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# **Creating a Brand-New C-Level Dashboard for Delivery Hero Brands and Updating Conversion Rates According to Right Definitions**

*Delivery Hero Tech Hub*

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# Outline of the Presentation

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# Project Description

- A brand-new and updated dashboard for whole Delivery Hero employees
- A perfect report for C-levels to check the progress of company in a daily basis
- Saving time and effort
- Having flexibility on content and the query
- Even more beneficial to newcomers to Delivery Hero to get to know the data and brands easily

# Motivation

Designing a more efficient and less time-consuming dashboard

Reducing data consistency and outdated data

Ownership of the dashboard

# Project Objective

- Calculating more accurate micro-conversion rates of Yemeksepeti by looking at each page conversion to use in the C-Level global company dashboard/report
- By using several methods to calculate the micro-conversion rates we would have a better understanding of the data and the future financial and innovative outcomes

# What is our goal: Happy Path

The happy path is the default user journey that a customer would experience if they proceeded to convert without any deviation during the process.



# My Responsibilities:

## Calculating mCVR

*Micro-conversion rates* are indicators of how users move in the flow.

Our flow in products is as follows:

*Home > List > Menu > Checkout > Transaction*

**MCVR 1:** *Home > List*

**MCVR 2 :** *List > Menu*

**MCVR 3 :** *Menu > Checkout*

**MCVR 4:** *Checkout > Transaction*

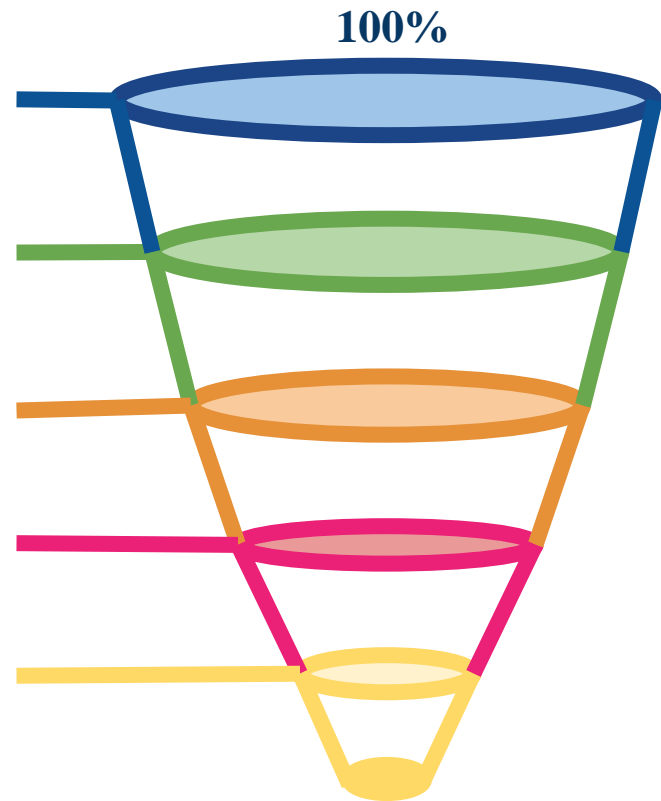
Sessions with  
HomePage

Sessions with  
ShopList Page

Sessions with  
Menu Page

Sessions with  
Checkout Page

Sessions with  
Transaction



*E-commerce conversion funnel*

# How do calculate the mCVR's: Dataset, Tools and Methods

## Datasets we used:

- We used two different dataset including web and add data, we have merged and filtered them to get what we needed.

## Google Tools:

- Analytics
- Tag Manager
- BigQuery
- Data Studio

## Events we used:

- Home: home\_screen.loaded
- List: shop\_list.loaded
- Menu: shop\_details.loaded
- Checkout: checkout.loaded
- Transaction: transaction

**Methods? → 2 different approaches**



Google Analytics



Google Tag Manager



Google BigQuery



Data Studio



# Why do we use 2 different calculation approaches:

## Importance of the sequence of the events

### - First example: (events are in the order as “happy path”)

*Home > X-Event > List > Z-Event > Menu > Checkout > L-Page > Transaction*

Here the *mCVR3* will be formulated and calculated as follows:

**Approach 1 : mCVR3 (%)** = (# of 'Menu and # of Checkout', session) / (# of Menu, session) = 1 = 100%

**Approach 2 : mCVR3 (%)** = (# of 'Menu and # of Checkout' [where shop\_details.loaded happens before checkout.loaded], session) / (# of Menu, session) = 1 = 100%

### - Second Example: (events aren't in the order as “happy path”)

*Checkout > Home > X-Event > Menu > Z-Event > List > L-Page > Transaction*

Here the *mCVR3* will be formulated and calculated as follows:

**Approach 1 : mCVR3 (%)** = (# of 'Menu and # of Checkout' , session) / (# of Menu, session) = 1 = 100%

**Approach 2 : mCVR3 (%)** = (# of 'Menu and # of Checkout' [where shop\_details.loaded happens before checkout.loaded], session) / (# of Menu, session) = 0 = 0%

# Expected Outcome and Deliverables

- Huge update in the brand-new C-Level global dashboard
- More accurate rates about Delivery Hero's brands that shows conversions
- More efficient calculations when looking at different breakdowns such as countries
- Professional looking layouts in the dashboard using Data Studio

## How these calculations help us: Advantages & Results

- Better understanding of user journey on happy path steps

- Targeted vertical-based campaigns

- Focused and more effective A/B tests analyses

- More awareness about sequence of the user journey

**Q/A**

**Thank you for your listening.**

**Any questions?**