Glovo

Bridging Worlds: How Glovo's Culture Enhances Top Talent in the Data World

femCoders DataConnect | May 2025

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Glovo

GLOWNERSHIP

HIGH BAR

GOOD VIBES

GAS

STAY HUMBLE

DEEP DIVE

OUR VISION

WE ARE BUILDING THE LARGEST ONLINE MARKETPLACE IN YOUR CITY TO GIVE YOU ACCESS TO ANYTHING IN MINUTES

2025 FOOTPRINT

Glovo is a multinational tech company founded in Barcelona.

We are building the largest online marketplace in your city to give everyone easy access to anything in minutes, having a **sustainable impact** on the **economy**, **society and environment.**

3,000 employees

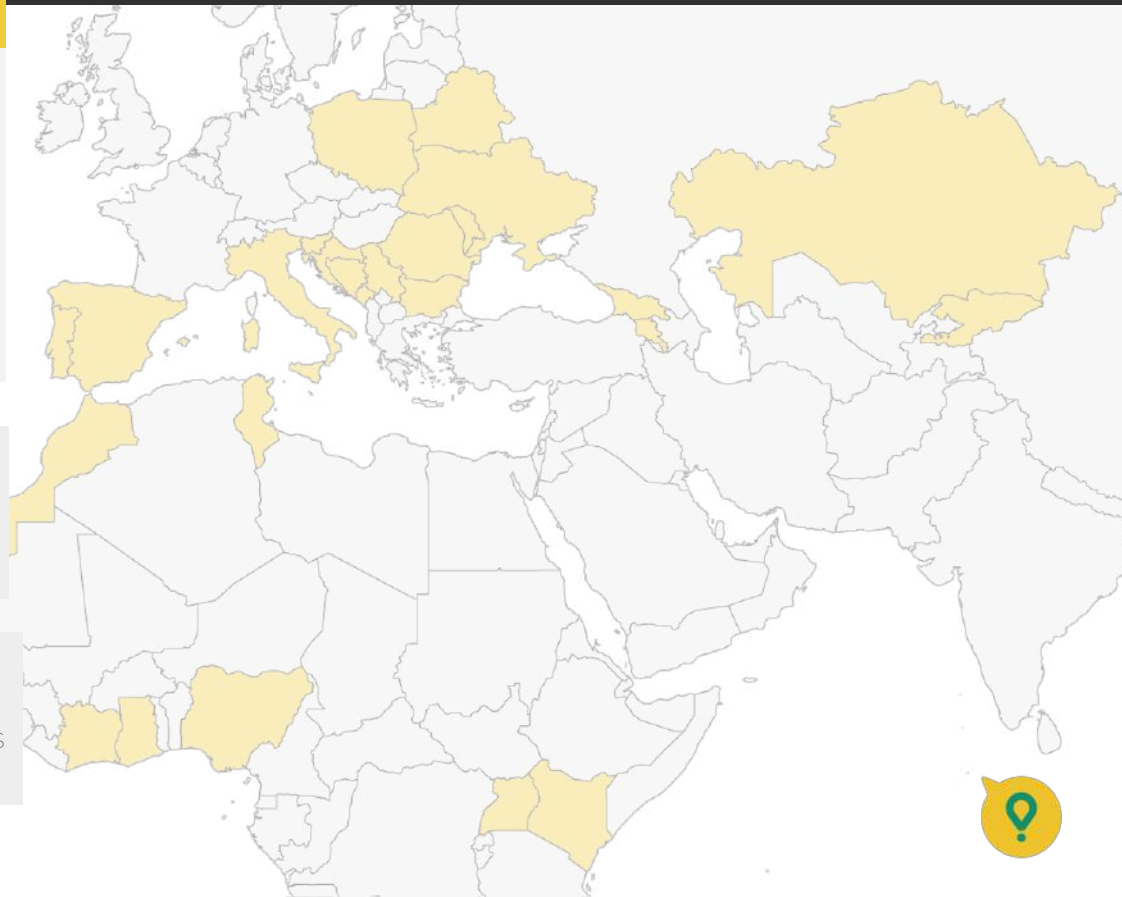
23 countries

+1,500 cities

200,000 couriers

150,000 stores & restaurants

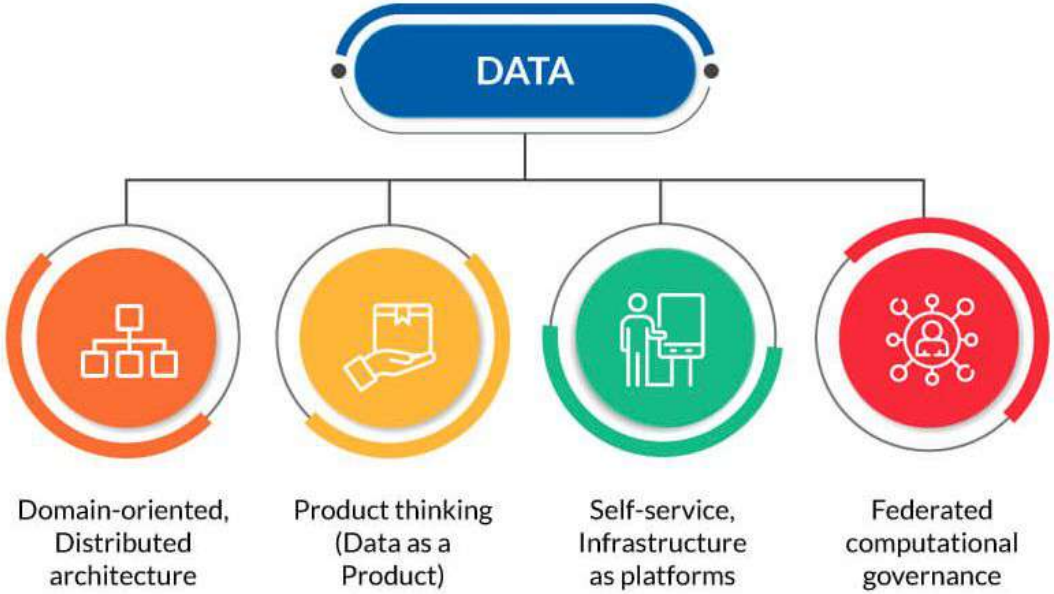
500 advertisers



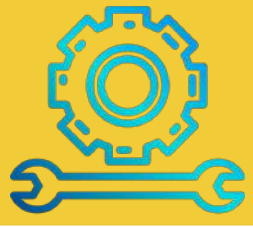
Data @ Glovo

Data @ Glovo

DATA MESH



Tools & Infrastructure



Data Stack

Data Warehousing: BigQuery (main), AWS/Trino (for legacy and DH Logistics integrations)

Orchestration & Pipelines: Airflow, dbt, Superset (for federated querying)

Storage: Google Cloud Storage, S3 Buckets (for data exchange and backups)

BI & Analytics

Visualization: Looker (primary BI tool), Amplitude (Product analytics)

Experimentation: Eppo (A/B testing, experimentation tracking)

Monitoring: Grafana

Development & Collaboration

Version Control: GitHub (dbt models, LookML code, collaboration)

Notebooks & Scripting: Jupyter internal Python notebooks

Project Management: Jira, Confluence

How We Work with Data in the Operations Team

… BUT, do you know why Operations really matter?

