# How DoorDash Can Improve Their Business

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4TH APRIL 2025

Concentrated order amounts highlight the need for targeted marketing

- Most regions have **only 1-2 restaurant partners**, except for Orange County (3 restaurants) and Dallas (4 restaurants)

- Invest in **retention-focused marketing** for top-performing regions to sustain high engagement, while using **reach-based advertising** in smaller markets to attract new customers and drive expansion

- Show prospective restaurant partners how joining DoorDash can drive additional revenue and customers **using real data from their region**
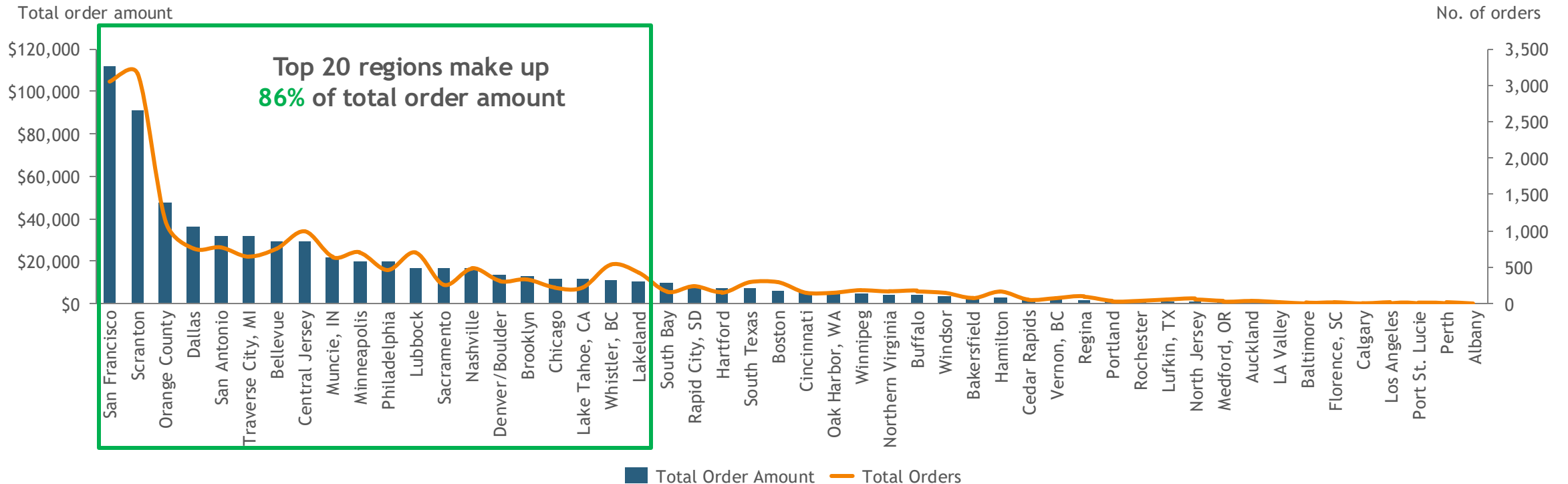
Total order amount

No. of orders

**Top 20 regions make up
86% of total order amount**

Legend: ■ Total Order Amount ── Total Orders

Note: Only orders that were successfully delivered (19,381 out of 20,000) are included in this analysis. An order is considered successfully delivered if it had an assigned Dasher and the Order_Total was not blank or $0 (i.e., Order_Total, Discount_Amount, and Refunded_Amount together do not equal $0).

1

Monthly value of a customer helps prioritize acquisition and retention efforts that maximize lifetime customer value

Restaurant	Total Order Amount	Total No. of Orders	Total No. of Cust	Avg Order Amt per Order	Avg No. of Orders per Cust	Monthly Value of a Cust
1838748	$8,877	103	83	$86	1.2	$107
367	$10,690	161	121	$66	1.3	$88
1837054	$17,219	249	202	$69	1.2	$85
23983224	$11,604	178	142	$65	1.3	$82
1428863	$17,697	315	225	$56	1.4	$79
24575094	$12,266	218	164	$56	1.3	$75
27830670	$2,271	32	31	$71	1	$73
24285832	$3,801	67	53	$57	1.3	$72
307989	$1,997	40	28	$50	1.4	$71
179164	$12,298	214	178	$57	1.2	$69

- These are the top 10 restaurants with 30+ orders and the highest **Monthly Value of a Cust** (*Avg Order Amt per Order * Avg No. of Orders per Cust*), presenting the **best ROI potential** for DoorDash and restaurant partners

