired outcome.

c) how you would interpret the results and provide recommendations to the city

operations team along with any caveats

I would interpret the results based on the time spent in the cities and use increased fares if there is any significant amount of time drivers spend in one city over the other.