Data Analyst

Scenario 3

1. Wan Nur Faiqah Faqihah Binti Wan Pairul Iruan
2. Carolyn Cherida Anak Tambai
3. Dian Malihah Binti Isaputra
4. Ainnunnabilah Binti Shaffie
5. Muhammad Hadif Bin Nazrujehan
6. Muhammad Solahuddin Al-Ayubi Bin Mohd Abdullah

Overall Performance Trends

Revenue grew steadily from **RM394k** in **2022Q1** to around **RM503k by 2023Q3.**

A slight declines at late **2023,** with QoQ minimum of **-0.31%** in **Q4** and proceed **-0.44%** in **2024Q2.**

Growth began to plateau around the **RM500k** level from late **2023** onward.

"Overall revenue has grown, but growth is now slowing. Grab needs to identify new growth opportunities to sustain revenue growth."

QUATER	SUM OF AMOUNT(RM)	QUATER-OVER-QUATER CHANGE(%)	YEAR-OVER-YEAR CHANGE(%)
2022Q1	394633.74	-	-
2022Q2	412102.83	4.43%	-
2022Q3	409340.89	-0.67%	-
2022Q4	435648.48	6.43%	0.0%
2023Q1	448193.15	2.88%	-
2023Q2	485041.07	8.22%	-
2023Q3	502965.75	3.70%	-
2023Q4	501417.98	-0.31%	17.3%
2024Q1	503868.30	0.49%	-
2024Q2	501638.67	-0.44%	-48.11%

Regional Bright Spots

Central and South

Central

Grab Executive grew strong (by **54.2%**), making it a key driver of Central's growth

Highest performing region at **RM1.36m** total sales

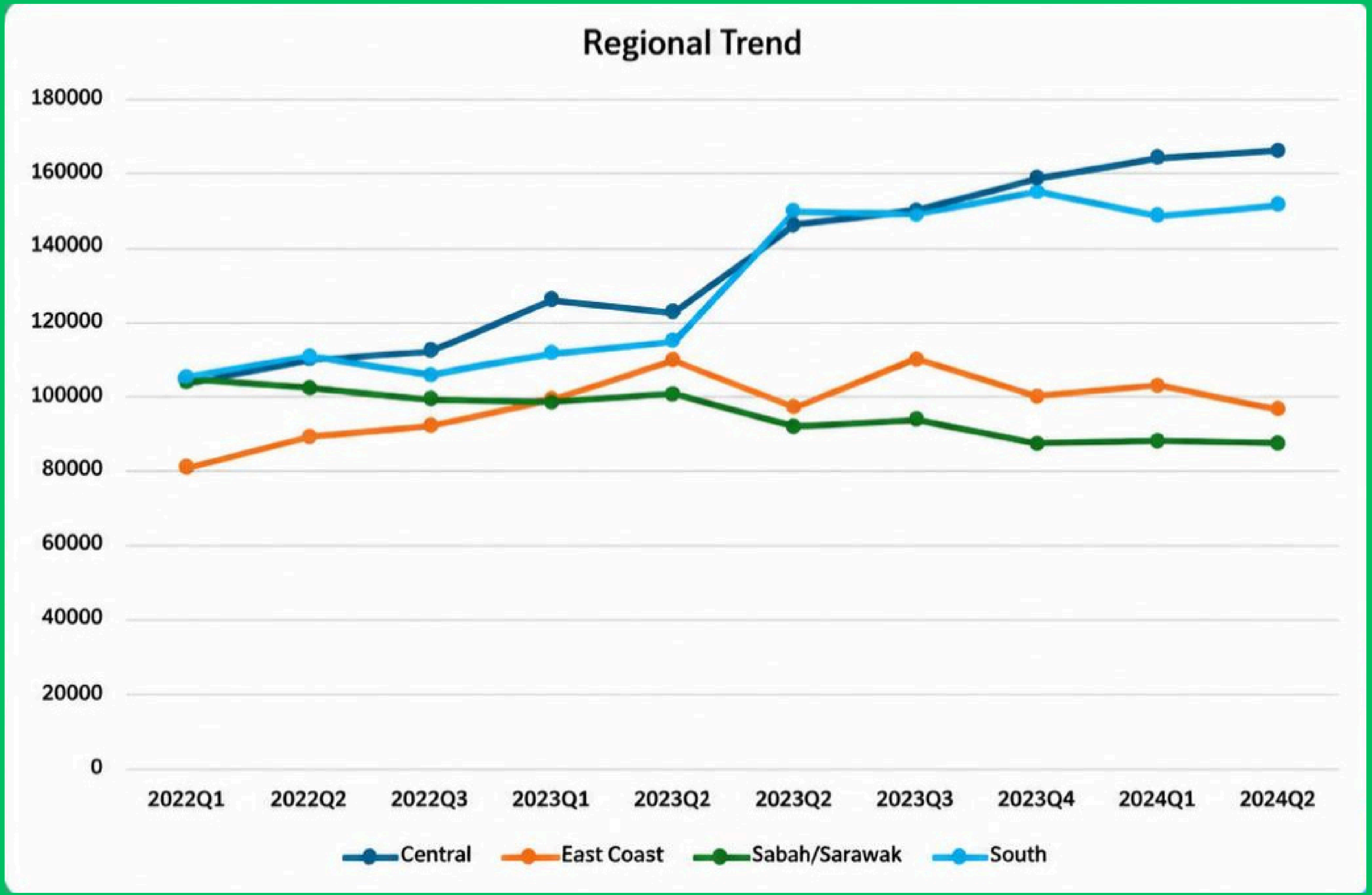
Grab Saver declined, indicating weakening demand in the budget segment

