

## Part I: Data Analysis

The key aspect of ride-hailing is upfront pricing, which works the following way. First, it predicts the price for a ride based on predicted distance and time. This price is what you see on the screen of the phone before ordering a ride. Second, if the metered price based on actual distance and time differs a lot from the predicted one, the upfront price switches to the metered price. 'A lot' means by more than 20%. For example, suppose you want to make a ride that upfront price predicts to cost 5 euros. If the metered price is between 4 and 6 euros - the rider pays 5 euros, otherwise the metered price.

We would like to improve the upfront pricing precision. Kindly analyze the data and identify top opportunities for that. Could you name the top one opportunity?

Assume that both business and technical people will check the results. Please provide us with a PDF file (2 pages maximum). Please also submit a Jupyter notebook as a result. We expect you to spend less than 8 hours on the task.

Sample data - [test.csv](#)

Variables in the file:

- order\_id\_new, order\_try\_id\_new - id of an order
- calc\_created- time when the order was created
- metered\_price, distance, duration- actual price, distance and duration of a ride
- upfront\_price- promised to the rider price, based on predicted duration (predicted\_duration) and distance (predicted\_distance)
- distance - ride distance
- duration - ride duration
- gps\_confidence- indicator for good GPS connection (1 - good one, 0 - bad one)
- entered\_by- who entered the address
- b\_state- state of a ride (finished implies that the ride was actually done)
- dest\_change\_number- number of destination changes by a rider and a driver. It includes the original input of the destination by a rider. That is why the minimum value of it is 1
- predicted distance - predicted duration of a ride based on the pickup and dropoff points entered by the rider requesting a car

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- prediction\_price\_type- internal variable for the type of prediction:
  - upfront, prediction - prediction happened before the ride
  - upfront\_destination\_changed - prediction happened after rider changed destination during the ride
- change\_reason\_pricing - indicates whose action triggered a change in the price prediction. If it is empty, it means that either nobody changed the destination or that the change has not affected the predicted price
- ticket\_id\_new - id for customer support ticket
- device\_token, device\_token\_new - id for a device\_token (empty for all the fields)
- rider\_app\_version - app version of rider phone
- driver\_app\_version- app version of driver phone
- driver\_device\_uid\_new - id for UID of a phone device
- device\_name- the name of the phone
- eu\_indicator- whether a ride happens in EU
- overpaid\_ride\_ticket- indicator for a rider complaining about the overpaid ride
- fraud\_score- fraud score of a rider. The higher it is the more likely the rider will cheat.

## Part II: Business Research

Please create an assessment for food delivery (courier delivery of food from restaurants) launch in a city of your choice. The output should be a spreadsheet including the following:

1. A top-down estimation of market size
2. Unit economics with profitability per order