Assignment 2: Uber Case Presentation
MRKT671: Advanced Marketing Analytics
Professor Bruce Doré

Summary:

You will need to read and discuss the case with your group, and then answer the case questions with quantitative and qualitative analyses, providing an integrative presentation. Required length is no shorter than 10 mins and no longer than 15 mins.

As with the Artea case, this assignment takes time and has many details but is very similar to how marketing analytics are used in practice. Please start working on this assignment early.

If you have general questions about the assignment and you think the answer might be helpful to everyone, please post your questions to the myCourses Discussion board.

Due: slides with notes posted by Feb 9, 2:35PM to Assignment folder (no late submissions)
          live presentation in class on Feb 9, Feb 14, or Feb 16

Formatting:
- Your presentation should follow the overall structure indicated in the Grading Rubric and Case Analysis Overview (Identify the Problem; Analyze the Situation; Identify Alternatives; Recommend a Strategy)
- Within this structure, you must answer each of the five questions posed below
- In addition to the strength of your analysis, you will also need to exhibit strong communication of the ideas: good slide design, great data visualizations, a well-rehearsed presentation, etc.
- Each group member should contribute roughly equally to the presentation

Case + Data Access:
- The case and dataset are available on myCourses under Content > Uber Case

Additional Info:

For details on Grading, see Content > Syllabus & Assignments > Grading Rubric (Uber)

For an overview, see Content > Syllabus & Assignments > Case Analysis Overview

Questions:
1. What is the role of data science in innovation at Uber?
2. Why does Uber have different ways to run experiments? What are the pros and cons of each type?
3. Evaluate the Express development project. What did Uber do well on this project? What could have been improved?
4. What is the effect of extending wait times from two to five minutes on the total number of shared rides completed (that is, rides taken via both the existing shared rides product—UberPOOL—and the new shared rides product, Express), the proportion of shared rides that were matched, and driver payout per trip?
5. Based on these data, and additional qualitative considerations, what would you recommend that Stock do? Should he increase wait times from two to five minutes? If so, when should he do so?