

My suggestions based on my excel analysis

We can do this quickly

1. **Encourage Off-Peak Deliveries with Discounts:** Offering afternoon discounts is relatively simple and can be implemented quickly possibly by adjusting pricing and promoting the offer in the app.
2. **Optimize Delivery Routes for Peak Times:** Using existing route optimization tools to refine evening and night routes is a fast adjustment that could improve efficiency right away. (no data available from excel but my suggestion. We can suggest as only right turn what fedex does for their riders)
3. **Enhance Order Tracking and Communication:** Providing proactive delay notifications and real-time tracking, if already partially in place it can be enhanced quickly to improve customer experience
4. **Personalized Upselling at Checkout:** Adding suggested items or upsell options to the checkout process can be implemented quickly if Drizly already has a recommendation engine in place.
5. **Focused Marketing for High GMV Segments:** Targeted marketing campaigns for high GMV customers can be launched relatively quickly, leveraging existing customer data and marketing tools.

This will take 3 months for application

1. **Increase Staffing During Peak Hours and peak days (excel analysis):** Adding staff or adjusting shifts can be implemented in the medium term, requiring some workforce planning but achievable without major changes.
2. **Reward Customers with a Loyalty Program:** Developing a simple points or rewards system for high-GMV customers may take moderate time, depending on integration needs with the existing system.
3. **Prioritize High-Value Orders for Premium Delivery (excel analysis):** Implementing premium delivery for high-GMV orders may require some operational adjustments but is possible within a medium timeframe.

This will take 10 months

1. **Regular Performance Monitoring System:** Setting up automated tracking and reporting for delivery performance across times, days, and regions may require data infrastructure enhancements, making it a longer-term project.

2. Offer **Express Delivery for High-GMV Orders**: If express delivery involves substantial logistical or routing changes, it may take longer to implement. Testing in specific regions first could help reduce the timeline.