**Capstone Project 1 – Rides Data Analysis**

**Description:**

**RIDE IT** is the multi-service mobility company. Along with ride-hailing services, **RIDE IT** also offers micro-mobility services such as e-scooters, e-bikes, e-Vespas as well as car sharing all under the same app.

**Problem Statement:**

You are an Analyst tasked with helping the Supply Product team to better understand user interaction, metrics and engagement of RIDE IT drivers.

Using the data from **Rideit\_drivers** and **Rideit\_drivers\_activity** files, please answer:

1. What key metric(s) would you propose to monitor over time to measure the success of the team's efforts in improving Drivers’ engagement and why? Clearly define your metric(s) and present calculations showing trends or patterns as you see appropriate.
2. Can you help us identify which factors are associated with better engagement? What segments are doing well and what could be improved? Can you propose any recommendations (business initiatives or product changes) that could address these opportunities?

Summarise your findings, insights and recommendations in response to the questions above in a

presentation containing 6-10 slides. The results are to be presented to the stakeholders.

**Input Data**

A sample of data is provided in two separate .csv files:

1. Rideit\_drivers.csv
2. Rideit\_drivers\_activity.csv
3. **Rideit\_drivers**

● Id\_driver: the driver ID

● Date\_registration: the date when the user was activated in RIDE IT

● Driver\_rating: the average rating of the driver last 100 rides

● Gold\_level\_count: number of times the driver reached gold status meaning they were among the top performers in a specific week

● Receive\_marketing: Takes one of two values, True if the driver accepted to receive marketing and campaign communications and False, if not

● Country\_code: Country where the user operates

● Service\_type: If the user is TAXI or a Private Hire Vehicle (PHV)

1. **Rideit\_drivers\_activity**

● Id\_driver: the driver ID

● Active\_date: date when the user operated in the platform

● Offers: number of requests for a ride that a driver received

● Bookings: number of requests accepted by the driver

● Bookings\_cancelled\_by\_passenger: number of requests accepted by the driver and then cancelled by the passenger, before the ride was completed

● Bookings\_cancelled\_by\_driver: number of requests accepted by the driver and then cancelled by the driver, before the ride was completed

● Rides: number of rides completed by the driver