- Monthly Value of a Cust also helps estimate how much DoorDash **can spend to profitably acquire or retain** a customer per restaurant
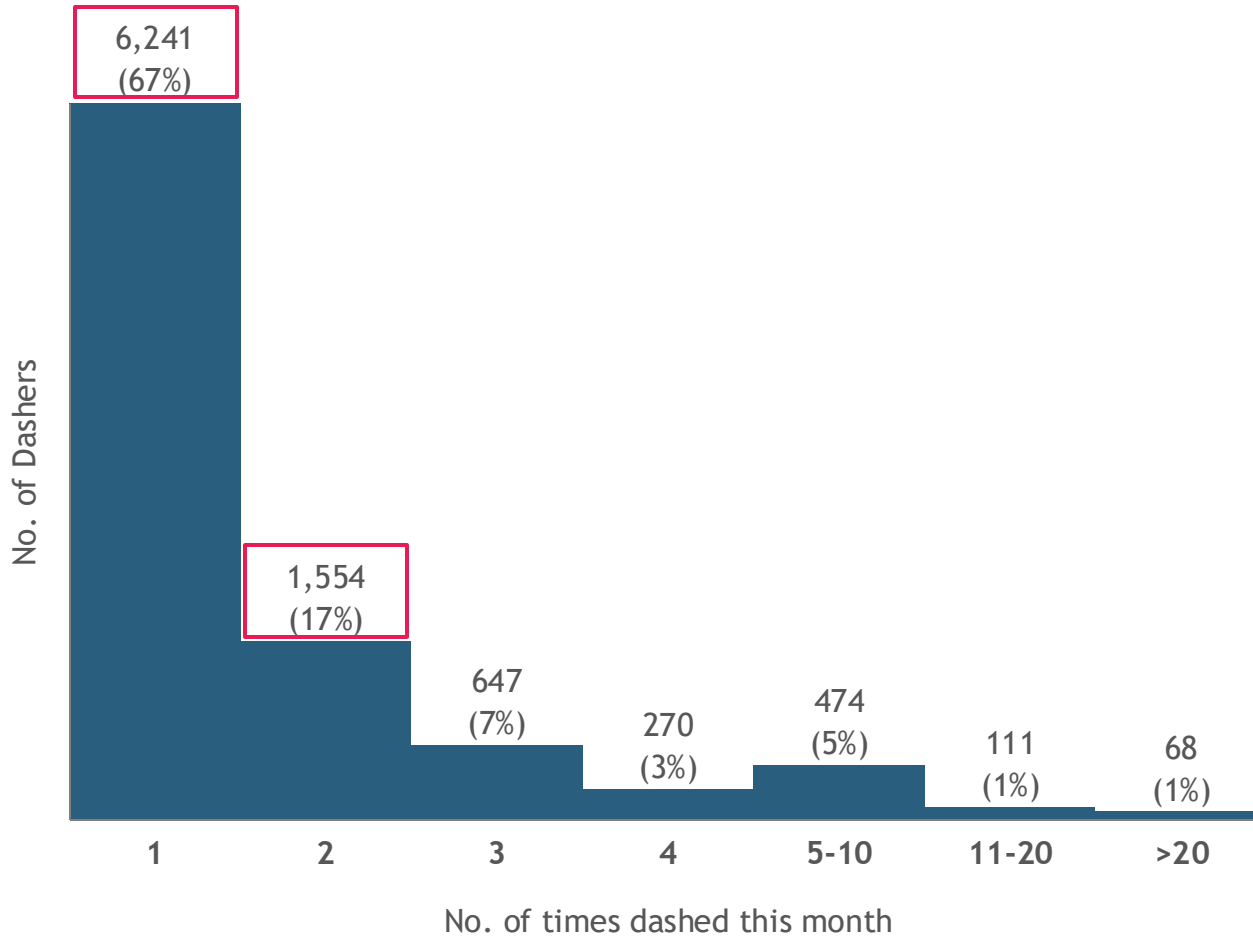
- Create **"Top Picks in Your Area" bundles** featuring items from these restaurants, encouraging trial through curated, high-value deals

- Lapsed customers can be **re-engaged using limited-time offers** such as free delivery, loyalty discounts, or BOGO deals to revive engagement

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2

Improving Dasher retention can close fulfillment gaps and boost revenue

No. of Dashers

- 6,241 (67%)
- 1,554 (17%)
- 647 (7%)
- 270 (3%)
- 474 (5%)
- 111 (1%)
- 68 (1%)

| 1 | 2 | 3 | 4 | 5-10 | 11-20 | >20 |

No. of times dashed this month

- **84% of Dashers** completed only 1–2 deliveries this month, indicating low engagement
- This inactivity likely causes unassigned orders and **revenue loss**

- Avg order value is **$36** across all restaurants
- **265 unfulfilled orders** due to no Dasher assignment, totaling **$9,540** in lost order value
- **Top 3 restaurants** where Dashers were not assigned lost a cumulative **$4,464** order value

Restaurant	No. of Orders Lost	Total Order Amount Lost
690495	64	$2,304
25024264	32	$1,152
26106782	28	$1,008

Convert one-time Dashers into active Dashers through:

- Show **"missed earnings" alerts** like "You missed $75 in your area last week"
- Incentivize **3-5 weekly deliveries** with bonuses or Dash slot access

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Tipping is stable, but scheduled delivery is a high-impact growth lever

Is there a pattern to tipping?

11%

Avg tip as % of order amount
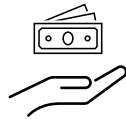
- Tipping rates are **consistent across regions** averaging 11%, except for a very few outliers

- **No significant tipping variance** by restaurant, order-type, or Dasher activity

- Prioritize boosting **order size or delivery experience**, rather than tipping behavior

How are scheduled deliveries different from instant orders?

$6

Higher avg order amount for scheduled vs ASAP deliveries

- **Only 2%** of orders in September were scheduled deliveries

- The scheduled option is **buried in the app's UI**, not prominently displayed or easy to discover

- Promotional banners or UI nudges earlier in the journey to **raise visibility and increase adoption**

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