

USE CASE #2 RAPPI

How Datagram transformed the way Rappi puts into production ML pipelines.

Rappi is one of the very few Unicorn companies in Latin America. In 2018 it made 11,000 deliveries per hour, and it now serves more than 4 countries and 11 cities. It is now considered an All-In-one app, just like WeChat in China, only its core business, is deliveries.

Such growth, demands for the organization to move fast. That is why they teamed up with Datagram: to find a way to put Machine Learning predictions into production fast and to change the way they collaborate across teams.



THE OLD WAY OF WORK

Rappi's way of work consisted of 5 different tools, 5 different departments and 2 weeks to run a prediction model to reduce churn. They started with Segment, aggregating events data, then pushing that data into an Amazon S3. Then, they used Amplitude to visualize it, download it and run Algorithms to later push it into Braze. And that process didn't end here... every iteration was usually taking an additional week.

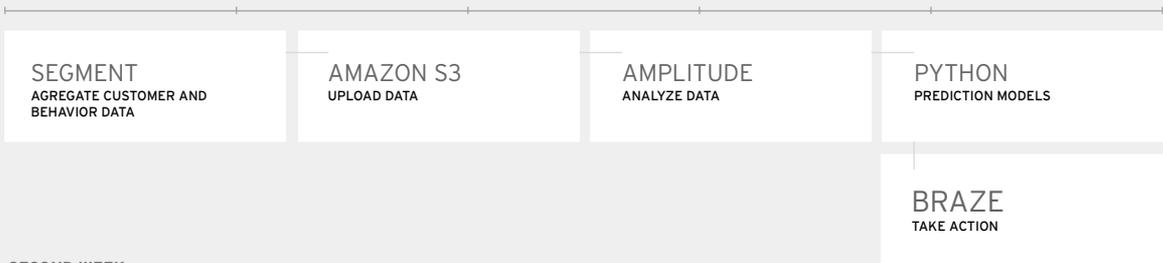
How to simplify this process without losing effectiveness? How to run that specific data pipeline in real-time so that their chatbot could take action and prevent new users from abandoning the cart.

THE GOAL

To reduce churn by 3% MoM with a 70% precision in the churn prediction model.

CLIENT SAMPLE DATA PROCESS:

FIRST WEEK



SECOND WEEK



THE NEW WAY OF WORK

In one tool, Rappi was able to build an end-to-end pipeline by installing Datagram's pixel SDK and connecting their business data. Then, they were able to aggregate, clean and dedup, run ML algorithms and put them into production with Datagram's Chatbot. Now that their team is able to create pipelines, they can now iterate quickly, standardize data and collaborate in a single workspace.

“The concept of an All-in-One for data is extremely valuable. Now, every player in a company can speak the same language and share the same information. It is leveling up the playing field.”

Santiago Diaz - Growth at Rappi.

According to Gartner, 85% of big data projects fail. The reason? Companies need a plan to put ML models into production. Rappi is proof that when teams are able to change the way they work with data and also collaborate around it, the output can greatly improve business results.

DATAGRAM DATA PROCESS:

