![hitch logo]

Hitch, a ride-sharing app, uses Ikigai to empower all teams to be data-driven

![ikigai logo]

About Hitch

Hitch is a car-sharing app that provides affordable car rides and is fine-tuned for long distances (i.e., between cities). The company differentiates itself by making more efficient use of all the seats in a car, which lowers the cost for users compared to similar services.

The team has accomplished this by creating a logistics engine built around picking up multiple passengers and dropping them off at different points along a route. When customers request a ride on the app, they select a drop-off location and the number of passenger seats needed. The starting point is typically a predetermined location (usually a nice coffee shop).

Challenge

As Hitch's team aims to be the most affordable long-distance car-sharing service in the market, they pride themselves on having a superior command of their ride data for ride optimization. The team felt they needed to incorporate even more data-driven decisions into their daily operations across all teams.

However, importing data into Google Sheets from MongoDB became an issue as all departments require various sets of mission-critical data to run their operations and make strategic decisions. The requests were queued up through an SQL analyst, creating a bottleneck in the company-wide data analytics process.

One potential solution—having each team member write an SQL query—was not scalable and was quickly dismissed. Not only would team members need to learn to write SQL queries, but they would also need to have a good knowledge of where the data lives within hundreds of tables.

Additionally, the team wanted a more robust data analysis that would go beyond a simple spreadsheet.

Solution

Hitch's team selected Ikigai to democratize data collection and analytics for anyone in the company. With Ikigai, the data is synced periodically or on demand. Team members can drag the columns and "peek" into the data without requesting an SQL query. The data is then analyzed with a built-in analytics component and visually presented as a dashboard, which team members can share with their colleagues or use to take actions directly from it.

All of these tasks can now be done by various team members across departments with just their spreadsheet skills. Furthermore, each team is now able to generate complex spreadsheets and perform data-science-level analysis, using prebuilt components as building blocks for data workflows.

This democratization of data analytics enabled faster and more robust analysis for all teams and freed up developers' time to focus on their core projects.

Use Cases

Hitch's team is using Ikigai to perform various data analytics tasks across departments. For example, Product & Engineering uses Ikigai to understand the effect of new features on supply and demand. Each time a new feature is released, the team compares recent trends with historical data and uses these insights for product development.

Benefits

3X FASTER CALCULATION; MORE ROBUST INSIGHTS

DATA ANALYTICS DEMOCRATIZATION: THE ENTIRE TEAM IS ABLE TO FIND THE RIGHT INFORMATION AND LEVERAGE IT FOR THEIR ANALYSIS

DEVELOPER **TIME IS FREED UP** TO FOCUS ON ENGINEERING TASKS

"

With Ikigai, we became even more data-driven. Now each person on the team is able to get the insights they need to improve their specific metrics, without any help from engineering.

- Tanuj Girish, Hitch CTO and Co-Founder

CONTACT US NOW TO WATCH A **LIVE DEMO** OR **TRY IKIGAI** ON YOUR DATA **FOR FREE.**
HTTPS://WWW.IKIGAILABS.IO