Reese Koppel DoorDash Widget Delivery Program Analysis

Executive Summary

This analysis presents recommendations for implementing DoorDash's widget delivery program in Dashattan and Doorlanta. The analysis combines SQL-based data analysis with visual representations to provide comprehensive insights into:

1. Dasher Selection Strategy

2. Satchel Distribution Plan

3. Success Measurement Framework

Key findings indicate distinct operational requirements for each market, necessitating market-specific approaches to implementation.

SQL Analysis

Market Performance Analysis:

```sql
SELECT
    market_name,
    ROUND(AVG(delivery_rating), 2) as avg_rating,
    COUNT(*) as total_deliveries
FROM delivery_data
GROUP BY market_name;
```

Vehicle Performance Analysis

```sql
SELECT
    vehicle,
    COUNT(*) as total_deliveries,
    ROUND(AVG(confirm_to_deliver_duration), 2) as avg_delivery_duration,
    ROUND(AVG(composite_star_rating), 2) as avg_star_rating
FROM delivery_data
GROUP BY vehicle;
```

Top Performing Dashers

```sql
SELECT
    dasher,
    COUNT(*) as total_deliveries,
    ROUND(AVG(delivery_rating), 2) as avg_rating,
```

```sql
    ROUND(AVG(composite_star_rating), 2) as avg_star_rating,

    SUM(num_five_stars) as total_five_stars

FROM delivery_data

GROUP BY dasher

HAVING COUNT(*) > 10

ORDER BY avg_rating DESC

LIMIT 10;
```
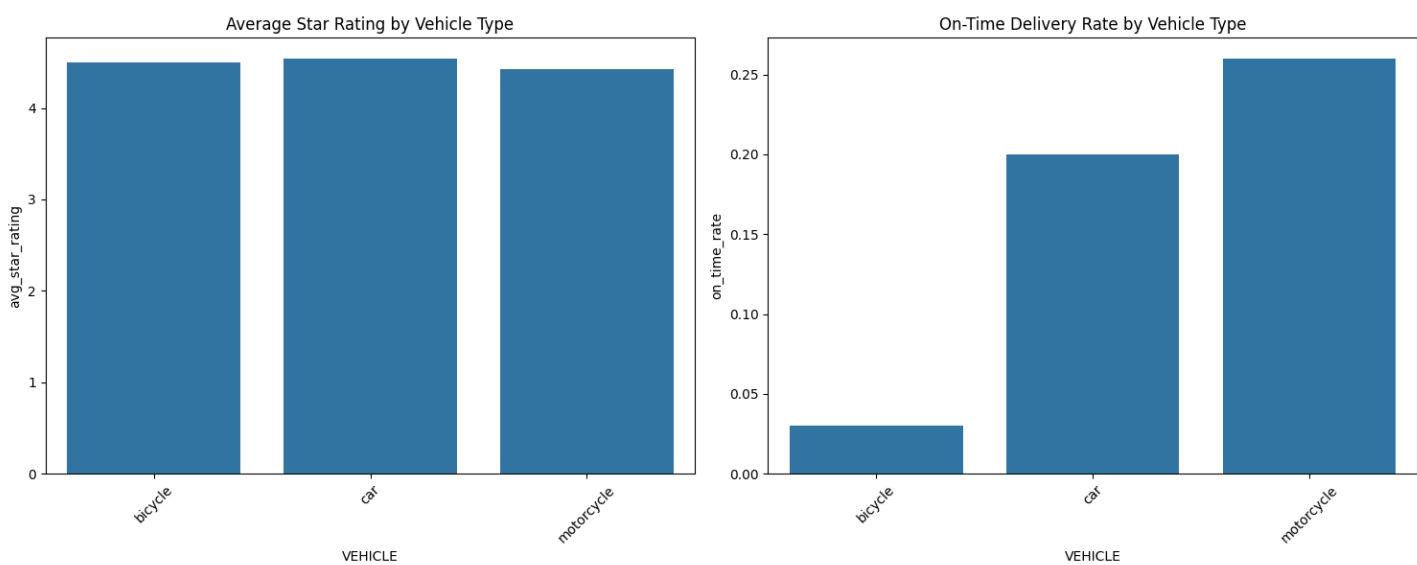
Market Analysis Visualizations

