



Deliverando Graz

State of the Business

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Presented by
Radek Kříček



Deliverando is a (fake) German company, currently expanding into new regions in Austria.

In this short talk, I will briefly describe the current state of the business, some challenges and proposed next steps.



Agenda

- Overall situation.
- KPIs: improving, worsening.
- Competitor analysis.
- What we can do.

Graz:

Well established and stable market



Active restaurants

+ 2.4 %

June	212
July	217

Commissionable orders

+ 4.0 %

June	53,478
July	55,617

We have data for the last two months.

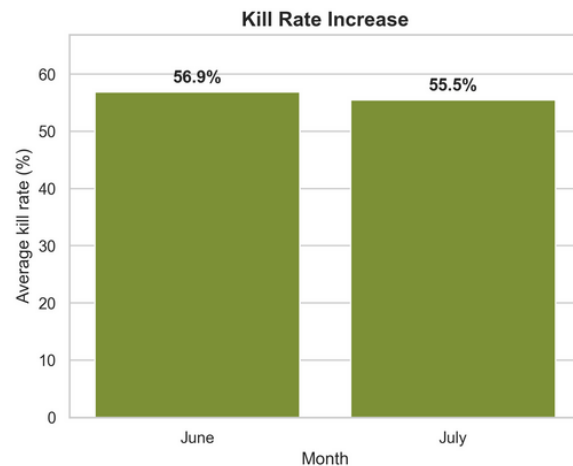
Both the number of active restaurants and orders through our platform rose between the months.

Improving KPIs

Decreasing Kill Rate



- 2.4 %



Let us have a look at improving KPIs.

First of them is the kill rate, meaning the percentage of new customers not returning to the platform second time.

The kill rate decreased by 2.4 %.

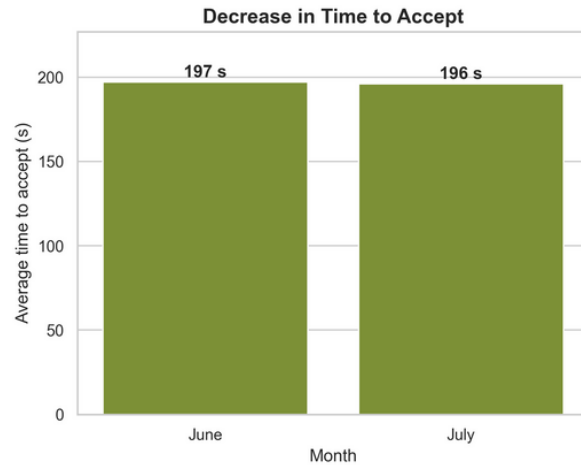
Improving KPIs

Decreasing Time to Accept



- 0.9 %

= 3.8 days in total (!)



Time to accept an order decreased of about 1 %.

Even this seemingly tiny change meant that we saved almost 4 days of waiting to all our customers in total!

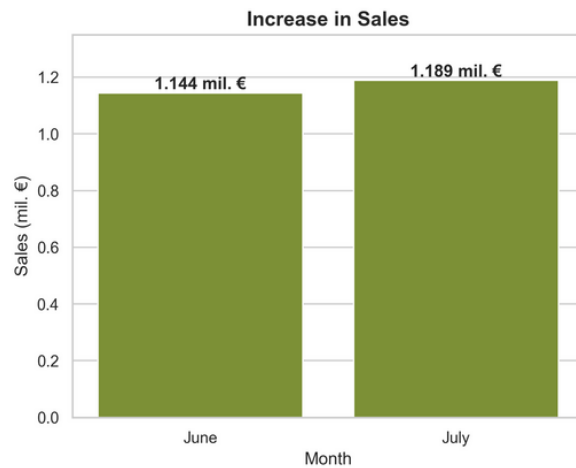
Improving KPIs

Increasing Sales



+ 4.0 %

= € 45,000



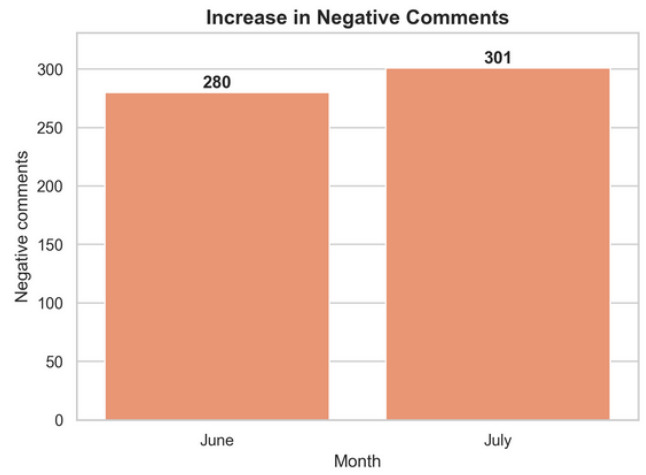
The sales rose by 4 %, increasing by €45.000 in absolute terms.

