



METROCAR FUNNEL ANALYSIS

PERTINENT DETAILS TO FACILITATE INFORMED
RESPONSES TO BUSINESS INQUIRY

INTRODUCTION

- METROCAR - RIDE-SHARE APP

- BUSINESS MODEL

- A FACILITATOR CONNECTING RIDERS WITH DRIVERS

- DELIVERS A USER-FRIENDLY DIGITAL PLATFORM THAT SERVES AS A CONDUIT TO CONNECT RIDERS WITH DRIVERS, SIMPLIFYING THE ENTIRE RIDE-HAILING PROCEDURE

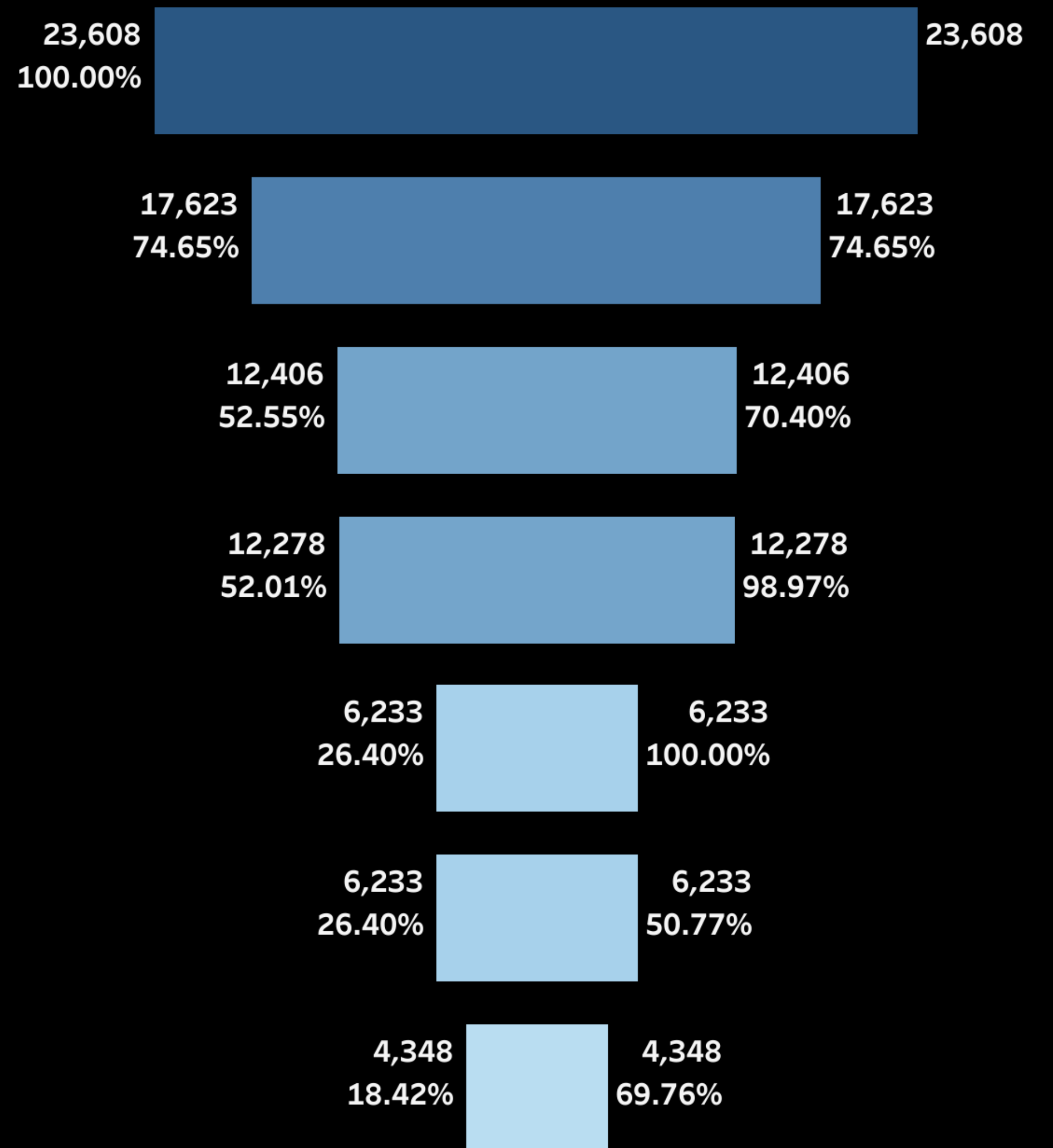


OBJECTIVES

OF METROCAR

- TO PROVIDE HIGH-QUALITY, SAFE, AND COMFORTABLE RIDES BY ENSURING THAT DRIVERS ARE WELL- VETTED AND VEHICLES MEET SPECIFIC STANDARDS
- TO ATTRACT AND RETAIN A SIGNIFICANT USER BASE OF BOTH RIDERS AND DRIVERS BY OFFERING RELIABLE, AND CONVENIENT TRANSPORTATION OPTIONS
- ANSWER BUSINESS QUESTIONS RELATED





