HARITHA PEYYETI

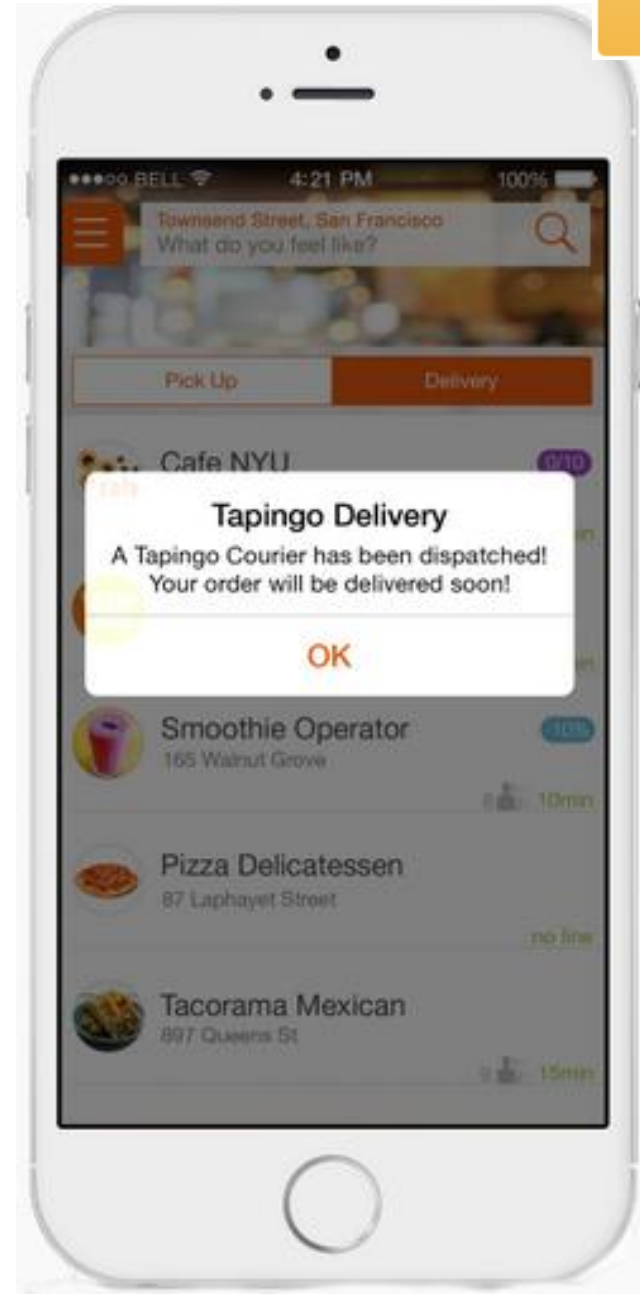