

Deliverando Graz

State of the business

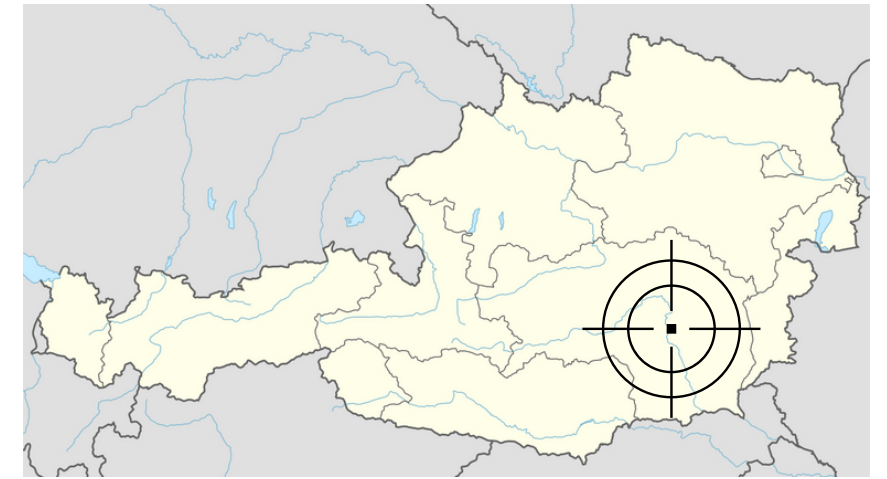
4 August 2023
Spiced Academy, Berlin

Presented by
Radek Kříček



Graz:

Well established and stable market



Active restaurants

+ 2.4 %

June	211
July	216

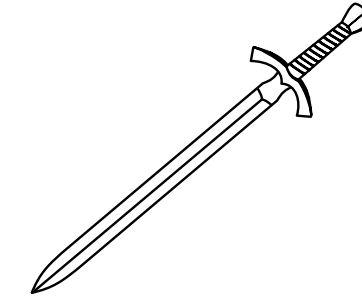
Commissionable orders

+ 4.0 %

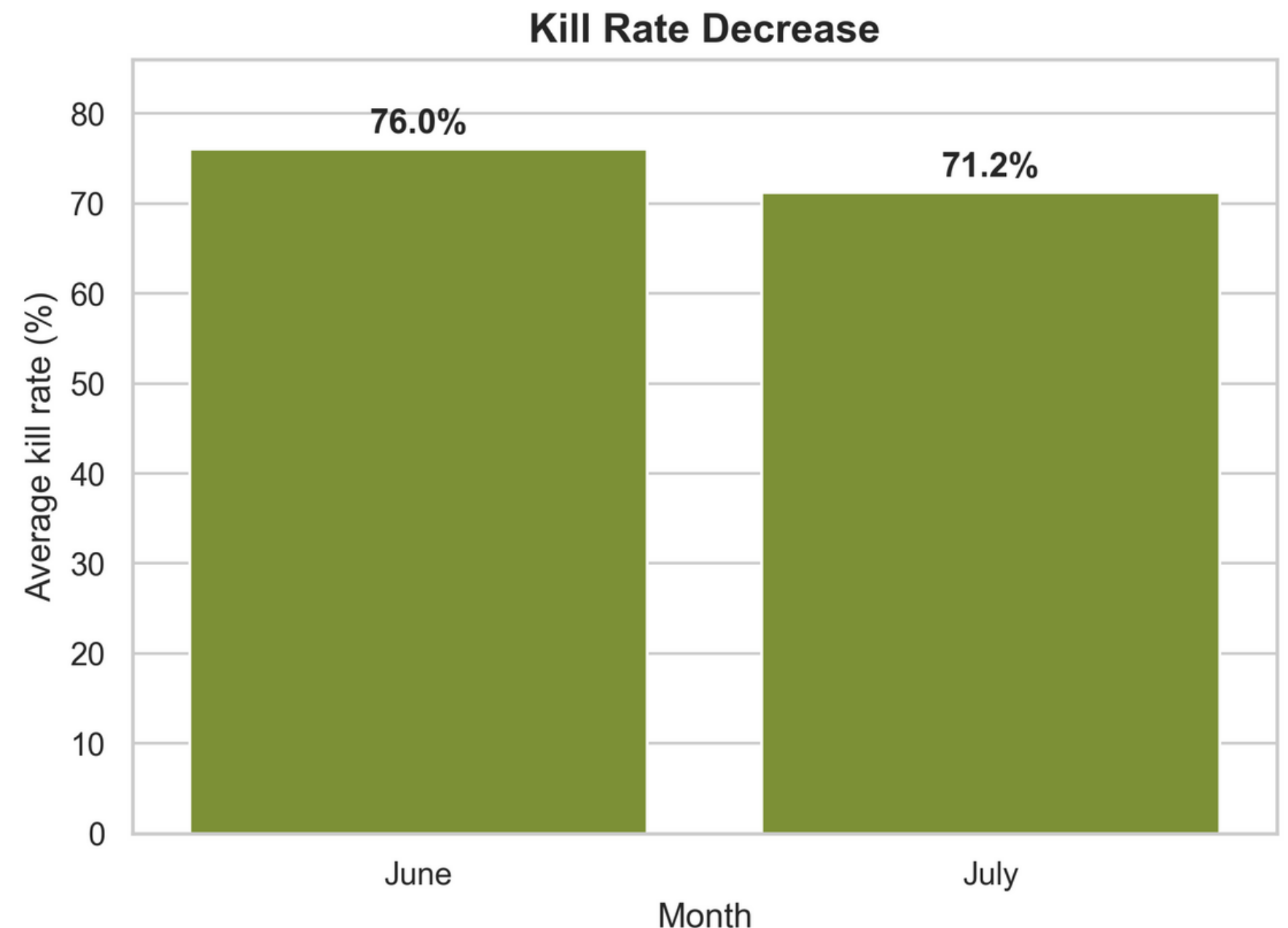
June	53,478
July	55,617

Improving KPIs

Decreasing Kill Rate



- 6.2 %



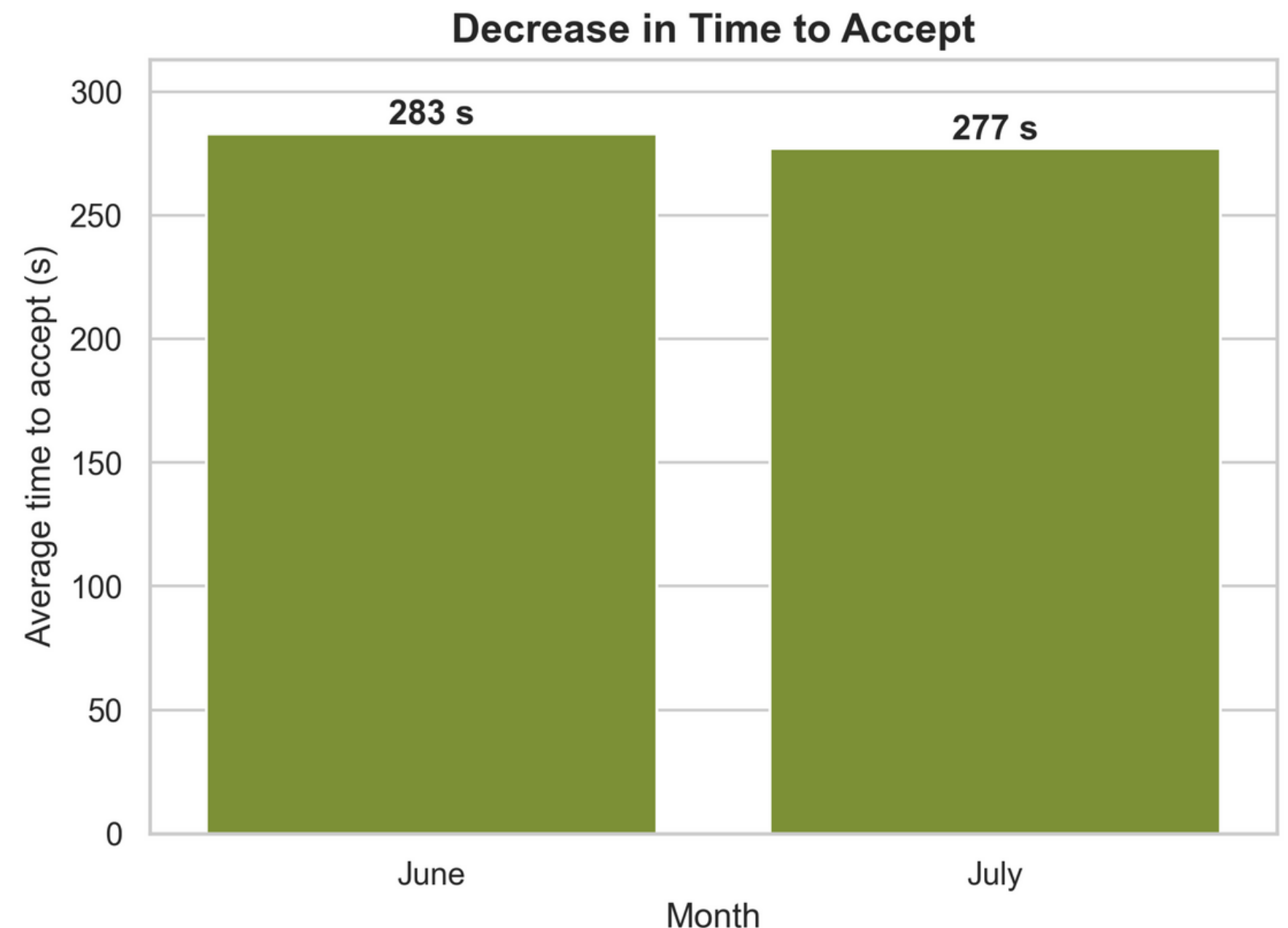
Improving KPIs

Decreasing Time to Accept

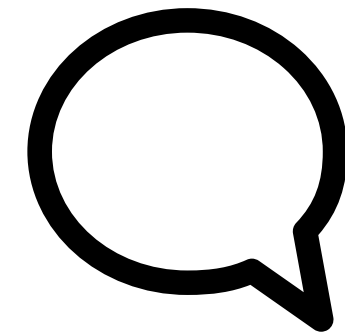


- 1.9 %

(18 min 54 s)

