

# Take home challenge

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# Objectives

**Goal:** higher driver engagement & reliability EU-wide

1. UX improvement - Price Freeze
2. Supply health - track and lift driver engagement
3. Campaign AB test

**Data snap:** 37 k drivers · 1.8 M rides · 10 k in test

# 1. UX improvement - Price Freeze

## What:

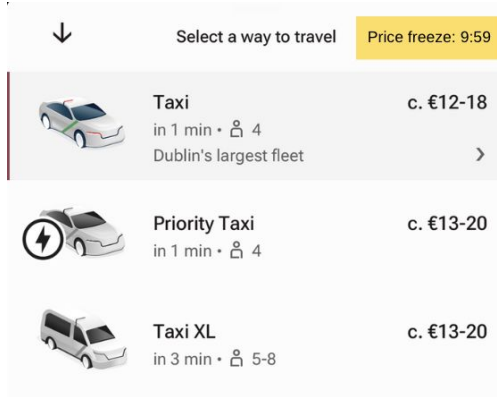
When a passenger taps “**Book a ride**” we lock the quoted fare (e.g. €12.40) for the next **10 minutes** and show a small countdown badge beside the price.

## Why:

Protect the passengers from surprising price changes while browsing and allowing the company to adjust the prices without negative impact on customer experience.

## Benefits

- Eliminates the frustration of watching a quote jump while the passenger is still picking pickup / destination.
- Builds trust and speeds decisions (“I have ten minutes—no surprise, no hidden surge”).
- Similar actions are visible in airline industry.
- Deliveroo price-lock A/B lifted conversion +3 pp (public case study)



## How we know this matters?

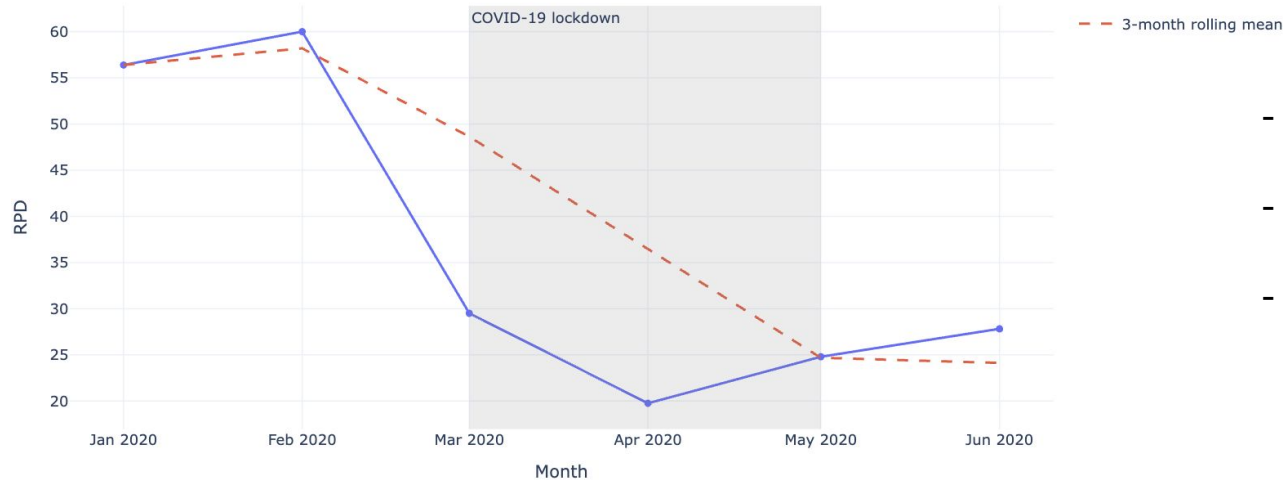
Signal	What we'll look at	Why it's convincing
App-store / Reddit keywords	"price changed", "surge", "misleading fare"	Consistent top-3 complaint in sentiment-scan
Funnel analytics	Ratio of sessions with a fare update → confirm	Fare jumps correlate with a >30 % higher drop-off
Competitive gap	Bolt gives 5-min fare hold in 8 markets	Passengers expect parity

## How we'll prove success (4-week A/B, 50/50 traffic)?

Metric (KPI)	Definition	Baseline
Search-to-Confirm Conversion	% rides that reach "Confirm" after quote shown	46 %
Session Drop-offs with Fare Change	Users who see a price change & abandon	8 %
Average GMV / Session	Total fare booked per app session	€4.60
Guard rails	Cancellation rate, driver acceptance, CSAT	

## 2. Supply health KPI - Rides-per-active-driver

Rides per Active Driver-Day — Last 24 Months

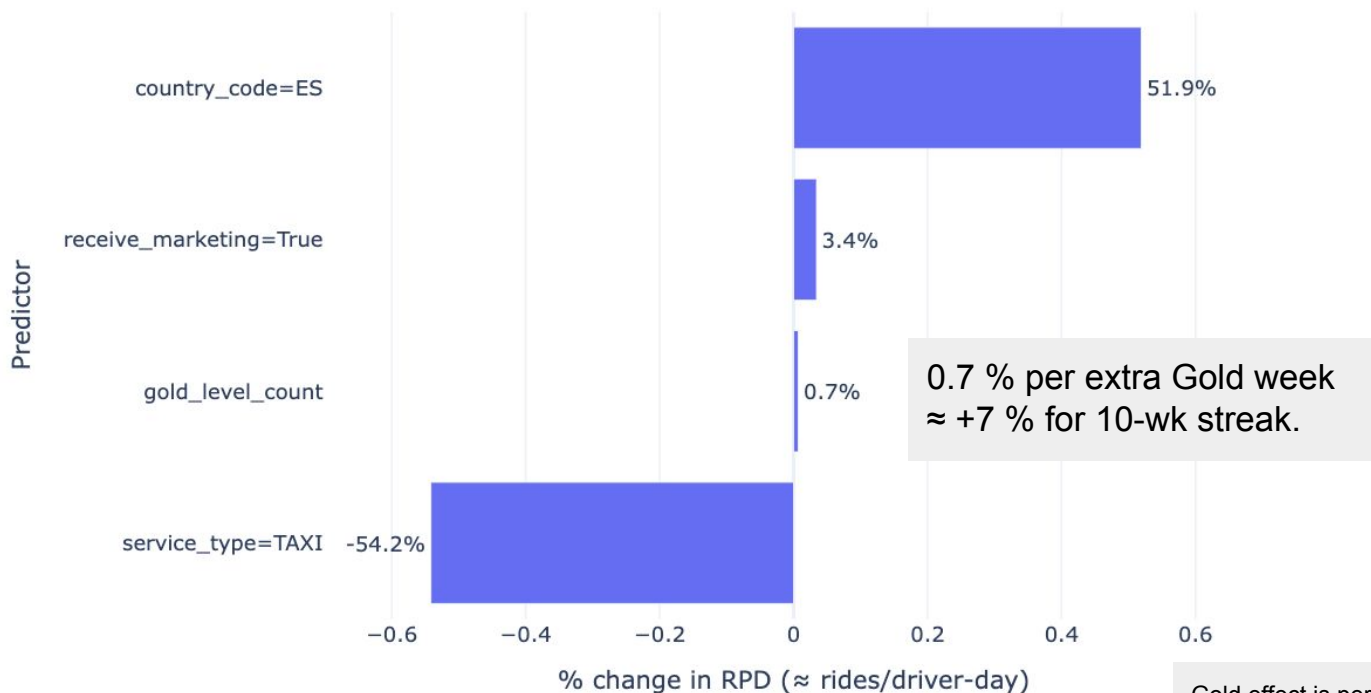


- Normalises fleet size, links to revenue
- 3-mo MA smooths seasonality
- COVID dip -50 % (Mar '20)