South

Grab Premium grew (strong growth in premium services)

Second highest performing region at **RM1.30m** total sales

JustGrab declined **14.3%**, while Grab 6-seater only grew **+2.7%** (limited momentum compared with other services)



Regional

East Coast & Sabah/Sarawak

Bright Spots

East Coast

- Grab Saver revenue is the highest of any region.

Grab Saver
RM 254k

Sabah/Sarawak

- JustGrab and Grab Plus services form a stable core of sales.

JustGrab
RM 270k

Grab Plus
RM 240k

Hot Spots

East Coast

- **Grab Executive** recorded **RM0.**
- Revenue is also volatile quarter to quarter such as jumping+13.5% in 2023Q3, then dropping -9.1% in 2023Q4.

Sabah/Sarawak

- Total revenue down **16.6%** since Q1 2022.
- Premium options (**Grab Executive** and **Grab Premium**) are barely moving the needle, combining for just RM **107k** total.

Growth Recommendation :

Grow premium bookings in Central and South

Prioritize Premium Plans

1. Grab Executive in Central : highest among other region (RM 243952.30)

2. Grab Premium in South : proven 2nd high usage (RM167914.07)

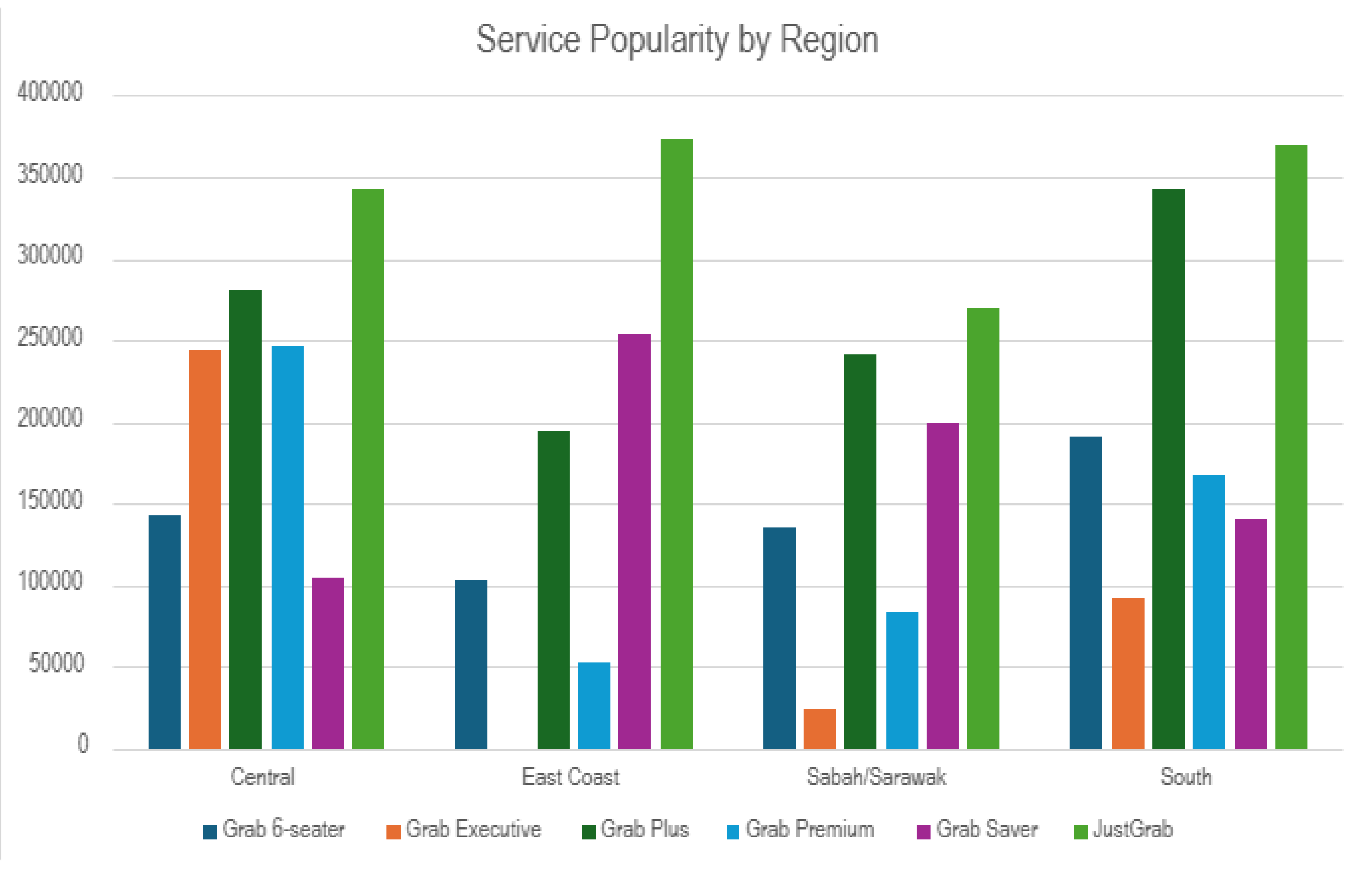
Business Actions

More marketing budget for Grab Executive and Grab Premium in both regions

Introduce exclusive corporate packages & loyalty rewards

Growth Recommendation:

Budget Volume Campaigns East Malaysia and East Coast



Premium Rejection

Near-total rejection of high-end tiers

Price Sensitivity

East Malaysia and East Coast heavily favor standard and budget options.

Growth Recommendation

Deprioritize premium marketing in these regions to immediately save on wasted costs.

Business Action

Pivot to high-volume, budget-friendly promotions

Conclusion

Grow premium bookings in Central & South

- Central: Grab Executive is the strongest/highest-performing service.
- South: Grab Premium is showing strong growth.
- Action: Increase targeted marketing and promotional efforts for premium services, especially Grab Executive and Grab Premium.

Launch/strengthen Grab Executive in East Coast

- We specifically identified that East Coast does not yet have Grab Executive, while demand for premium services is growing.
- Action: Consider introducing Grab Executive in East Coast to capture untapped premium demand.

Recover declining markets in Sabah/Sarawak

- Sabah/Sarawak has experienced declining performance.
- Action: Use targeted promotions and customer-retention/loyalty campaigns to rebuild demand before expanding further.

Thank You

Thank you for your attention