so i have opted for zomato in my project and i am working on how zomato can charge commision based on thier different segments. for example according to my data Tier 1 to 4 with Tier 1 restaurant charged a lower commission for reliable and stable service as compared to Tier 4 restaurants, whose services need improvement. Moving to the lower commission by providing better service is the driving force for Tier 4 restaurants.

 Below are a few questions that can be a part of problem statement according to me

How to increase AOV(average order value)?

How to reduce delivery costs?

Is it feasible to deliver multiple orders during single delivery and which cuisines or restaurants can be targeted for a POC(proof of concept)?

For a particular month, say December the # ice and desert orders reduced. What’s the root cause?

For a fixed budget of $10M, to provide 10X growth on Hyperpure should Tier 1 or 2 or 3 cities be targeted?

THANKYOU.