

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 CONTROL PANEL**
 - Tickets Volume
 - Backlog
 - NPS
- 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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