Visual representation of the SQL analysis results showing delivery durations and performance metrics across markets:
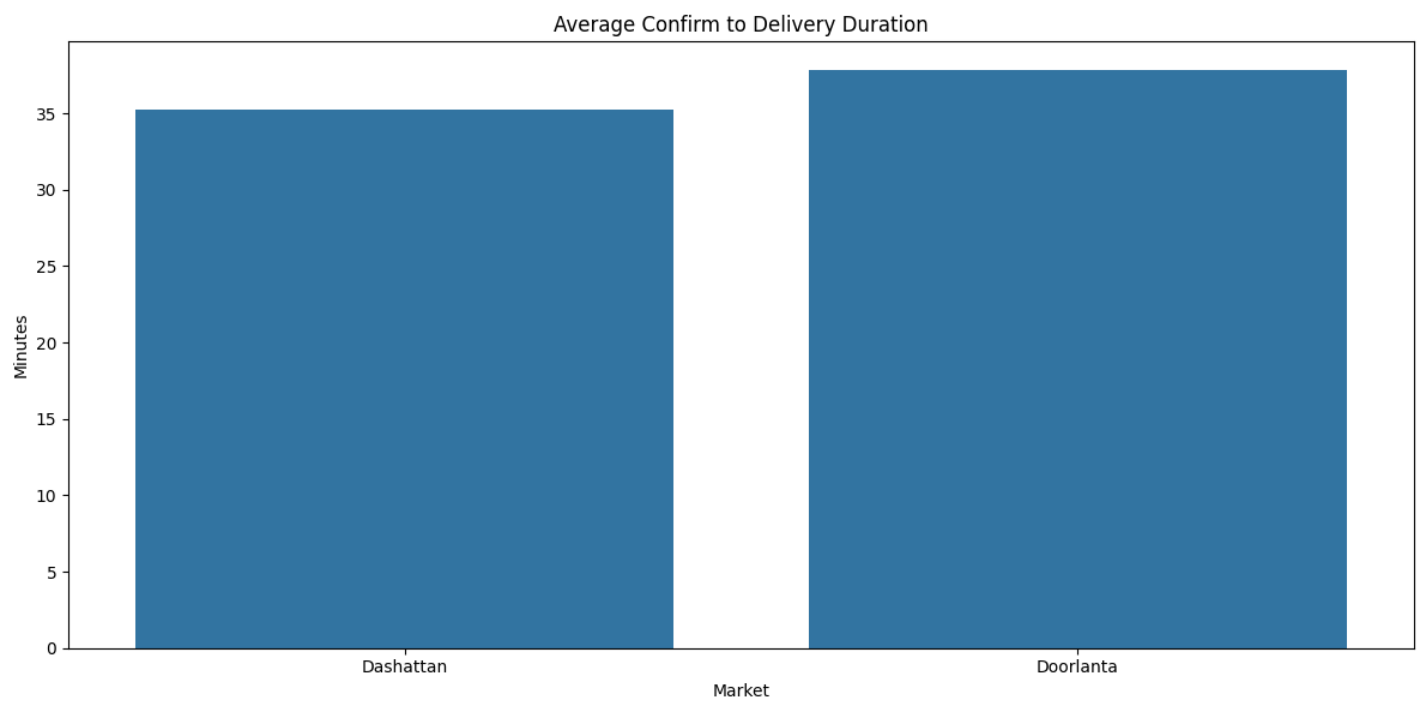
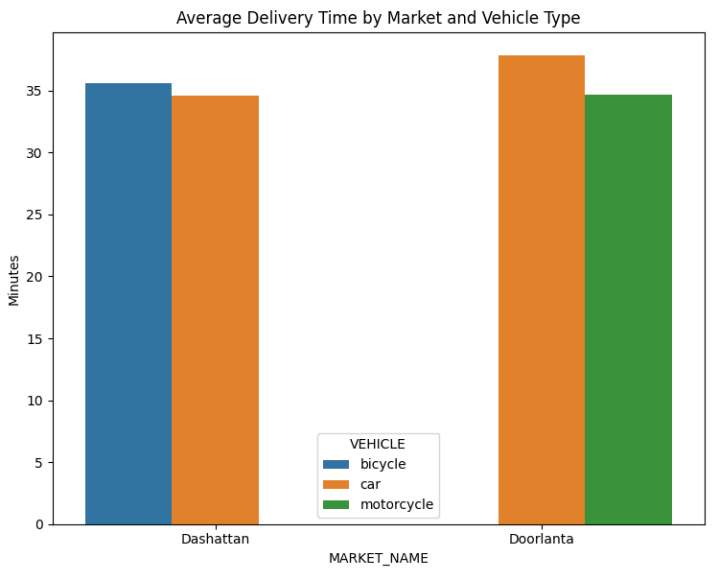