FUNNEL ANALYSIS

- SHOWING STEPS OF CUSTOMER JOURNEY THROUGH THE PRODUCT , SERVICES, OR WEBSITE
- RESEMBLES A REAL-WORLD FUNNEL, WIDE AT THE TOP AND NARROW AS IT GOES DOWN THE BOTTOM
- BY ANALYZING THE FUNNEL, BUSINESS CAN IDENTIFY STAGES WITH SIGNIFICANT DROP-OFF RATES, WHICH MAY INDICATE A PROBLEM OR A BOTTLENECK IN THE PROCESS THAT NEEDS ATTENTION.

USER FUNNEL

- ◆ 7 step funnel

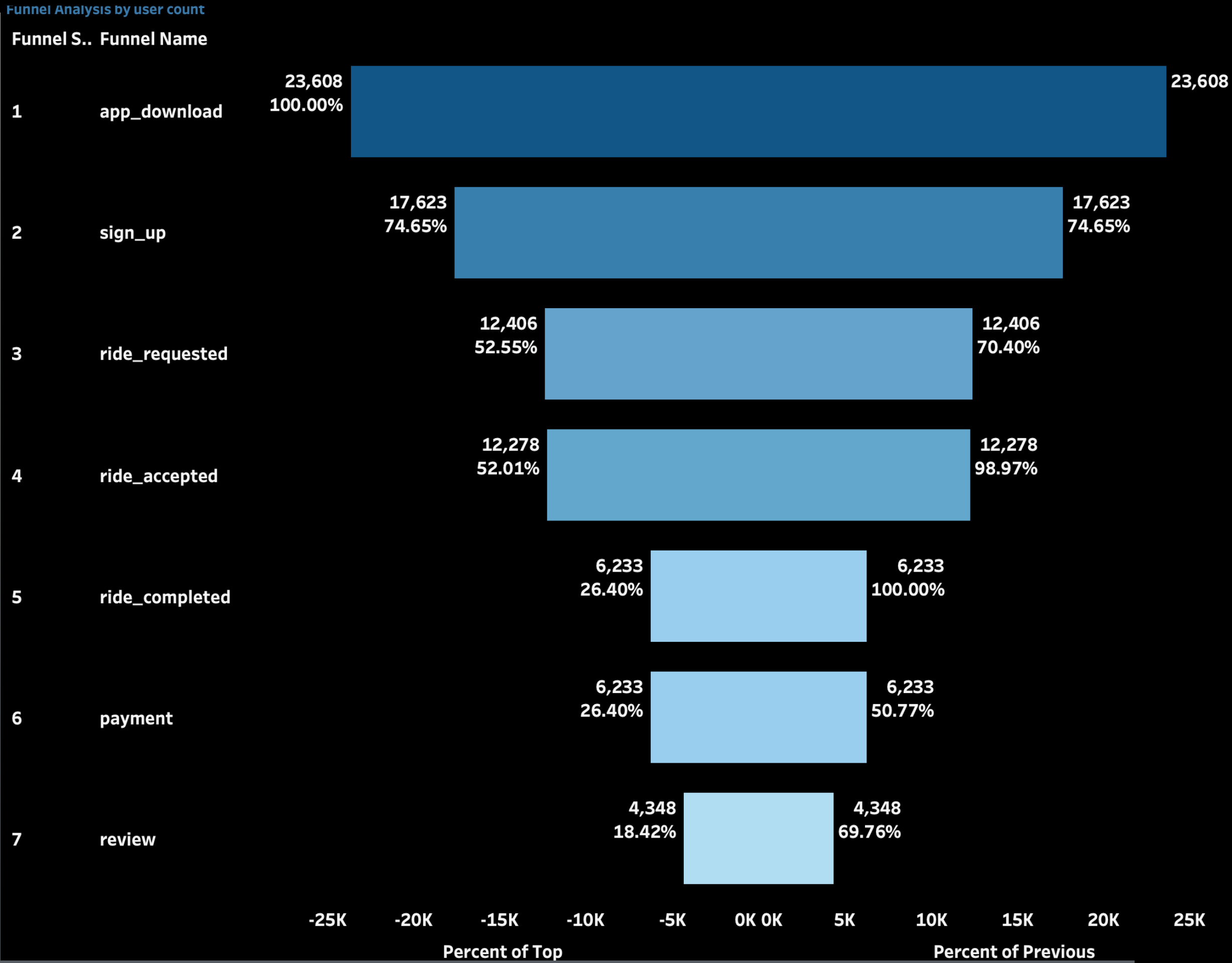
- ➡ app_download, sign_up, ride_requests, ride_accepted, ride_completed, payment, review