Our Role – Tools we normally use

Python
Jupyter Notebook

DataGrip

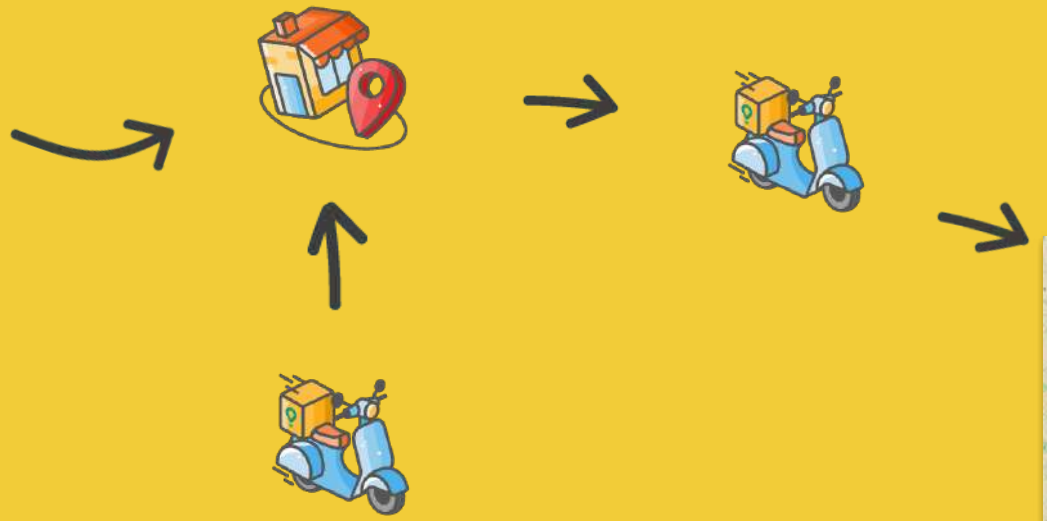
Jenkins

Docker

Github

Visual Studio Code

Our Role – Data at the Core of Operations



Our Role – Data at the Core of Operations

BEFORE the delivery | **DURING** the delivery | **AFTER** the delivery

Have the right amount of courier supply

Ensure the right KPIs of supply operations

Manage and retain couriers to ensure top quality

Our main focus

Delivery Time

Lower DT → Growth
(Customer retention)

Balance

Efficiency

Good Eff → more ROI

ROI: Return of Investments

Eff: Efficiency

DT: Delivery Time

Our main focus

Delivery Time

Balance

Efficiency

- **Income:** Commission + Delivery fee
- **Costs:** CPO

In Operations:

- **EPH** = CPO x Efficiency

Disclaimer: Following slides don’t apply to some markets (e.g. Spain)

- Glovo cannot control supply with slot capacity
- Courier go online/offline at will
- Couriers can set their price through a price multiplier
- Couriers are allowed to collaborate with multiple companies at the same time

Our Data Projects

Rider Demand Coverage

Objective 1: Understand rider demand

Objective 2: Generate enough quality leads

Objective 3: Convert and onboard on time

Courier Compensation

Objective 1: Define a competitive balance between **EPH** and **CPO**

Objective 2: Optimise payments per order effort

Delivery assignations

Objective 1: Understand city status

Objective 2: Group and route orders

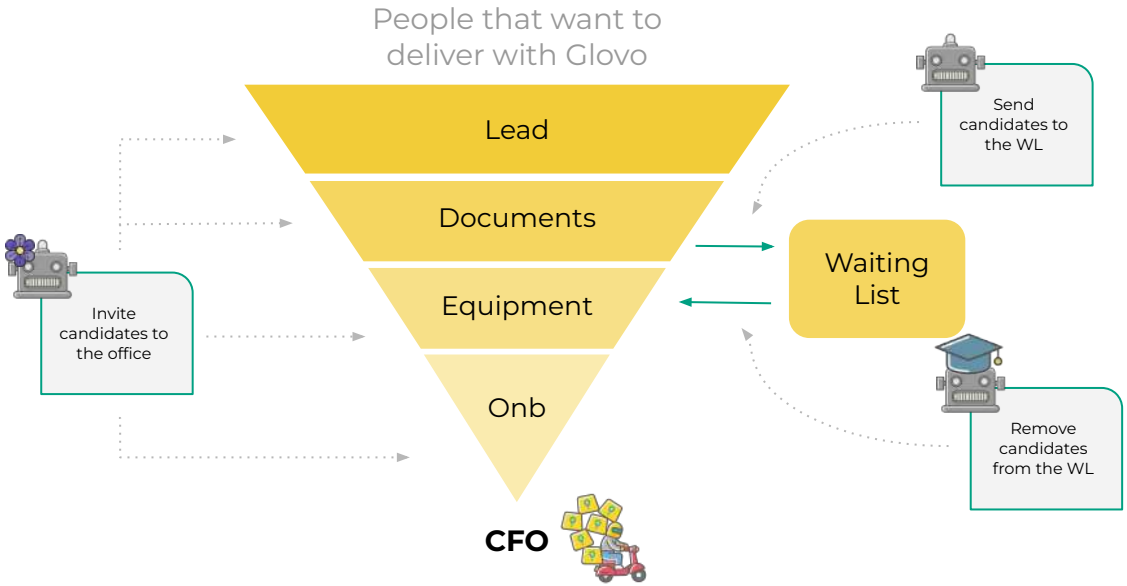
Objective 3: Match couriers to optimise delivery

