Food Delivery Business leverage BI & AI

Market entry model needs data-power solution to compete with strong competitors

Context

E-commerce wants to enter the food delivery market. BD[1] dashboard was identified as a lever that could help to address this
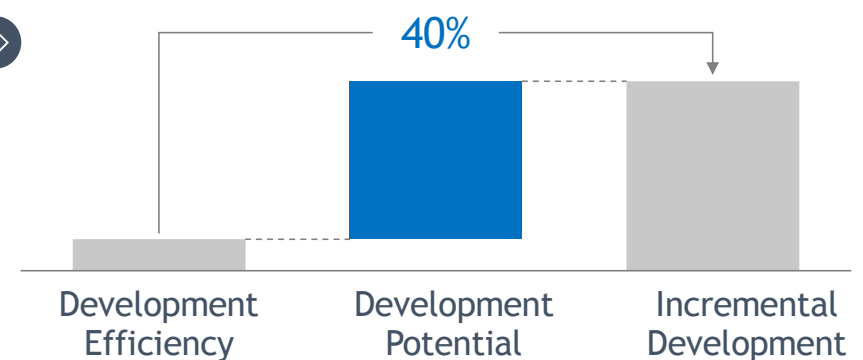
Approach

Analytics on multiple source / factors (incl. store size, zip feature, type, rating, if chain, etc.) allowed us to classify region and development opportunities

Ongoing, impact estimate
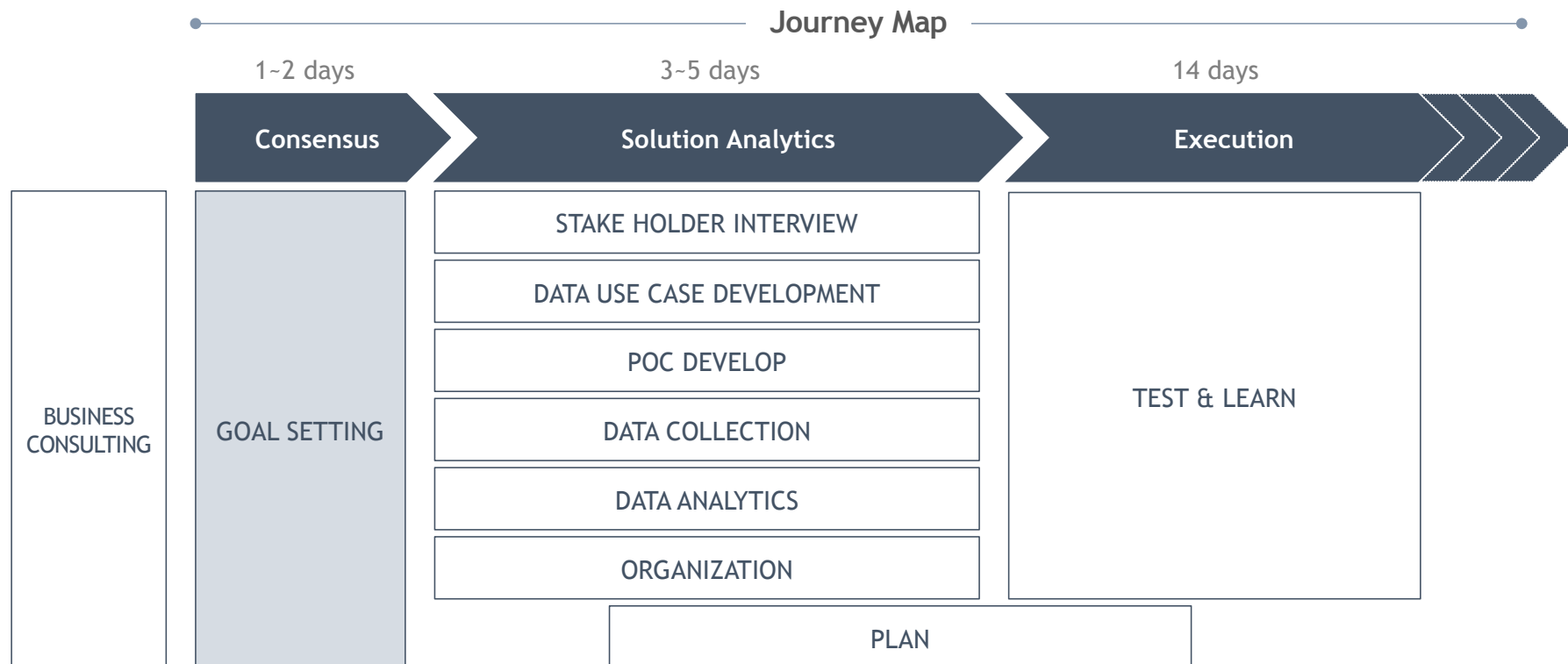
5x impact

Growth of incremental development efficiency[2] from 10% to 50%

40%

Development Efficiency | Development Potential | Incremental Development

Note1 : Business Development
Note2 : success / request

Consulted the business staff on the pain points and solve the problem of BD's high cost in time, money, contact and follow-up services

Journey Map

1~2 days	3~5 days	14 days
Consensus	**Solution Analytics**	**Execution**

| BUSINESS CONSULTING	GOAL SETTING	STAKE HOLDER INTERVIEW	TEST & LEARN
		DATA USE CASE DEVELOPMENT	
		POC DEVELOP	
		DATA COLLECTION	
		DATA ANALYTICS	
		ORGANIZATION	

PLAN

Identified opportunities for BD with the penetration rate dashboard, which allow BD to prioritize areas with high opportunities market

Illustrated

Foodpanda & Uber Eat have penetrated multiple regional markets

...The groups that use e-commerce App are currently not receiving services from the delivery market

Current zones based primarily on 2 competitors distribution territories
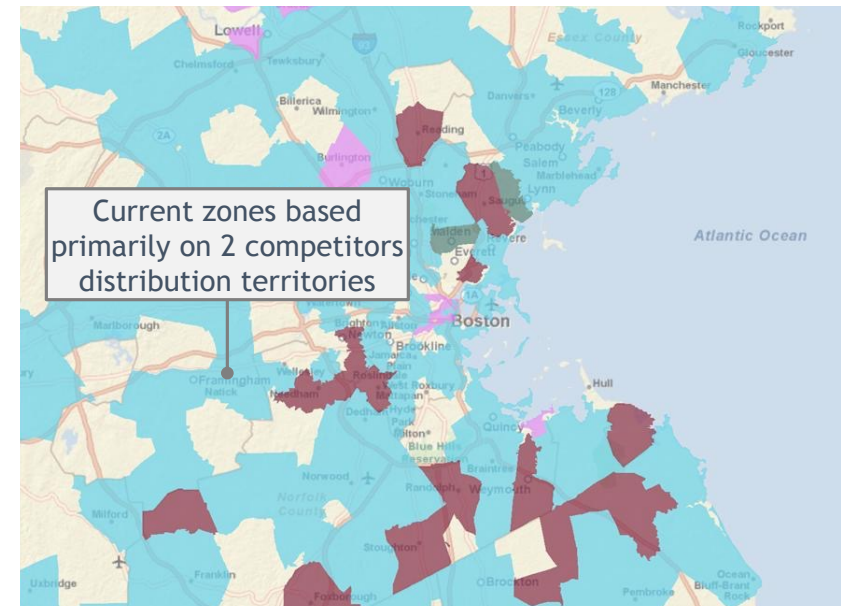
The Predictive Analytics goes from Big Data to specific, measurable actions

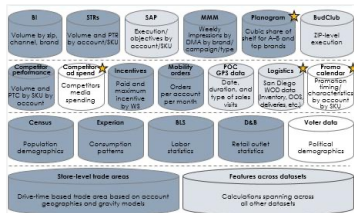| Unifies data in a way never seen	Applies multiple layers of logic, machine learning, statistics to identify opportunities at region	Enables Playbooks for any player in any role

Thousands of features
- Geo-parameterized
- Time-parameterized

Flexible feature selection

> Consulting > Demo Clusters > Predictive machine learning > Oppty size and priority > Business rules logic > Custom output per role

Flexible and independent of geography and time frame

Cleaned and structured

Adaptable to any outcome (e.g., brand share)

Mainstream segment: AUC = 81%
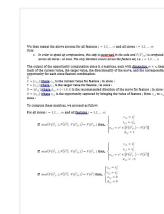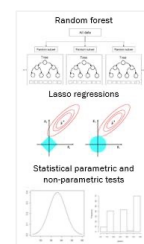
Economy segment: AUC = 76%

Craft segment: AUC = 71%

Flexible boundaries Repeatable Extendable

Multiple models, multiple levers

Random forest

Lasso regressions

Statistical parametric and non-parametric tests

Breakthrough methods

100% flexible

"Infinite" roles
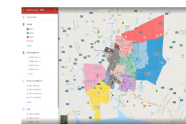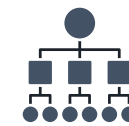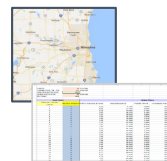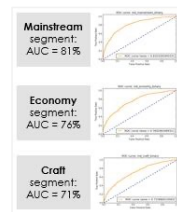
Measure impact

Test-and-control > Statistical outcome testing