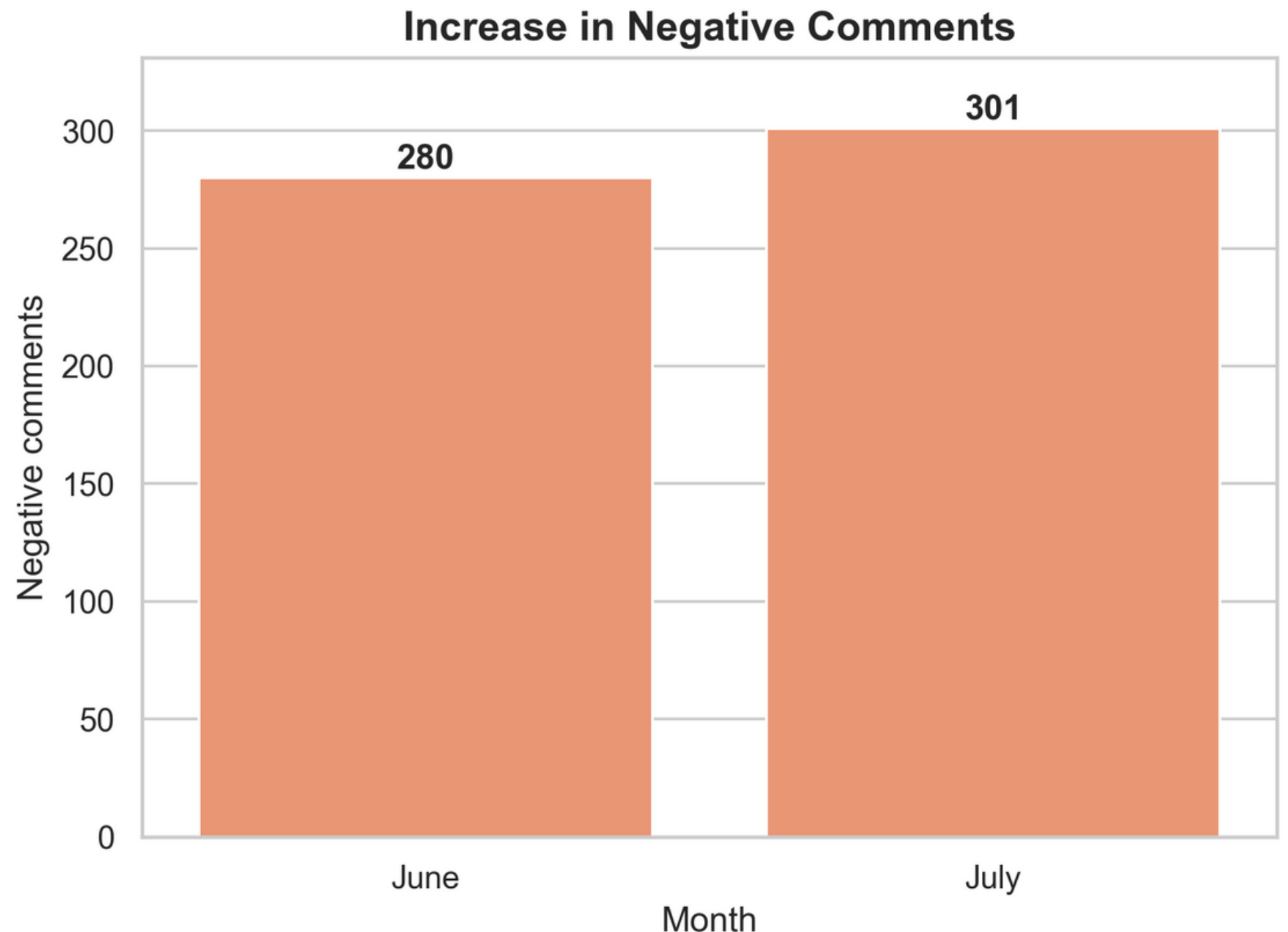


Problematic KPI



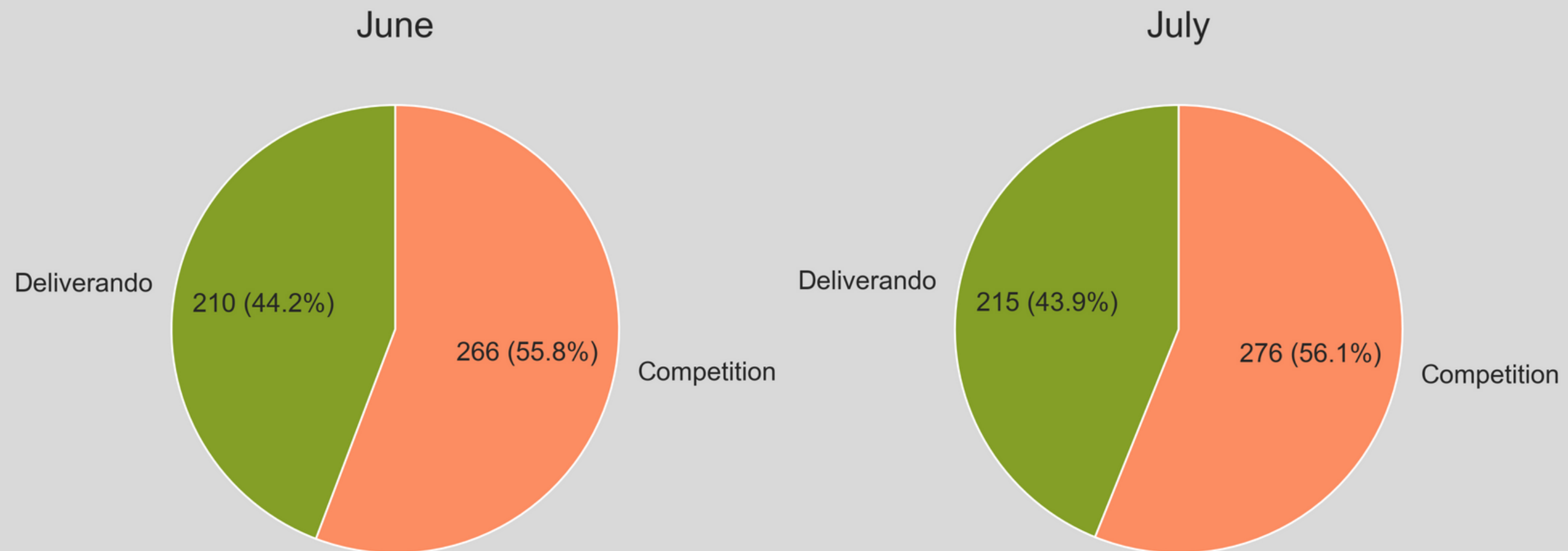
Negative Comments

+ 7.5 %



Deliverando vs Competition

Competition grows faster ($p = 0.05$)



Deliverando vs Competition

TOP10 restaurants of the competition

	Restaurant	Competition orders	Deliverando orders
1	Chin Chin Asia Specials	5381	1580
2	Don Camillo	4799	92
3	China Restaurant Imperium	4036	1047
4	dean & david	3597	1519
5	Momo's Restaurant	3149	---
6	McDonald's®	2873	11738
7	Hai Asia	2812	---
8	Akakiko	2627	886
9	Dolce Vita Graz	2506	---
10	Don Daniele	2440	553

What We Can Do



Work with new restaurants.

117 restaurants only worked with competition.

Aim at TOP10 from the competition.

Dive into negative comments

What are the topics? Which restaurants?

Further analysis:

- **Changes due to new restaurants?**
- **Explore trends for individual restaurants.**



Questions?

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