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Career Research & Analytics Portfolio



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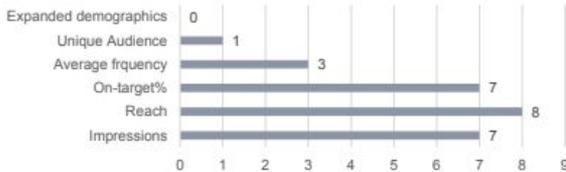


Client Success Surveys

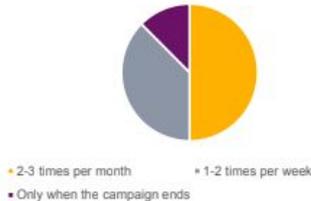
Multi-question client survey to improve client engagement

INTERPRET ENGAGEMENT RESULTS TO IDENTIFY AREAS OF OPPORTUNITY

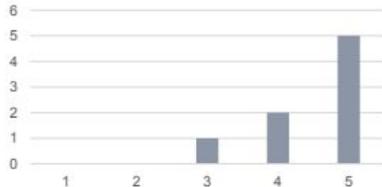
Which Metrics have (or would have) the most impact for your team? Select all that apply.



How often do you leverage the DAR dashboard and use the data?



Current satisfaction with Nielsen Support



How frequently would you like to connect with your Nielsen team?

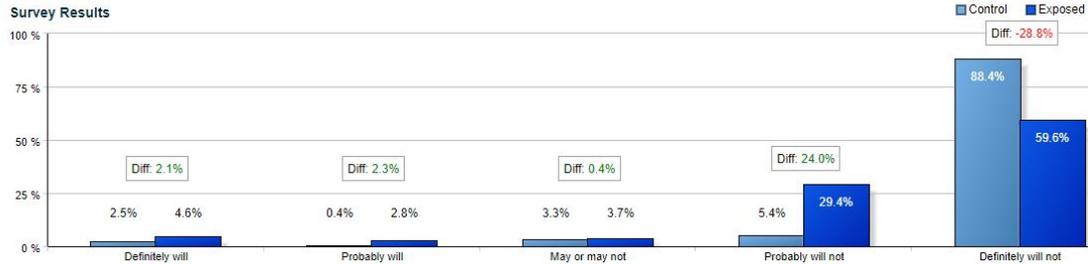


Mentored associate through the research planning & measurement process

- Defining key success metrics
- Question selection
- Identifying target client segment
- Outlining survey methodology
- Plan reporting & survey cadence
- Roll out & team implementation

Brand Metric Studies

Single & multi-question survey determining ad-effectiveness (A/B; control testing)



| Answers | +/- | Control | | Exposed | | Diff | Results |
|------------------------|-----|---------|-------|---------|-------|--------|----------------|
| | | Votes | n | Votes | n | | |
| 1. Definitely will | ● | 6.0 | 242.0 | 5.0 | 109.0 | 2.1% | 2.5% 4.6% |
| 2. Probably will | ● | 1.0 | 242.0 | 3.0 | 109.0 | 2.3% | 0.4% 2.8% |
| 3. May or may not | ● | 8.0 | 242.0 | 4.0 | 109.0 | 0.4% | 3.3% 3.7% |
| 4. Probably will not | ◐ | 13.0 | 242.0 | 32.0 | 109.0 | 24.0% | 5.4% 29.4% |
| 5. Definitely will not | ◑ | 214.0 | 242.0 | 65.0 | 109.0 | -28.8% | 88.4% 59.6% |

Responsible for execution & analysis of Digital Brand Effect

- Research Feasibility Testing
- Metric & Question Selection
- Technical tag implementation
- Response fielding & monitoring
- Analysis & optimization consulting
- Raw data calculation
- Basic statistic principles of stable samples & data confidence levels

Raw Data Analysis

Analysis Produced for DoorDash DashMart



The following analysis was compiled from raw data given to me by DoorDash. Raw data included 30 days of delivery log data at the delivery and item level for the Cincinnati market (over 60K lines).

My task was to clean, transform and analyze data in order to produce business recommendations for the market using tools like Google Sheets. This includes how to proceed and execute on intended programs. Top 3 recommendations are:

1. Customer data shows increases in delivery requests peaking between 5-7pm daily. Run tailored promotions and messaging during pre-peak times (12-4pm) in anticipation of daily spike in order to gain incremental orders.
2. Uncovered a gap in delivery performance with only 82% of deliveries being completed without defect or cancellation. Recommend developing brand new "perfect delivery" metric and optimize delivery performance from 82% to 100%, in order to maximize repeat delivery and positive CX.
3. Uncovered risk of CX and revenue loss showing \$14K monthly out of stock value with over \$6.7K lost due to lack of product substitutes. Recommended developing solutions to improve inventory & assortment planning.

DashMart Analysis & Business Recommendations

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1. Delivery Requests
2. Dasher Pool Performance
3. Perfect Delivery Metric
4. Retail Item Check Performance
5. Business Recommendations

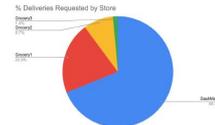
Delivery Requests

| Topline Delivery Metrics | | Cincinnati - 9/15-10/14 |
|---|--|-------------------------|
| Unique Delivery Requests | | 13,085 |
| Unique Item Requests | | 60,582 |
| Requested Revenue | | \$301,057.00 |
| Adjusted Requested Revenue* | | \$297,674.00 |
| Item Revenue Per Delivery (Avg Basket \$) | | \$22.75 |
| Average Basket Size (Items) | | 4.6 |

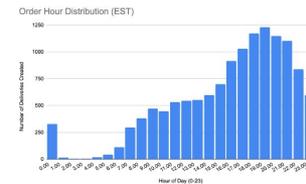
*Adjusted Requested Revenue removes cancelled order

DashMart obtained over 13K unique delivery requests in the Cincinnati, OH market within the period of 9/15-10/14/2024. Customers in Cincinnati had an average basket size of 4.6 items per delivery request and an average basket value of \$22.75 per delivery.

For DashMart and their retail partners, this drew nearly 61K items requested to be delivered, with a majority being fulfilled from DashMart (88.9%). Remaining delivery requests were sent to Grocery Retail Partners 1 through 3 for fulfillment (31.1%).



Distribution of Delivery Requests over 24 hr Period



Dasher Pool Performance

| Dasher / Driver Metrics | | Cincinnati - 9/15-10/14 |
|--|--|-------------------------|
| Recorded Driver Pool | | 2,328 |
| On Time Delivery Rate | | 95.17% |
| # Drivers with 1+ Late Delivery (>20m) | | 410 |
| Average Order Place to Driver Accept Time (min) | | 4.9 |
| Average Escrow to Store Time (min) | | 3.9 |
| Average Order Place to Driver Arrival Time (min) | | 8.7 |

For this reporting period DashMart recorded over 2.3K unique drivers conducting the over 13K delivery requests in Cincinnati.

- 50% of requested delivery volume is being conducted by a pool of 155 unique drivers
- 41 Dashers have done 50+ deliveries within the period
- 9 dedicated Dashers conducted over 100 to 230+ deliveries in this period

While overall Dasher On Time Delivery Rate is a healthy 95.17%, opportunities exist to improve late deliveries over 20 mins. Regarding delivery performance, 410 Dashers in this market have had at least 1 late delivery, with 41 Dashers of those having 3+ late deliveries within this period.

Perfect Delivery Metric

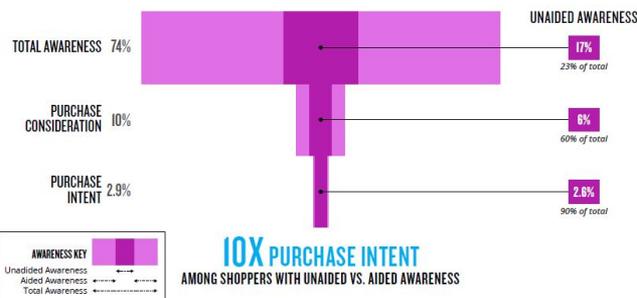
Success of DashMart is predicated on the continual use of the platform by its customers. Factors exist that can impact the customer experience to a point that deters them from using or finding value in the service. Ultimately, the value a delivery service brings is convenience, so any impact to the customer expectations of delivery time and total delivery completeness can negatively impact DashMart's business metrics such as CSAT or NPS, as well as jeopardize the