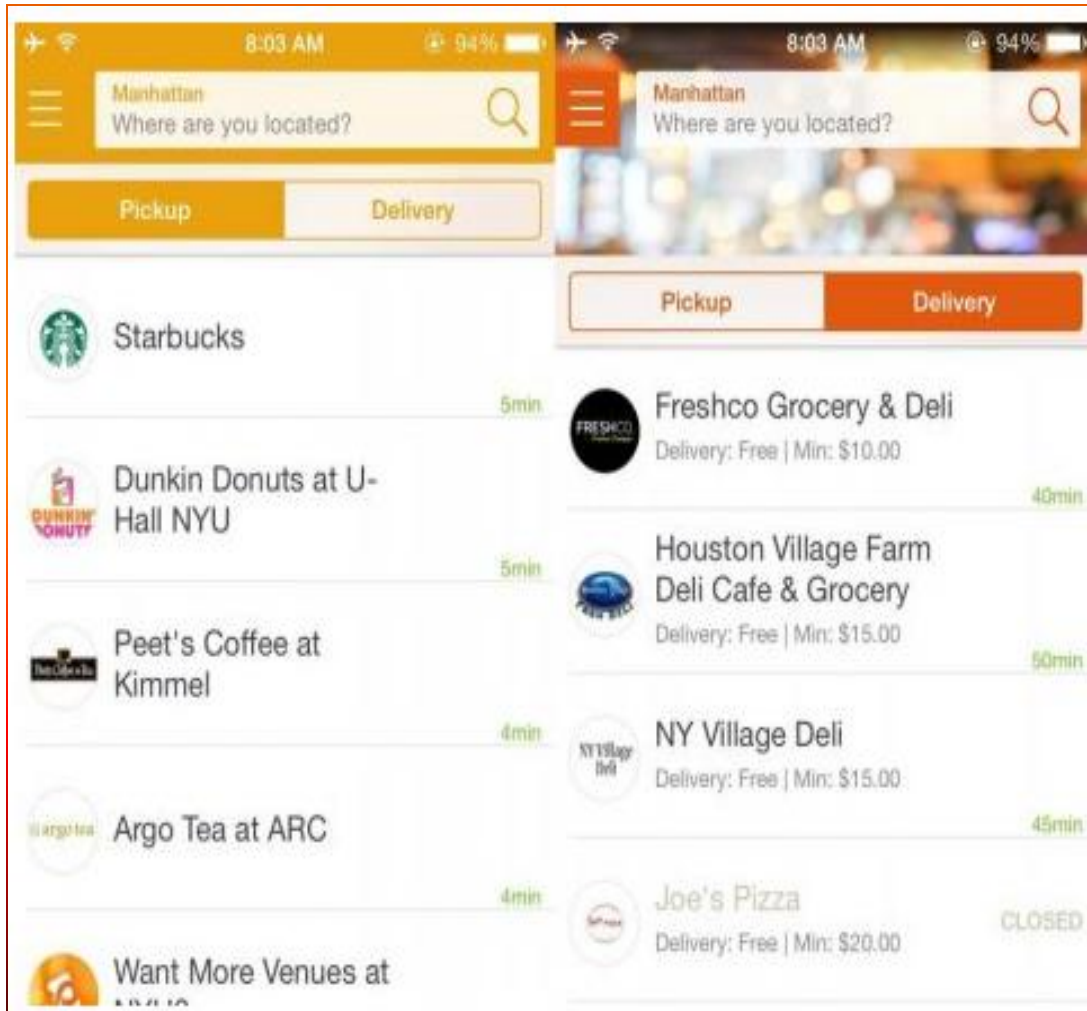## DATA ANALYTICS INTERN
AT
TAPINGO