Problematic KPI

Negative Comments



+ 7.5 %



We also face some challenges.

A spike in negative comments (+ 7.5 %) was detected.

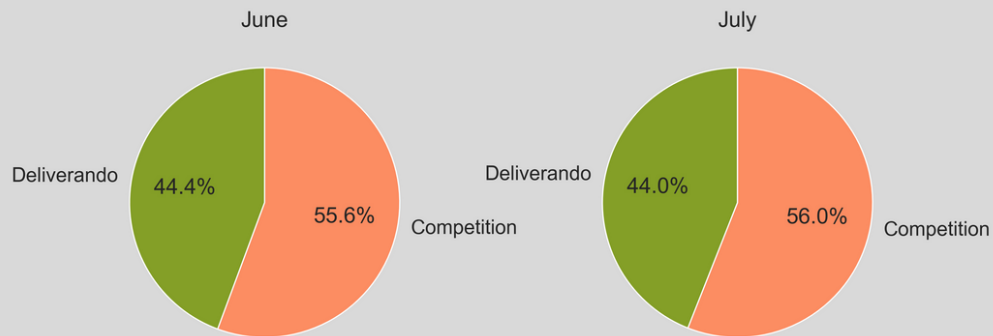
This should be one of the topics for further analysis.

Can the increase in the number of active restaurants partially explain this phenomenon?

Or are there some restaurants with very bad ratings in July, making the number grow?

Deliverando vs Competition

Competition grows faster ($p = 0.005$) - no. of restaurants



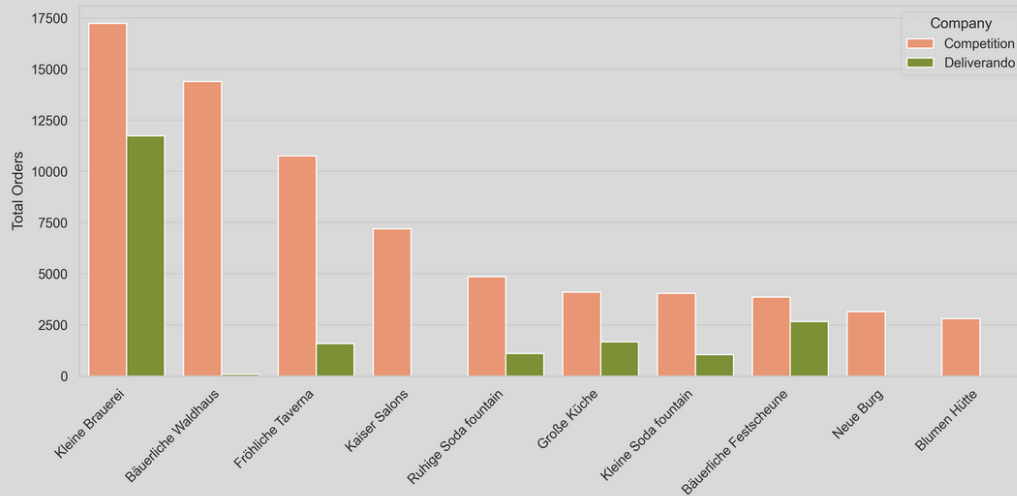
The competition managed to slightly increase their market share on our expense.

However small, this change is statistically significant due to large amount of data.

The measure should be followed in the future to determine whether we are observing a long-term trend.

Deliverando vs Competition

TOP10 restaurants of the competition



The TOP10 restaurants of competition by orders and the number of orders on Deliverando.

This plot shows potential room for improvement, focusing on big chains such as Kleine Brauerei or restaurants we have not cooperated with yet.

Note: Restaurant names were anonymized before publishing the project at the portfolio.

What We Can Do



Work with new restaurants.

118 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.**

Proposals for stakeholders.

Questions?

rkricek@deliverando.de

Thank you for going through the story!