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

Delivery Hero Tech Hub Turkey / Yemeksepeti Park, Esentepe Mah. Dede Korkut Sok. No: 28/1, 34394 Şişli – Istanbul

June,27 – September, 27, 2022

Rana İşlek / Computer Science and Engineering

PROJECT OBJECTIVE & EXPECTATIONS

1. Calculating more accurate micro-conversion rates of Yemeksepeti by looking at each page conversion to use in the C-Level global company dashboard/report

2. 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

OUTCOMES

1. Huge update in the brand-new C-Level global dashboard

2. More accurate rates about Delivery Hero's brands that shows conversions

3. More efficient calculations when looking at different breakdowns such as countries

4. Professional looking layouts in the dashboard using Data Studio