Syndicated Research Analysis

Sample Analysis for Cars.com noting audience & media implications



FIGURE 1.0
UNAIDED AWARENESS IS RESPONSIBLE FOR 90% OF ALL PURCHASE INTENTIONS



Source: Nielsen Auto Path-to-Purchase Study | USA | 34 brands | persons 18+ | Q1, Q2 2018 1,980 respondents

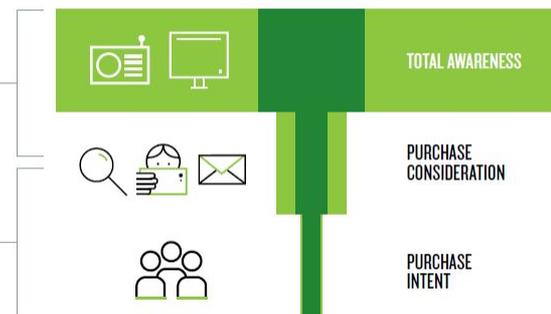
ALIGNING MEDIA WITH THE AUTO PATH TO PURCHASE

BRAND BUILDING

- Top- to mid-funnel strategies
- Favors broad reach media (radio and TV)

CUSTOMER ACQUISITION

- Mid- to low-funnel strategies
- Favors targeted media (mobile, digital, direct mail)



Source: The Nielsen CMO Report 2018

Unaided awareness is king. Car buyers are more likely to purchase from brands that are top of mind. Building salience with a consumer dramatically increases a brand's likelihood to be purchased. The implication for **Cars.com** is supporting research like this helps sales teams convince OEMs that engaging brand experiences that build salience with customers can increase purchase intent. Food for thought as a product team thinks about the spectrum of transactional advertisements versus more engaging, experiential ones that drive brand connection.

The second insight is that media channels matter when reaching audiences by age. **Cars.com** plays most strong in the space of building consideration and age matters when you consider reaching your users via TV vs desktop vs social, etc... Millennials are not buying cars the same way as their elders, but they're also not tied to single legacy brands either (big opportunity for brands with smaller share like Kia or Genesis).

Data & Analytic Tool Experience

Data visualization & analysis



Survey Creation & Measurement



Google Forms



Online ad & sales analytics



Campaign Manager

By Google

The logo for Sizmek, with the word "Sizmek" in a blue, sans-serif font.



Mobile tracking & app analytics



APP ANNIE

The logo for Kochava, with the word "KOCHAVA" in bold black uppercase letters and a red star to the right.

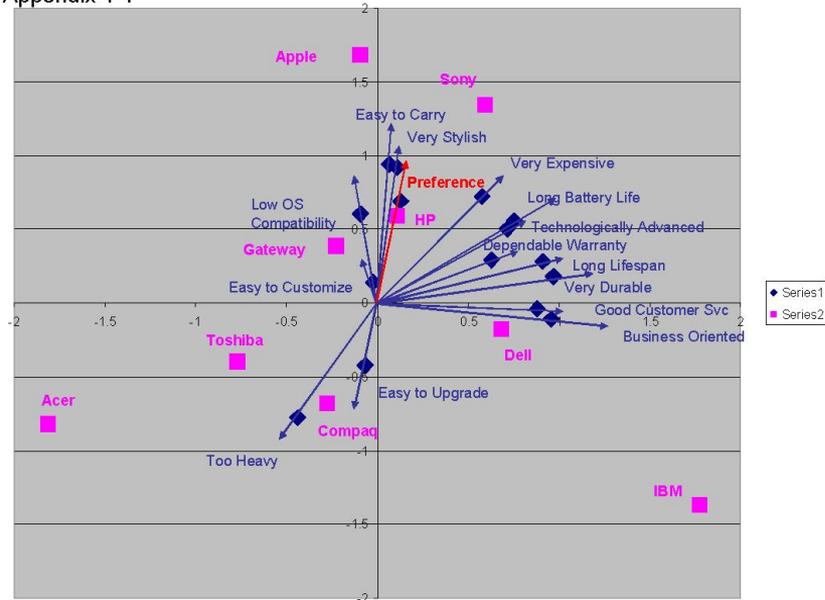


Custom study & syndicated research



Practical Research Courses

Appendix 1-1



Classroom experience in concepts such as

- Consumer Surveys
- Perceptual Mapping
- Conjoint Analysis
- Ethnography
- Customer Interviews