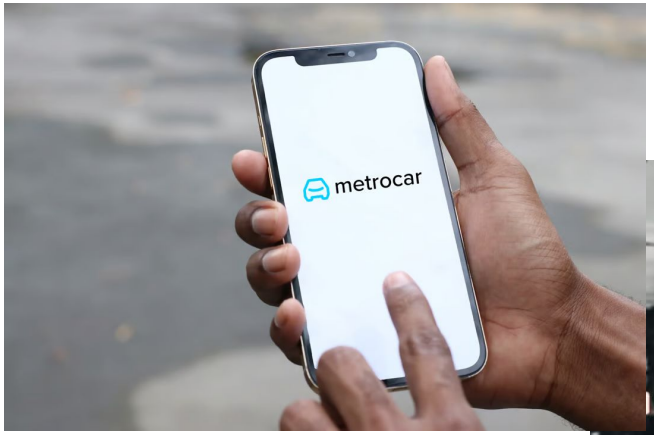
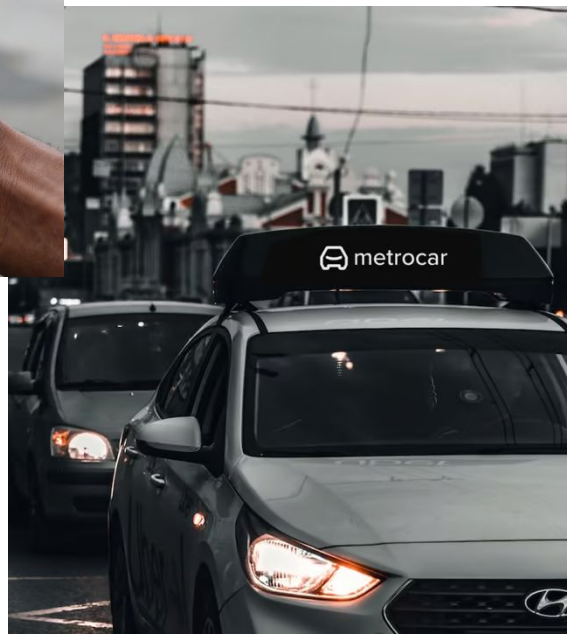
Metrocar
Funnel Analysis

By Anhelina Baftalovska

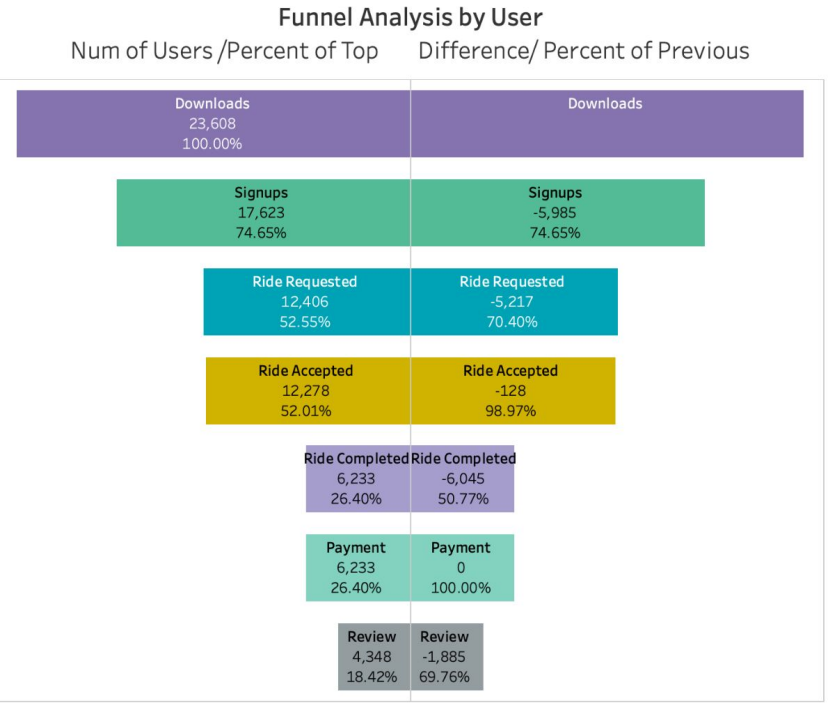
About

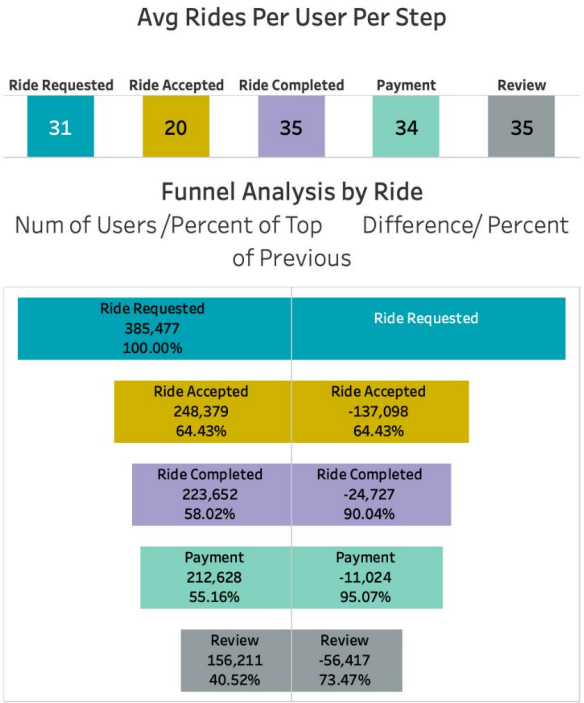




- Metrocar's business model is based on a platform that connects riders with drivers through a mobile application.
- Metrocar acts as an intermediary between riders and drivers, providing a user-friendly platform to connect them and facilitate the ride-hailing process.
- Metrocar currently supports 3 different platforms: ios, android, and web.

Funnel Analysis Overview



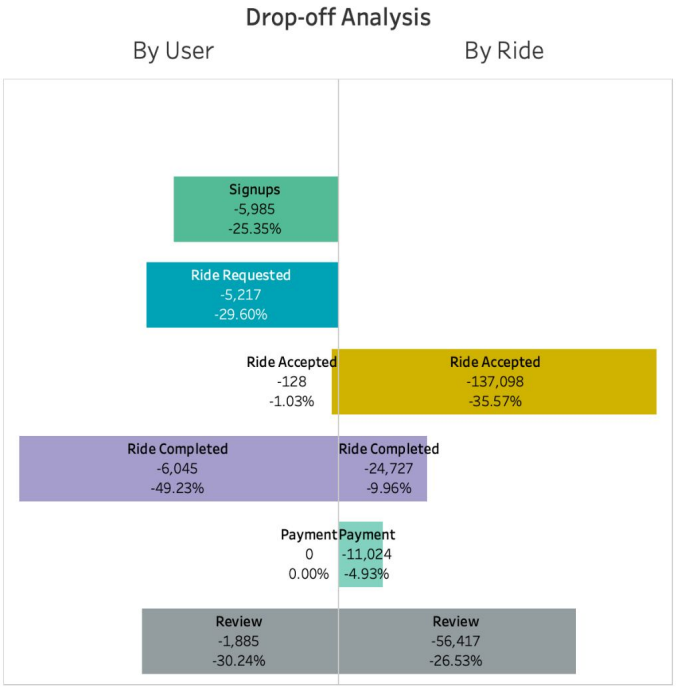


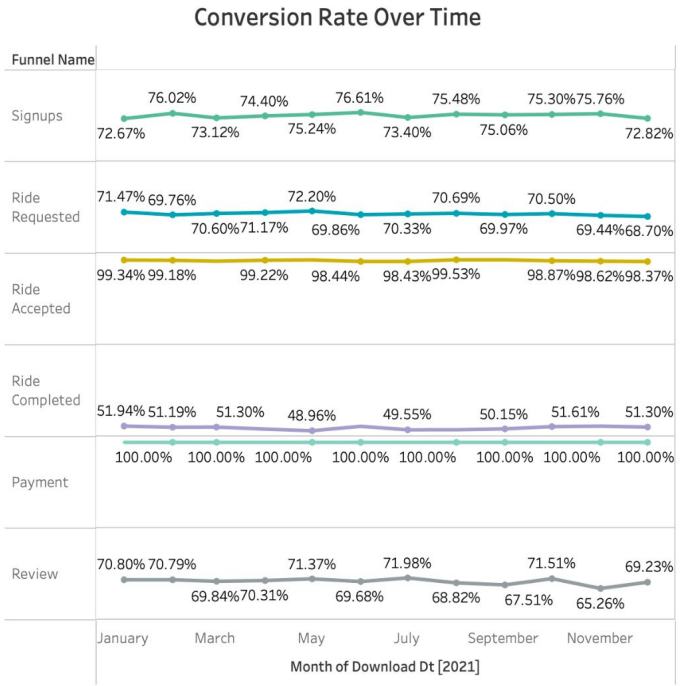
A significant portion (74.65%) of users who download the app proceed to sign up. This indicates a strong initial user interest.