CPO: Cost Per Order

EPH: Earning per Hour

Our Data Projects

Rider Demand Coverage



CFO: Courier First Order

Onb: Onboarding

Funnel

Our Data Projects

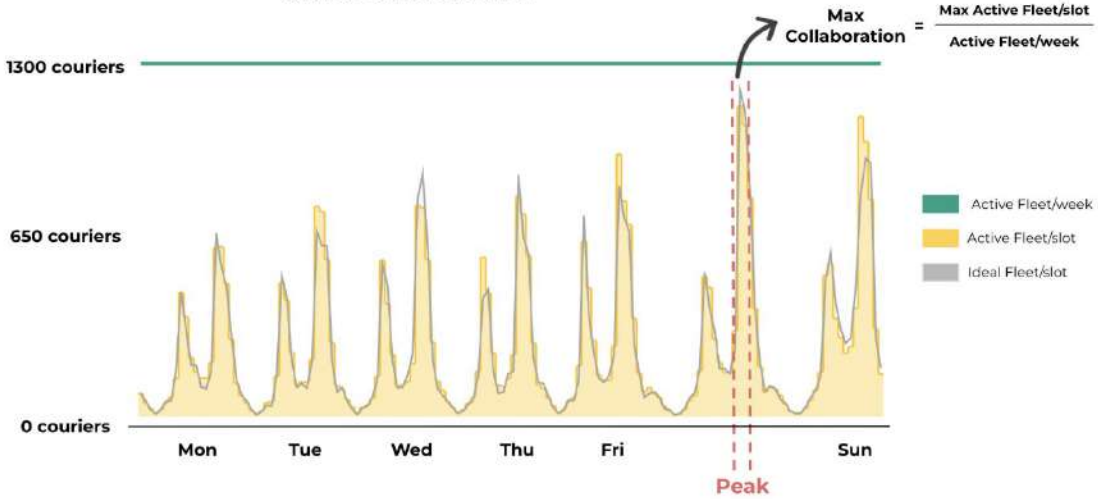
Rider Demand Coverage

Objective 1: Understand rider demand

$$IdealCouriers = \frac{Orders * (Avg.CDT + Avg.DTGap)}{SlotDuration * UR_{target}}$$

$$\text{Ideal Couriers} = \frac{\text{Ideal Peak Couriers}}{\text{\% Max Collaboration}}$$

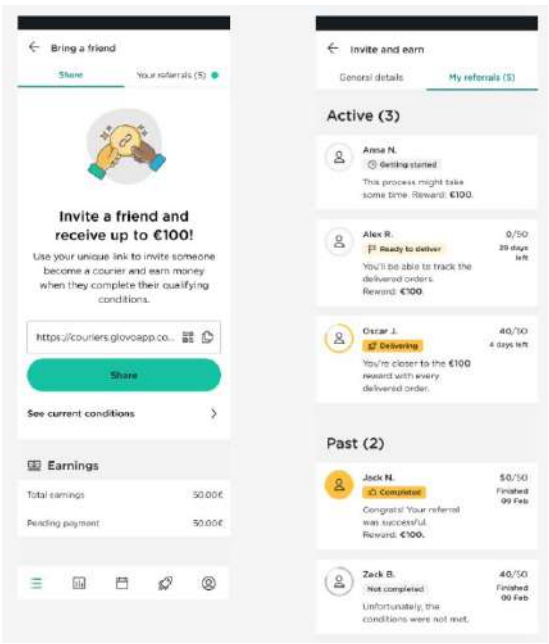
$$\text{Max Collaboration} = \frac{\text{Max Active Fleet/slot}}{\text{Active Fleet/week}}$$

