

# 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-Based Analysis

## 1. Market Performance Analysis

Query to analyze delivery performance metrics across markets:

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

## 2. Vehicle Performance Analysis

Analysis of delivery metrics by vehicle type:

```
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;
```

## 3. Top Performing Dashers Analysis

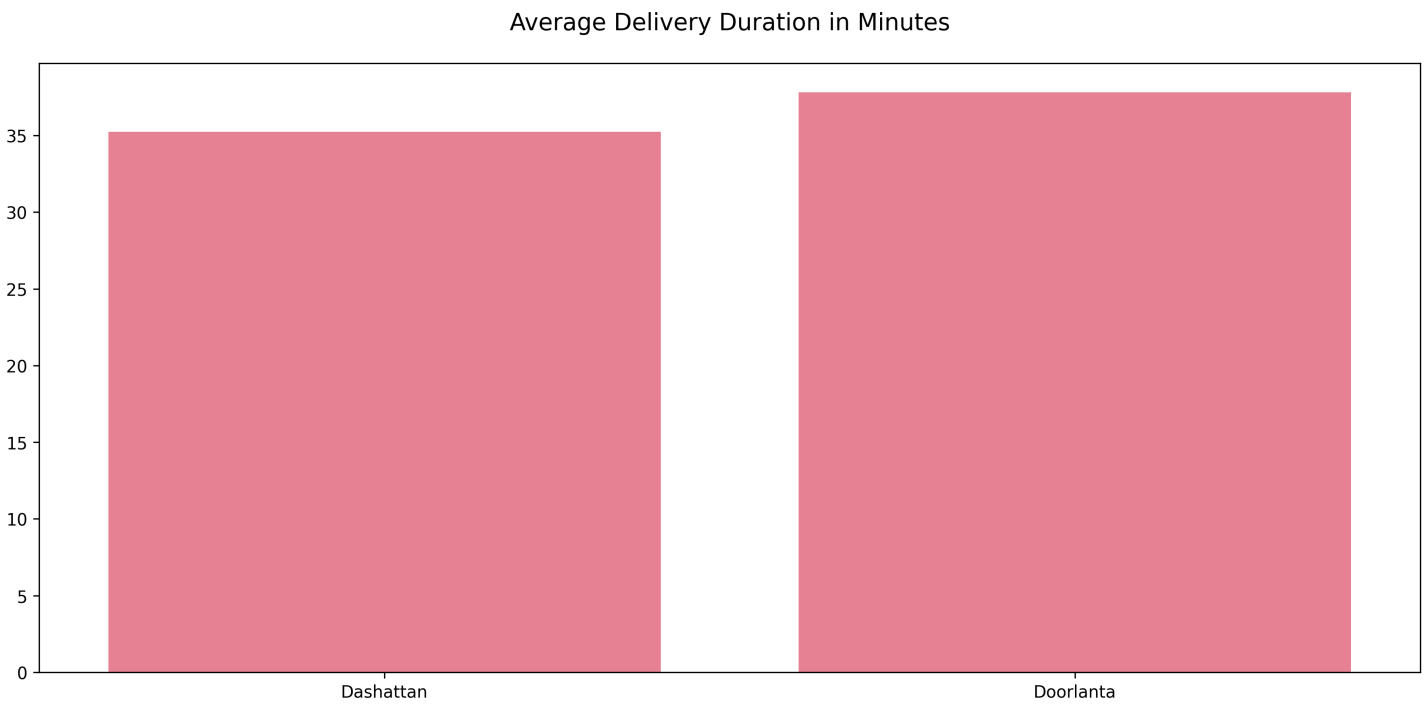
Identification of highest-performing Dashers based on multiple metrics:

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

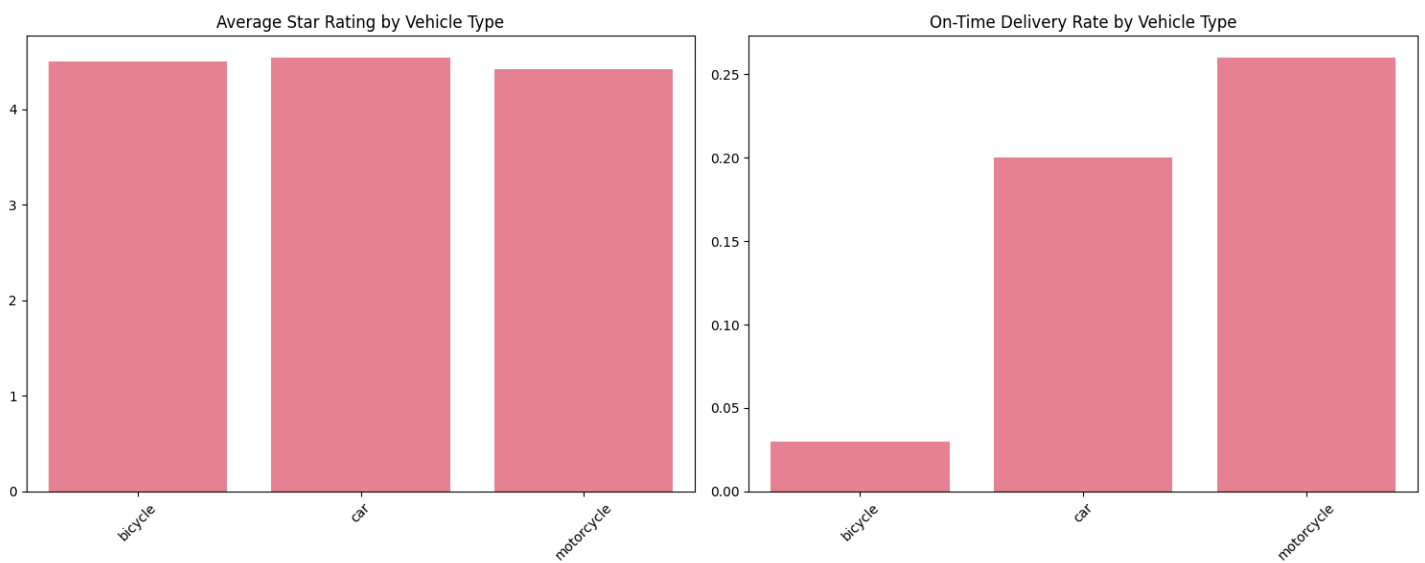
```
SUM(num_five_stars) as total_five_stars  
FROM delivery_data  
GROUP BY dasher  
HAVING COUNT(*) > 10  
ORDER BY avg_rating DESC  
LIMIT 10;
```

# Market Analysis Visualizations

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



Vehicle performance, market-agnostic:



# Dasher Selection Strategy

Analysis of current Dasher performance reveals:

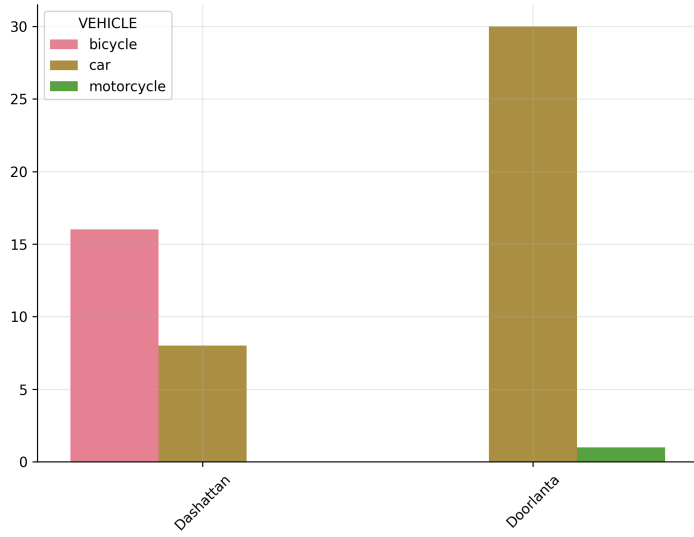
Dashattan (Dense Urban):

- 7 qualified Dashers identified
- Mix of bicycle (4) and car (3) Dashers
- Focus on agility and traffic navigation

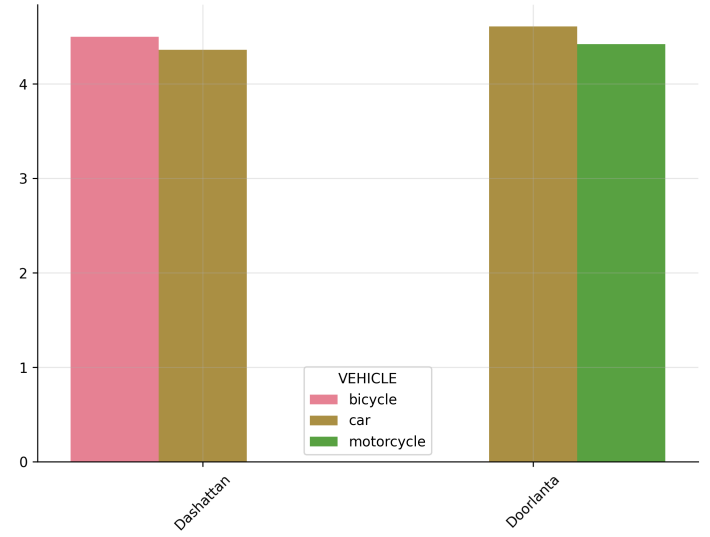
Doorlanta (Suburban):

- 11 qualified Dashers identified
- All qualified Dashers use cars
- Focus on efficient long-distance delivery

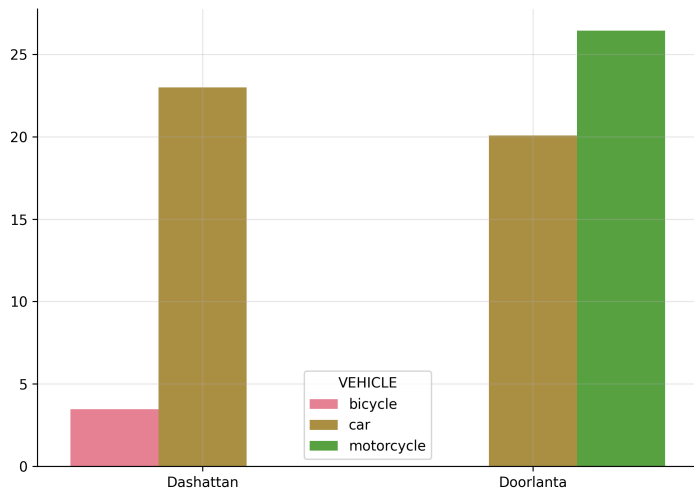
Dasher Distribution



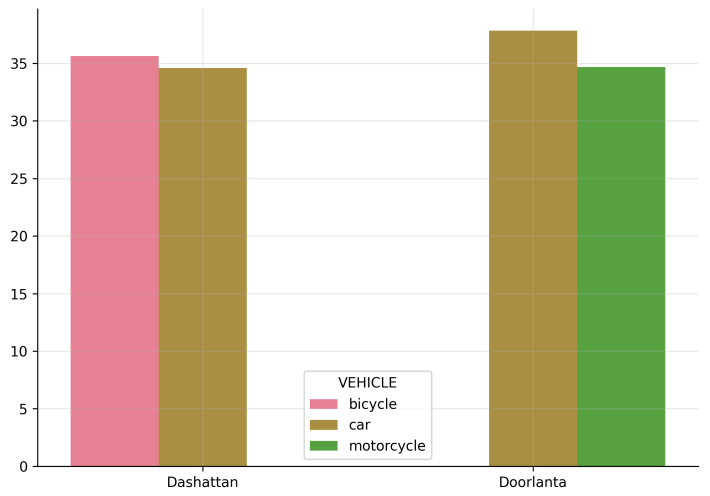
Average Ratings



On-time Delivery Rate (%)