The drop-off between "Ride Requested" and "Ride Completed" is substantial. Identifying and addressing issues in this stage can boost user retention

"Ride Completed" - has the highest, and “ride accepted” the lowest average rides per user, which implies that users might face difficulties in getting rides.

Drop-Off Points



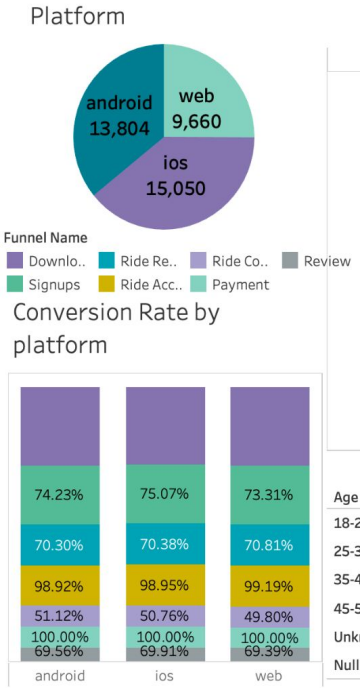


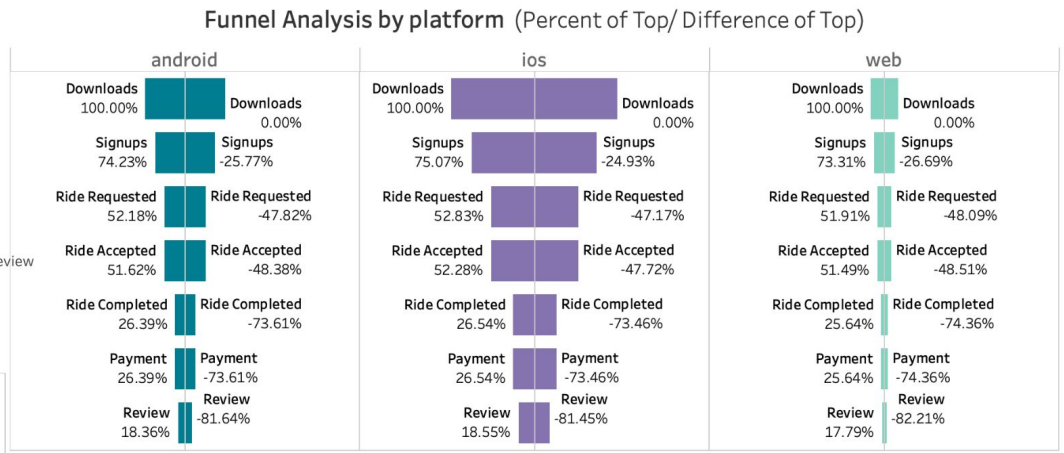
The most significant drop-off at user level occurs at the "Ride Completed" stage. Needs further investigation

The most significant drop-off at ride level occurs at the "Ride Accepted" stage. Users might face challenges in this stage.

The conversion rate for "Signups" fluctuates over months. Understanding these variations can improve the onboarding process.

Platform Analysis





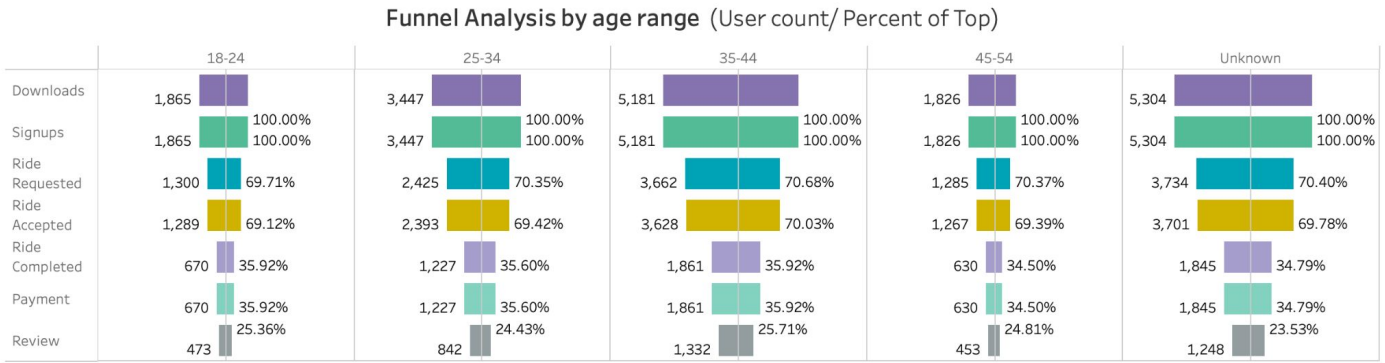
Age Ran..	Downloads			Signups			Ride Requested			Ride Accepted			Ride Completed			Payment			Review		
	ios	andr..	web	ios	andr..	web	ios	andr..	web	ios	andr..	web	ios	andr..	web	ios	andr..	web	ios	andr..	web
18-24	1,118	547	200	1,118	547	200	772	387	141	767	381	141	408	191	71	408	191	71	298	126	49
25-34	2,117	999	331	2,117	999	331	1,503	692	230	1,482	682	229	764	356	107	764	356	107	531	241	70
35-44	3,134	1,509	538	3,134	1,509	538	2,196	1,074	392	2,175	1,065	388	1,114	544	203	1,114	544	203	792	390	150
45-54	1,099	546	181	1,099	546	181	784	375	126	776	367	124	394	182	54	394	182	54	278	137	38
Unknown	3,260	1,547	497	3,260	1,547	497	2,295	1,091	348	2,271	1,085	345	1,112	557	176	1,112	557	176	752	379	117
Null	3,562	1,787	636	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

