GrabHub is an app-based food delivery company.

They employ drivers to deliver food. There is a huge demand for Food Delivery and drivers come and go fast, so they always need new drivers.

Prospective drivers go through an **on-boarding process**, consisting of the following 5 sequential steps:

1 application

2 background check

3 card issued

4 orientation

5 first delivery complete

Unfortunately, many drivers drop off of the on-boarding process between the time they enter the system (step1-application) and the successful completion of the program (step5-first delivery complete).

**The company spends a lot of money** on the on-boarding process and always looks for ways to make it more efficient, i.e., achieve a higher success rate.

They have been experimenting with some changes to the process and want to test whether those changes work.

So, they set up a controlled experiment, assigning some applicants to the old system (**C**) and some applicants to the new system being tested (**T**)

They then collected **longitudinal data** for all applicants across all 6 Bay Area counties, recording the dates when (if) they hit each of the 5 on-boarding milestones.

**Your task is to determine whether the new system works.**

**Expected deliverable:**

A clear, concise, and well-documented report containing your analysis and your findings.

Solution must have a clear problem formulation, approach description, and rigorous methodology.

Frame the issue, conduct the necessary data analysis, and articulate your conclusions and recommendations.

Use any appropriate data analysis techniques and MS Excel.

Your work must have:

1. analytical rigor

2. correctness of the results

3. clarity, conciseness, and compelling-ness of the write-up: are you telling an engaging story?

Some important points regarding the final deliverable:

1. Ask a Business question (Top to down approach)

2. Summarize the data. (Explain the insights on the current data)

3. Use Statistical/Analytical methodologies and solve for the Business Problem.

4. You can use Hypothesis Testing. (or Linear/multiple/logistic Regression if applicable although it doesn't seem applicable here)

5. You can use AB testing techniques.(if applicable)

5. Story Telling is a must.

6. If you can have some resources that teach handling this type of data or problems please do share with me because I have never handled such data before and I want to learn.