

Top Certified Datasources

Self-Service v0.0 beta

Excellence Self-Service

DS C APPLICANTS

ALL OP CONNECTION HOURS

DS C RIDER PERFORMANCE

DS C DRIVER PERFORMANCE - week

Certified Datasources Folder

Finance & Compliance

GMV & PDM - Gross Margin Value
- Post Driver Margin

FN PAYMENT STATES - % Payments state
- Payments ov GMV

FN AGEING - Debt of clients

Fraud & Gateways

FR BLACKLIST MONITORING - Pioneers
- Blights
- Ratio B/P

FR SIFT SCIENCE MONITORING - Sift Events
- Sift Users
- Fr Order Events

FR CHARGEBACKS MONITORING - Captured
- Chargebacks
- Arrival Pattern

FR ACCEPTANCE KPI - Payment Method Fail
- Fr Order Events
- Fr Journey Cancelled

FR ATO MONITORING - Pass Events
- Pass Users
- Detail Devices

Fraud & Gateways Folder

Rider

Rider (cont)

ALL MK DISCOUNTS - Discounts
- Revenue
- RU
(Recurrent Users)

GRW RIDER FEATURES - P-Alive
- Frecuency
- Recency

ALL MK GROWTH INVESTMENT - CAC
- TAI
- U-FI-DO

MK BRAZE RIDERS PERFORMANCE - Email
- Push
- Inapp

Rider Folder

Marketplace

COMPETITORS PRICING Price and Surge Supplement average of the players in each market (Uber, Easy, Cabify and Beat)

Sales

Driver

KPI DRIVER ENGAGEMENT - Drivers
Active
- Drivers
New
- % Churn

OP DRIVER ENGAGEMENT ANALYSIS - Drivers
- DO
- % PDM

ALL OP A&Q DRIVER ACQUISITION - FOUNTAIN - New Applicants
- Approved Applicants
- TTA / TTD

DRIVER QUALITY - % Strange Journeys
- % RC
Justified
- %
Acceptance Rate

DRIVER COHORT ANALYSIS - D-TO-DO
- Revenue
- Cost

OP CASH SUPPLY - Cash WH
- Cash LF
- Cash %
Acceptance Rate

Driver Folder

Excellence & Support

SUPPORT HEALTH TRACKING - Ad-hoc analysis to measure the results of Support Team's projects

EX ZENDESK - NPS - Tickets Volume
- Backlog
- NPS

CONTROL PANEL

EX AIRCALL CONTROL PANEL - Volumen evolution
- % answered calls
- Time in conversation

EX ZOPIM CONTROL PANEL - Volumen evolution
- % attended
- TMO

VOUCHERS % DATA

- All Users with claim
- NU with claim
- DO

ALL SL SUCCESS EXECUTIVES PERFORMANCE

- Fact. Cartera
- New Clients
- Fact2M
- New Users
- Old Clients

ALL SL SALES EXECUTIVES PERFORMANCE

- Inside Sales New
- Client DO
- Sales Executives
- Score
- GMV Achieved

ALL SL CORPORATE BUDGET

- Real Price
- Real Discount
- Net Sales

ALL SL MODELO DE COMISIONES

- Clients
- Facturación 2M



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