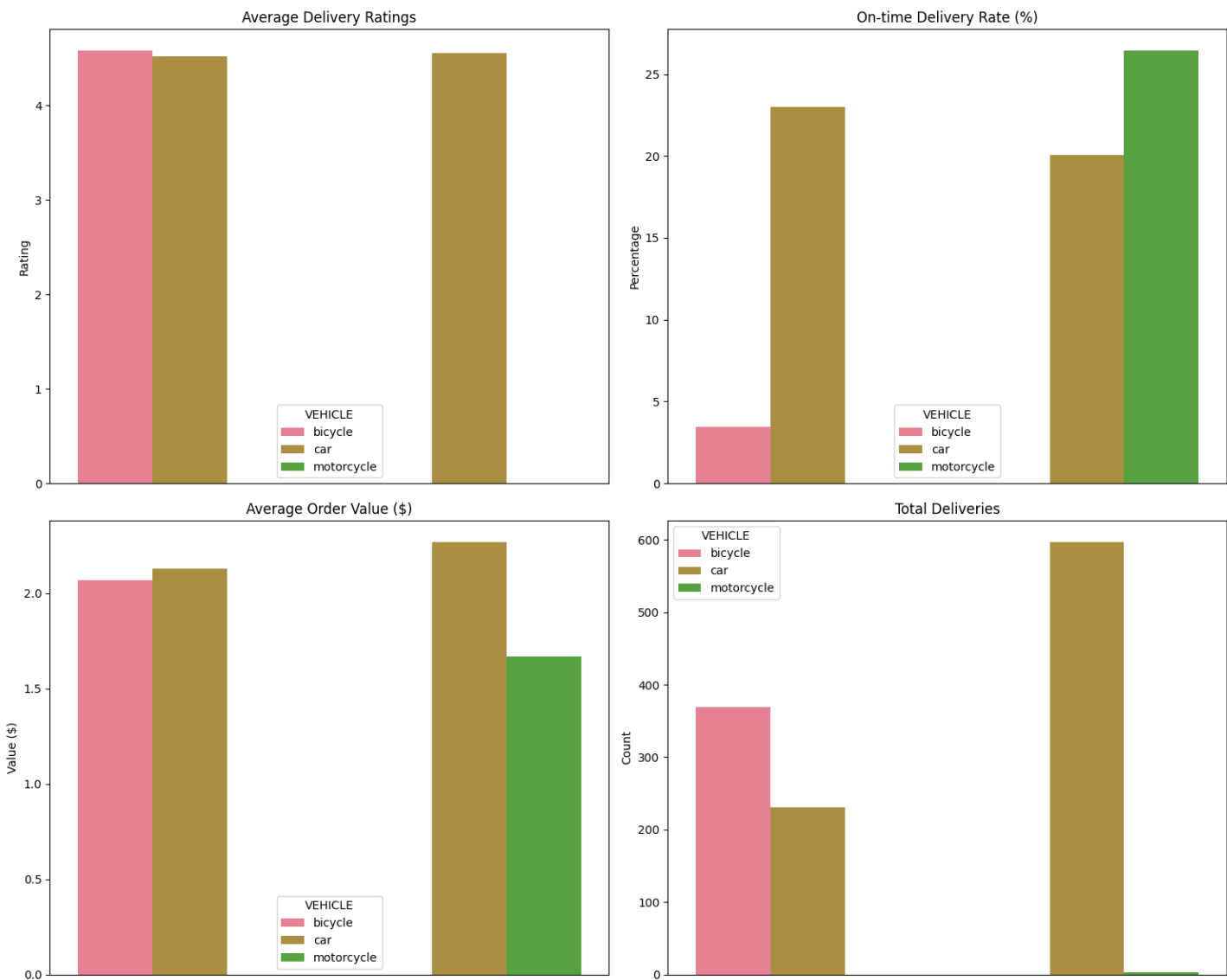


Average Minutes per Delivery



# 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