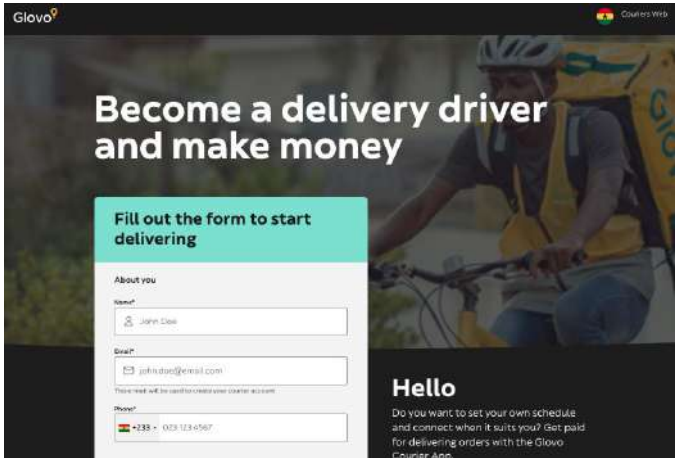


Our Data Projects

Rider Demand Coverage

Objective 2: Generate enough quality leads

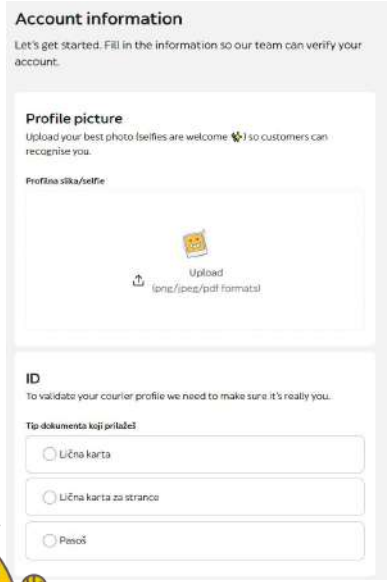


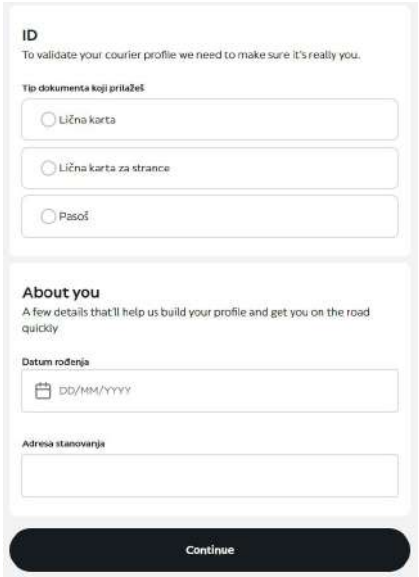


Our Data Projects

Rider Demand Coverage

Objective 3: Convert and onboard on time





Our Data Projects

Courier Compensation

Objective 1: Define a competitive balance between **EPH** and **CPO**

Earnings Per Hour for Couriers

CPO * **Efficiency**

Cost per Order: total courier earned per order

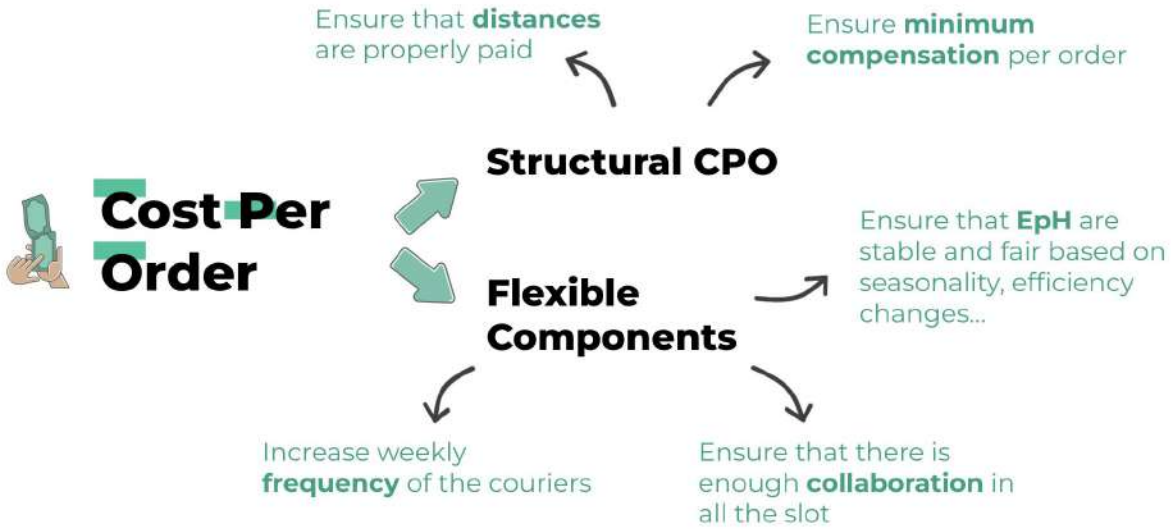
Number of orders delivered in 1h

Trade-off between having a **sustainable country's P&L** and **ensure fair earnings** for Glovers

Our Data Projects

Courier Compensation

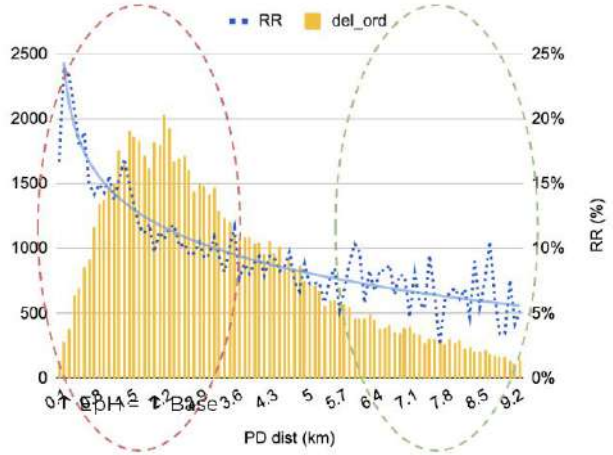
Objective 2: Optimise payments per order effort