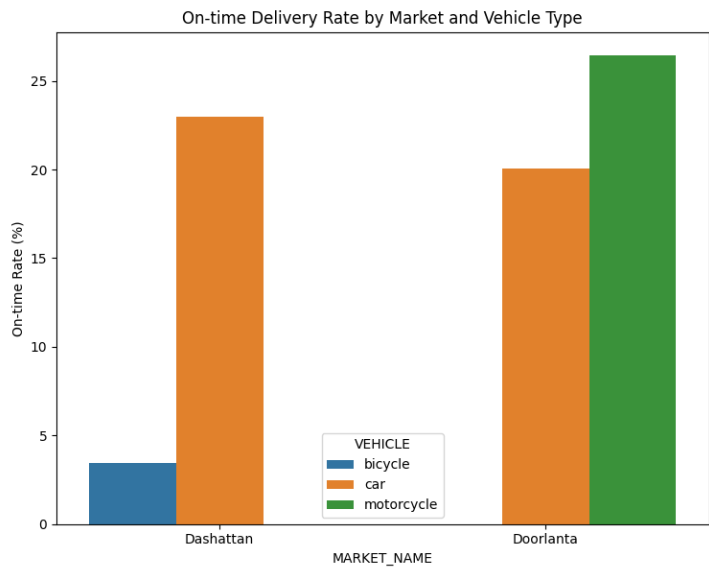Vehicle performance across markets:
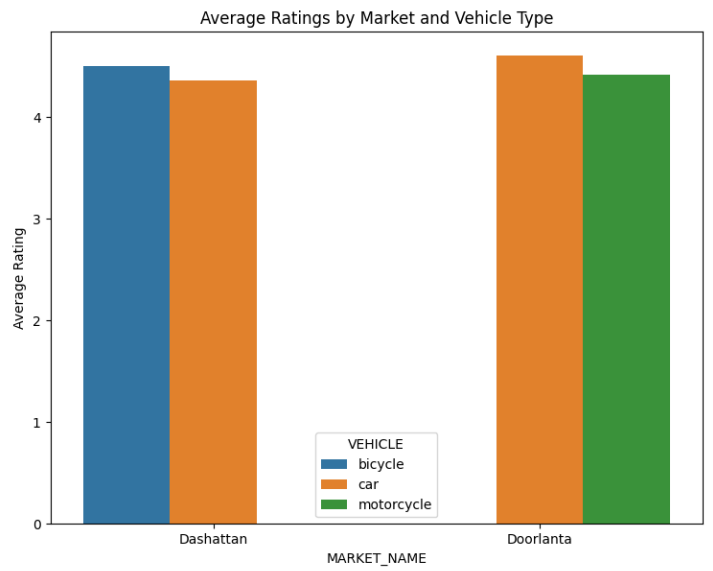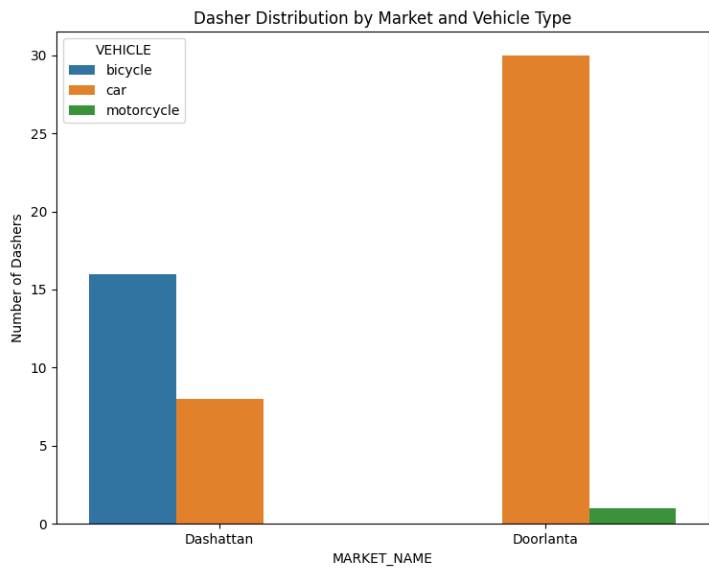
Dasher Selection Strategy