iOS and Android are the dominant platforms. Allocate marketing resources accordingly.

The web platform lags behind iOS and Android in conversion rates.

The highest conversion rate is at the payment stage, but iOS and Android have higher review conversion rates.

Age Group Analysis



User Count by Age

18-24	1,865
25-34	3,447
35-44	5,181
45-54	1,826
Unkno..	5,304

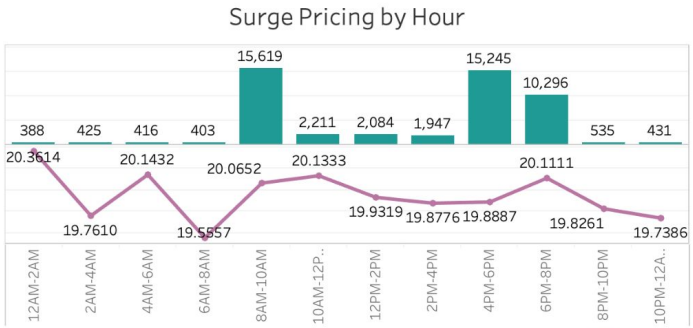
Conversion Rate by Age Range

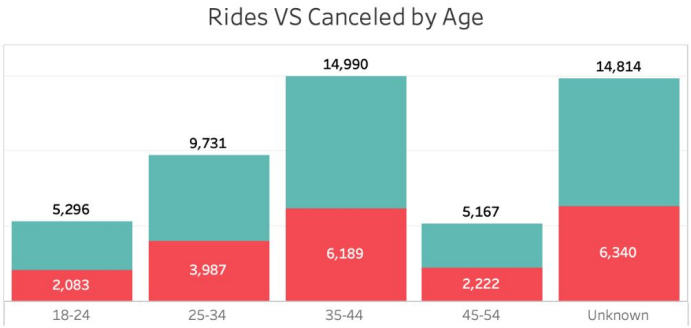
	Signups	Ride Requested	Ride Accepted	Ride Completed	Payment	Review
18-24	100.00%	69.71%	99.15%	51.98%	100.00%	70.60%
25-34	100.00%	70.35%	98.68%	51.27%	100.00%	68.62%
35-44	100.00%	70.68%	99.07%	51.30%	100.00%	71.57%
45-54	100.00%	70.37%	98.60%	49.72%	100.00%	71.90%
Unknown	100.00%	70.40%	99.12%	49.85%	100.00%	67.64%

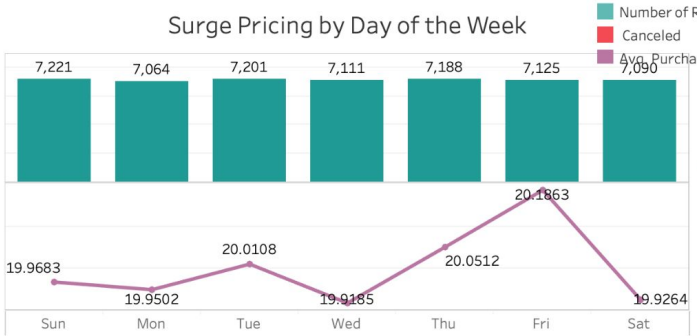
The 25-34 age group has the highest user count and engagement at all stages.