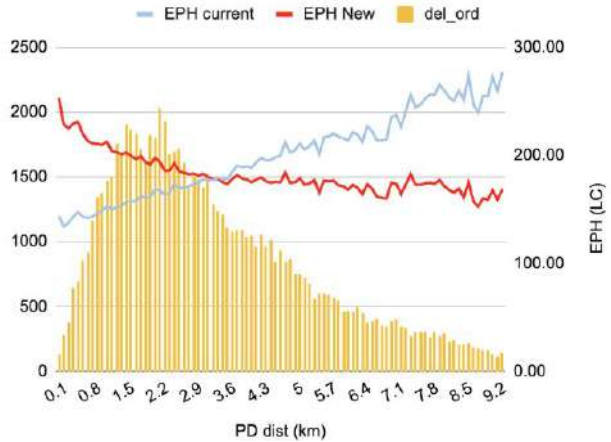


Our Data Projects

Courier Compensation

Objective 2: Optimise payments per order effort



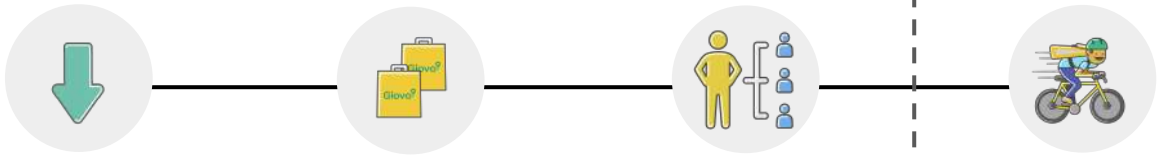


Our Data Projects

Delivery assignations

Dispatching engine (JARVIS)

Every ~10s



Gather

Gather city status including all orders and available couriers

Bundling

Group and route orders to be delivered together

Matching (Stacking)

Match couriers to orders (also bundles) by optimizing certain criteria

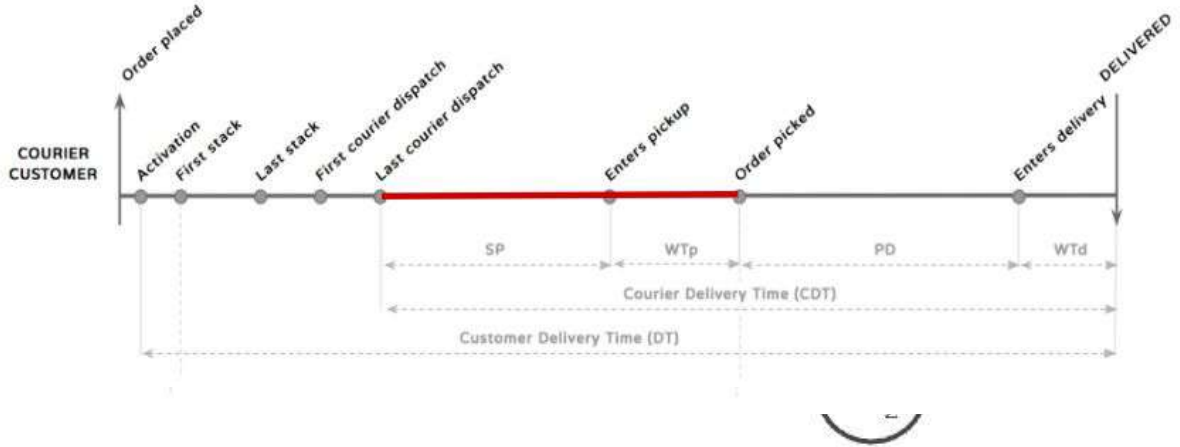
Dispatching

Stack or dispatch orders to couriers based on order and courier status

Our Data Projects

Delivery assignations

MCF = SPdistance + α_1 x **courierDT** + α_2 x (foodCold)$^{\theta}$ + α_3 x (**customerDT**)$^{\mu}$ + α_4 x (excessOverTargetDT)$^{1.2}$ + α_5 x **courierOrderPriority** + α_6 x courierPriority



α: is the weight of each criteria (based on order type)

Thank You

We are available for Qs after the presentation