$$RPD = \frac{\text{rides}}{\text{active driver days}}$$

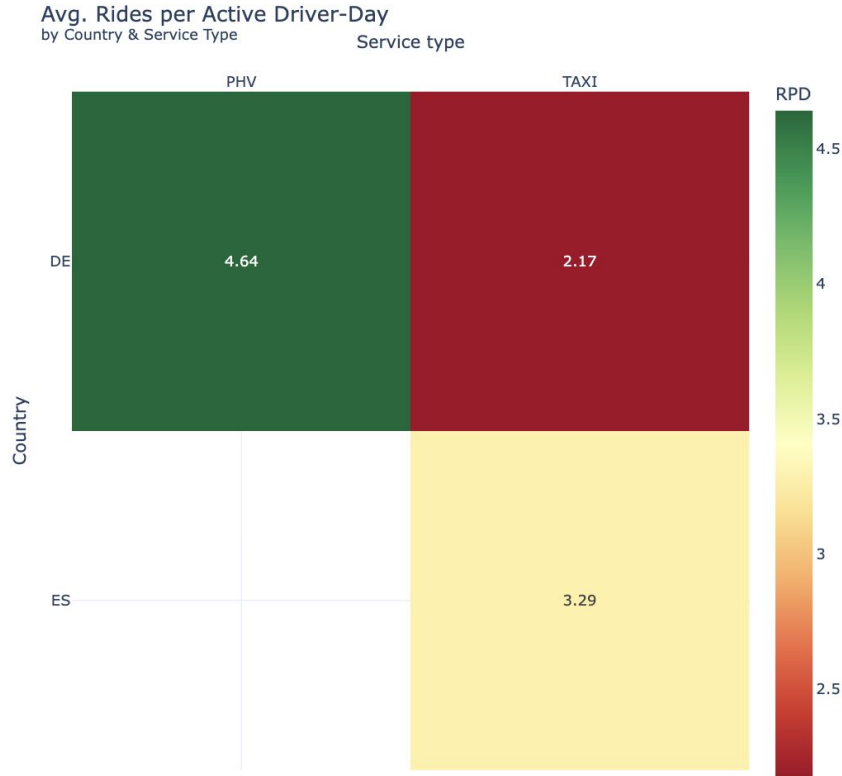
## 2. What drives higher rides-per-active-driver?

Largest model effects on RPD (percent change)



Gold effect is per extra week; Quartile gap ≈ +60 %.

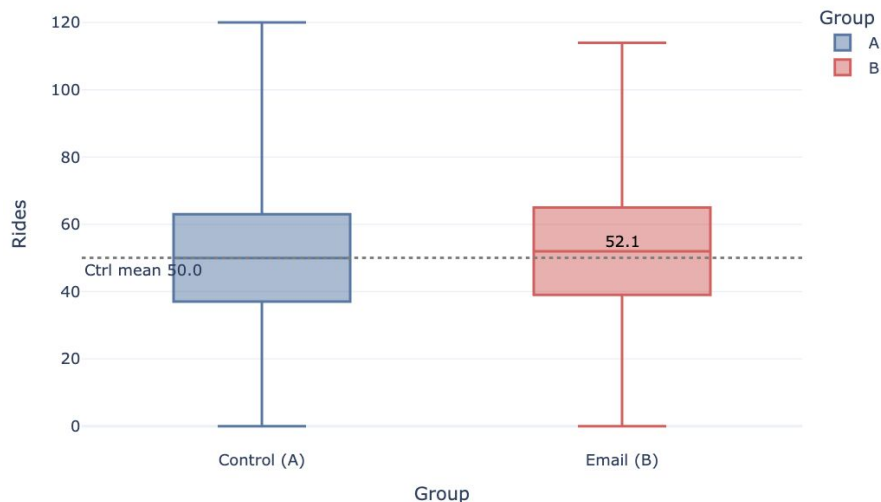
## 2. Segment heat-map



- Germany - PHV top performers (RPD  $\approx$  4.6)
- Germany - Taxi lags (RPD  $\approx$  2.2)
- Spain - Taxi only with moderate results (RPD  $\approx$  3.3)

### 3. Email campaign lift

Rides in the week after email



- Group B got weekly surge email → **+2.1 rides** / driver
- **+4 %** lift (95 % CI +3–5 %)
- Welch ttest:  $p < 0.001$ ,  $n = 5\,000$  each

Numeric attribute balance (means):

**driver\_rating** **gold\_level\_count**

**test\_group**

<b>A</b>	4.89	20.17
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<b>B</b>	4.90	17.36
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Service-type counts:

**test\_group** **A** **B**

**service\_type**

<b>PHV</b>	4	6
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<b>TAXI</b>	417	412
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## 4. Final notes

### Suggestions - not additive

- **Gold-streak gamification** (+0.3-0.6 rides)
- **Marketing re-opt-in toggle** (+0.6 rides)
- **Push hot-spot alerts** (+2 rides)
  - as in app or push notifications

### Risks

- Retention < 12w
- Taxi backlash → monitor earnings spread
- Weekly RPD dashboard monitoring

Weekly KPI trends