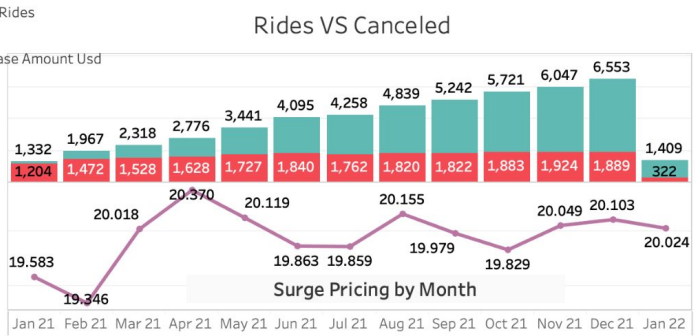
The 18-24 age group has strong conversion rates for several stages.

Surge Pricing









Ride requests are high during morning and evening hours, suggesting potential for surge pricing during these times.

Ride requests remain consistent throughout the week, indicating a uniform surge pricing approach.

Waiting Time

MAX Time

Ride Duration	90.00
Time Before Ride	15.00
Time To Accept	20.00
Accept To Cancel	10.00
Request To Cancel	30.00

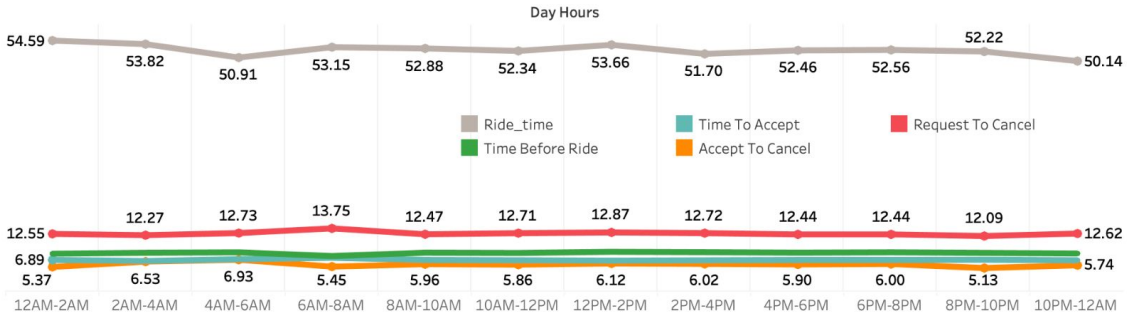
AVG Time

Ride_time	52.63
Time Before Ride	8.48
Time To Accept	6.88
Accept To Cancel	5.95
Request To Cancel	12.50

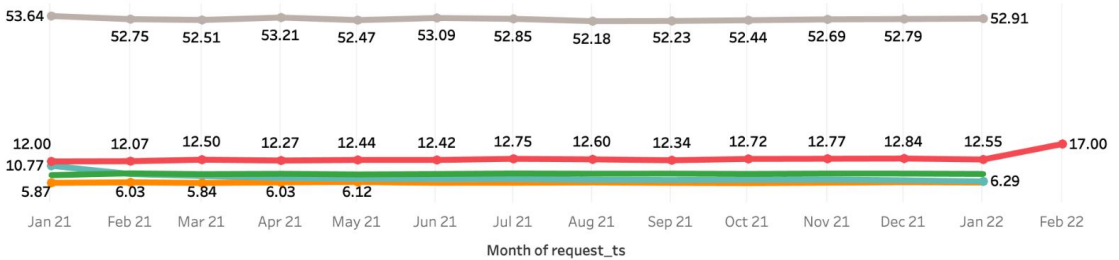
Min Time

Ride Duration	15.00
Time Before Ride	2.00
Time To Accept	2.00
Accept To Cancel	2.00
Request To Cancel	2.00

AVG Wait Time by Hour of the Day



AVG Wait Time by Month



Wait times vary throughout the day, with shorter wait times in the early morning hours.

January exhibits the longest average wait times.

Recommendations

Area	Description
Simplify Onboarding:	Streamline the user registration process for better sign-up rates.
Optimize Ride Acceptance:	Improve the ride acceptance system to enhance user experiences.
Boost Review Engagement:	Encourage more user reviews through user-friendly processes.
Target iOS Users:	Allocate marketing resources to engage iOS users effectively.
Implement Surge Pricing:	Introduce surge pricing during peak hours for revenue optimization.
Enhance Evening Experience:	Focus on improving user satisfaction during peak evening hours.

Thank You!

Questions?

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