SUMMER 2015

WHAT IS TAPINGO?

- Fast-growing startup looking to revolutionize the way food is ordered

- Free mobile app : order with a tap, grab your goods and get on with your life

- #Stop Waiting
- #WaitLessLiveMore
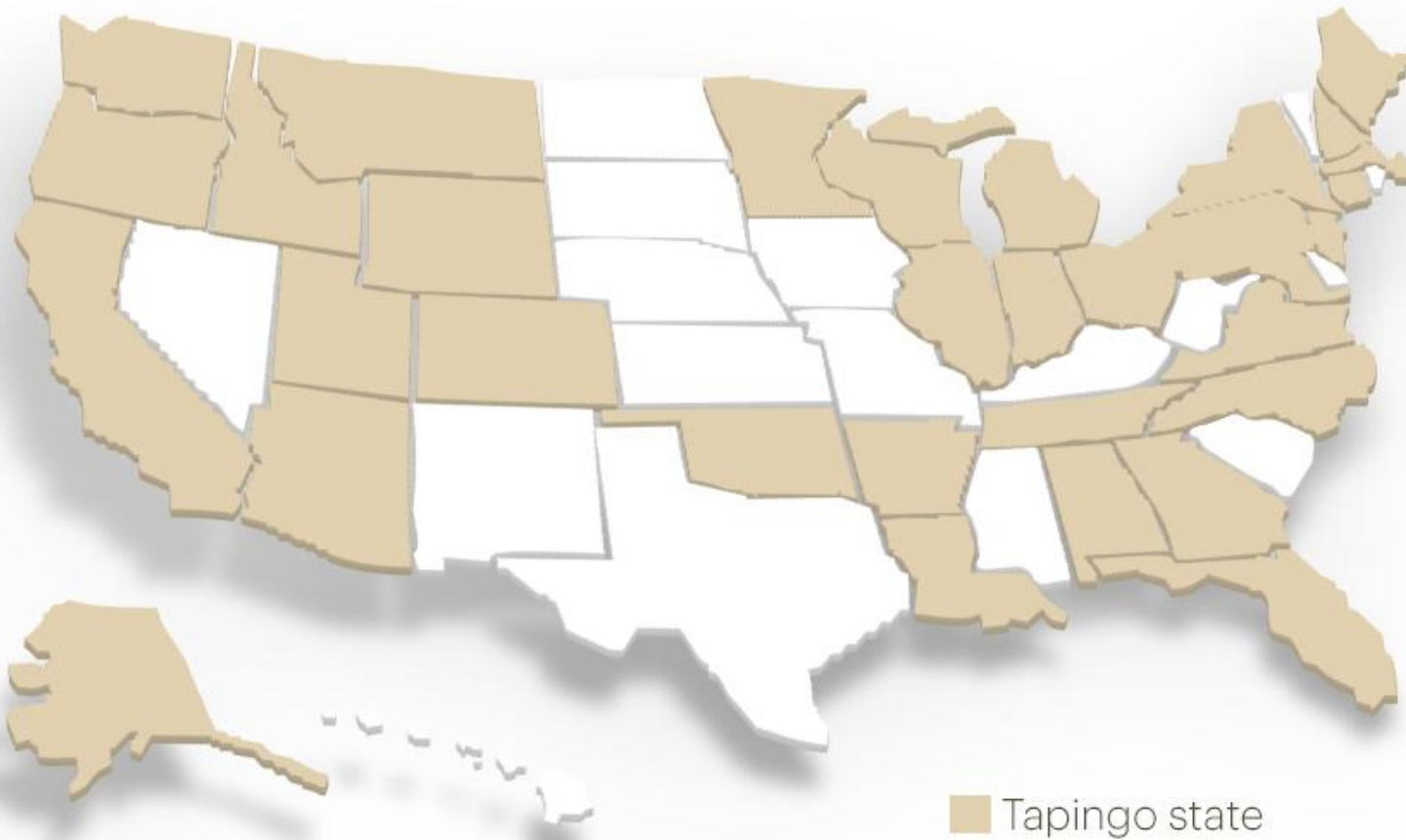- #NoWaiting

- More than 25,000 transactions daily.

- Headquartered in San Francisco

- Funded by:
  - ❖ Khosla Ventures
  - ❖ Carmel Ventures
  - ❖ Qualcomm Ventures
  - ❖ DCM Ventures
  - ❖ Kinzon Capital

TAPINGO'S PRESENCE

Tapingo state

Summer 2015 Internship Haritha Peyyeti

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MY BACKGROUND

- Academic:
  - M.S. Statistics (Expected 2016)
  - Masters in Economics, BITS Pilani India
  - Bachelors in Chemical Engineering, BITS Pilani

- Professional:
  - Senior Data Analyst at Citi
  - Data Analyst at HSBC
  - Data Analyst Intern at JP Morgan Chase

FINDING THE INTERNSHIP

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in

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Networking

Dr. Bremer's emails

Inbox (1)

SOFTWARE / STATISTICS LEARNT / USED

Sample projects

- Data Reporting and Business Intelligence
  - Build reports to track real-time data
  - Used SQL to query databases
  - Tableau allows to connect to database and customize query to pull data
  - Data visualization and trends identified that lead to statistical analysis project
  - Implemented reports that are currently being used by Technology, Product and Growth teams

SAMPLE PROJECTS WORKED

- So Far So Good reports – What does the sales look like now as compared to yesterday at around the same time?
  - *Used SQL to write the code incorporating the logic to compare real-time numbers*
  - *Data cleaning and filters applied to extract data*
  - *Identified other important metrics that are key to business performance – days taken for first order since app download, app download week,# of orders per user per week*
- Comparison of shops across campus performed
  - *To understand if the performance of one shop was statistically significant than the other.*
  - *This analysis helps to decide where the marketing efforts need to be targeted.*
  - *Two sample t-test*

- Cohort analysis of customer app usage behavior
  - *Selection of cohorts based on app download period*
  - *Analyze key metrics like time it took to place first order, average # of orders per week,*
  - *Test hypothesis: app usage increases over time*

- Analyze drop off rates of users who ordered using the mobile app, but never continued using it
  - *ANOVA model to identify the key contributors*
  - *useful to predict usage % in future*
  - *Used concepts learnt in Math 261A , Math 261B*
  - *Data cleaning, outlier treatment, variable selection, ANOVA, box plots, model fitting*