Analysis of current Dasher performance reveals:

Dashattan (Dense Urban):

- 7 qualified Dashers identified

- Mix of bicycle (4) and car (3) Dashers

- Focus on agility and traffic navigation

Doorlanta (Suburban):

- 11 qualified Dashers identified

- All qualified Dashers use cars

- Focus on efficient long-distance delivery

Dasher Distribution by Market and Vehicle Type

Average Ratings by Market and Vehicle Type

On-time Delivery Rate by Market and Vehicle Type

Average Delivery Time by Market and Vehicle Type

Success Metrics Analysis

Key performance indicators across markets and vehicle types:
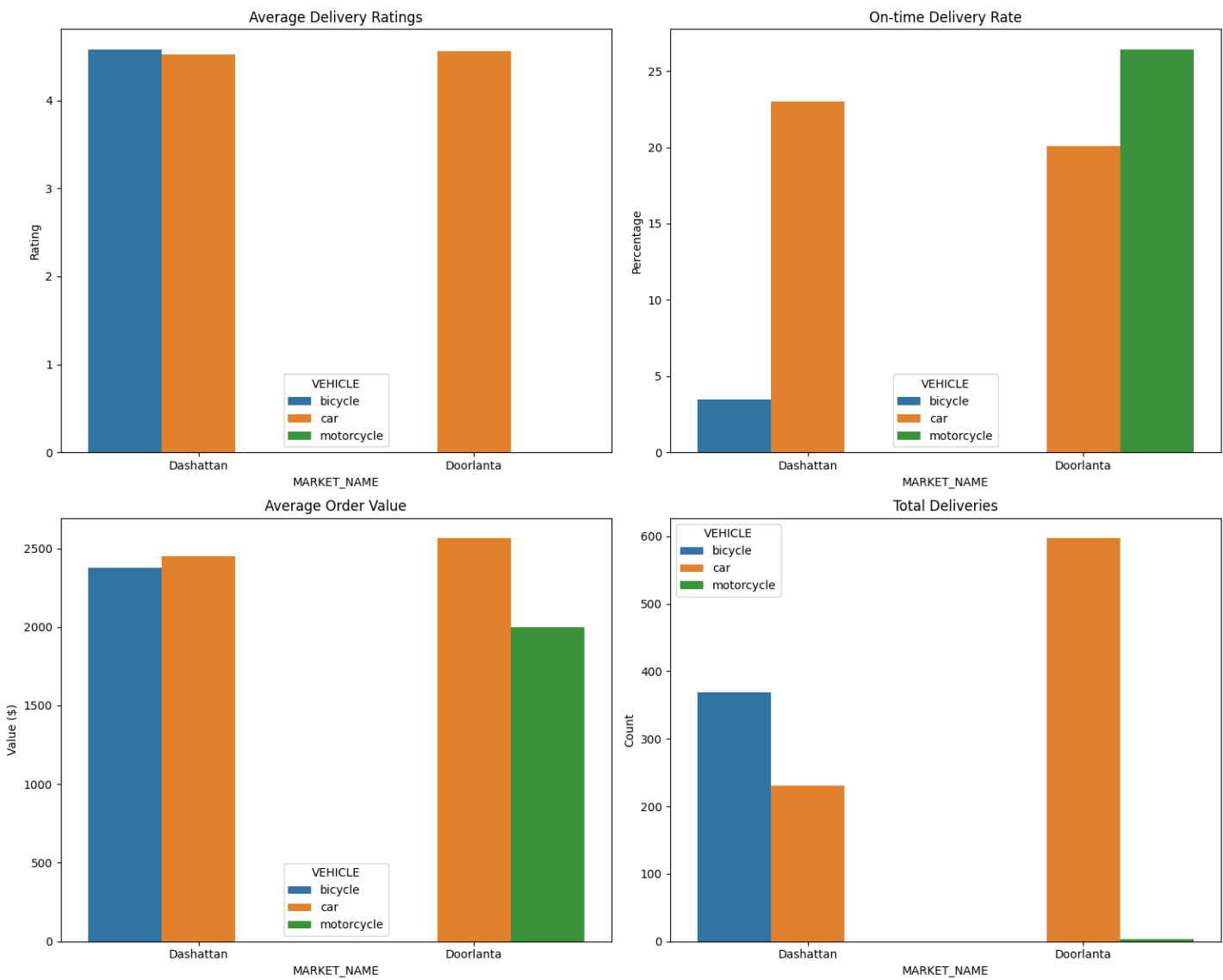
Recommendations

1. Dasher Selection:

   - Implement market-specific selection criteria

   - Focus on vehicle type optimization

   - Establish performance monitoring systems

2. Satchel Distribution:

   - Create centralized hubs in Dashattan

   - Implement home delivery in Doorlanta

   - Regular maintenance schedules

3. Success Metrics:

   - Monitor delivery quality metrics

   - Track profitability indicators

   - Measure customer satisfaction