- ◆ Tracks user count, conversion rate and drop-off rate

USER FUNNEL KEY INSIGHTS

CONVERSIONS:

- ➔ APP_DOWNLOAD TO SIGNUPS : 74.65%
- ➔ SIGN_UP TO RIDE_REQUESTED : 70.40%
- ➔ SIGNIFICANT DROP FROM RIDE_ACCEPTED TO RIDE_COMPLETED : 50.77% USERS ONLY COMPLETED THEIR RIDES



Funnel analysis by user count

USER FUNNEL

SEGMENTATION

● PLATFORMS

- ➔ iOS : 60.53%
- ➔ Android :29.38%
- ➔ Web :10.09%

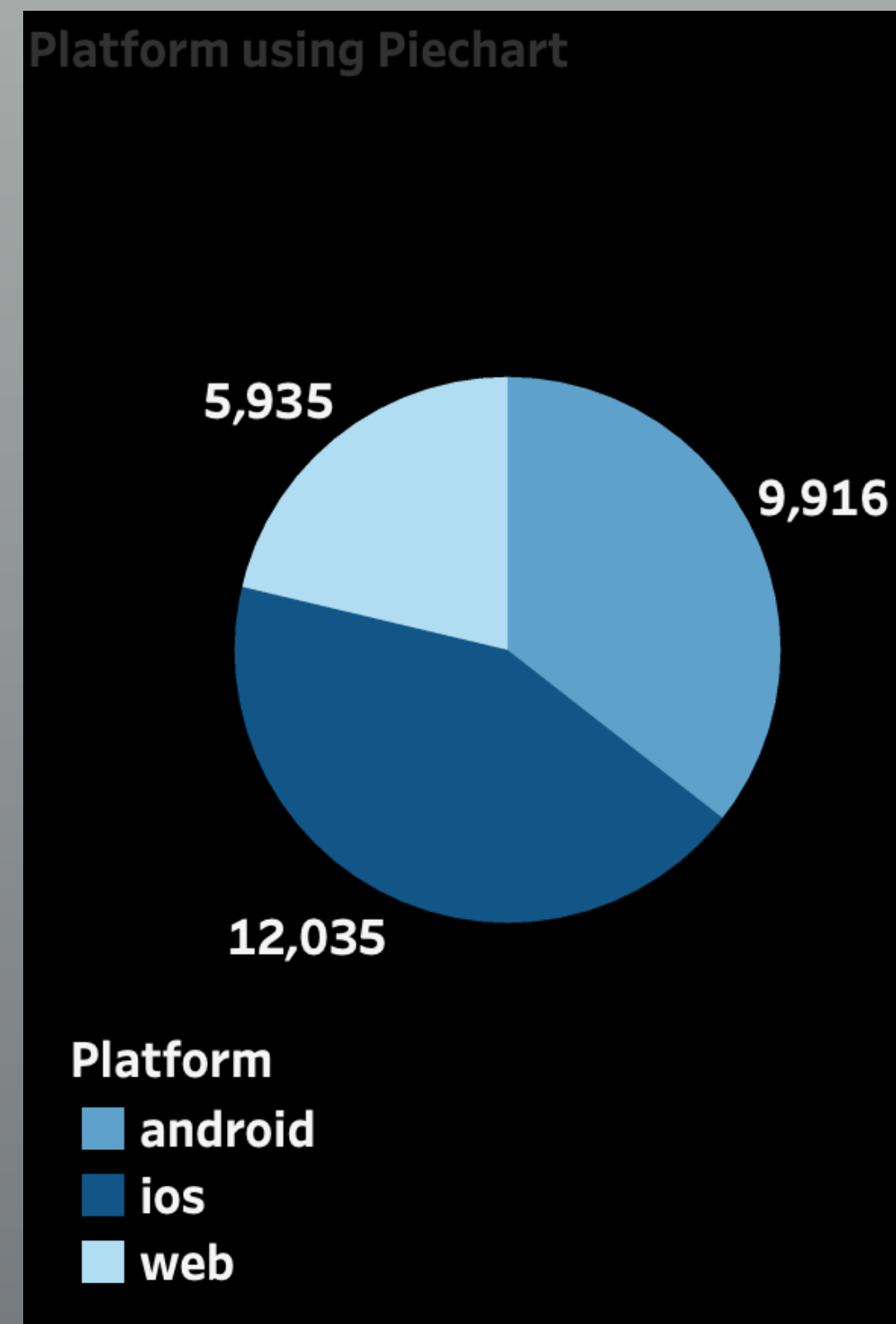
● Age range:

- ➔ 18-24: 10.58%
- ➔ 25-34: 19.56%
- ➔ 35-44: 29.40%
- ➔ 45-54: 10.36%

● Ride Peak hours

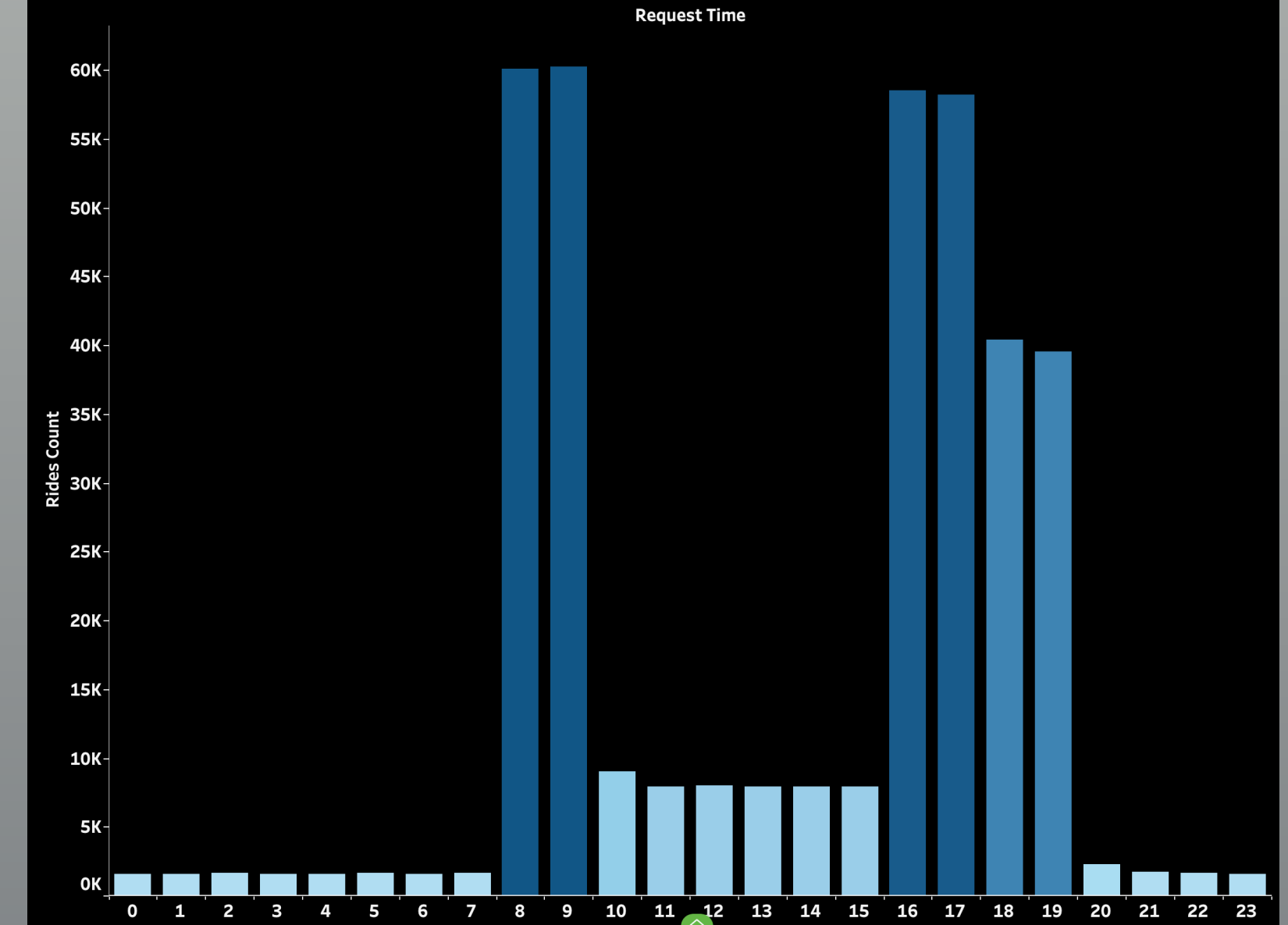
- ➔ 8AM-10AM
- ➔ 4PM-10PM

Platform using Piechart

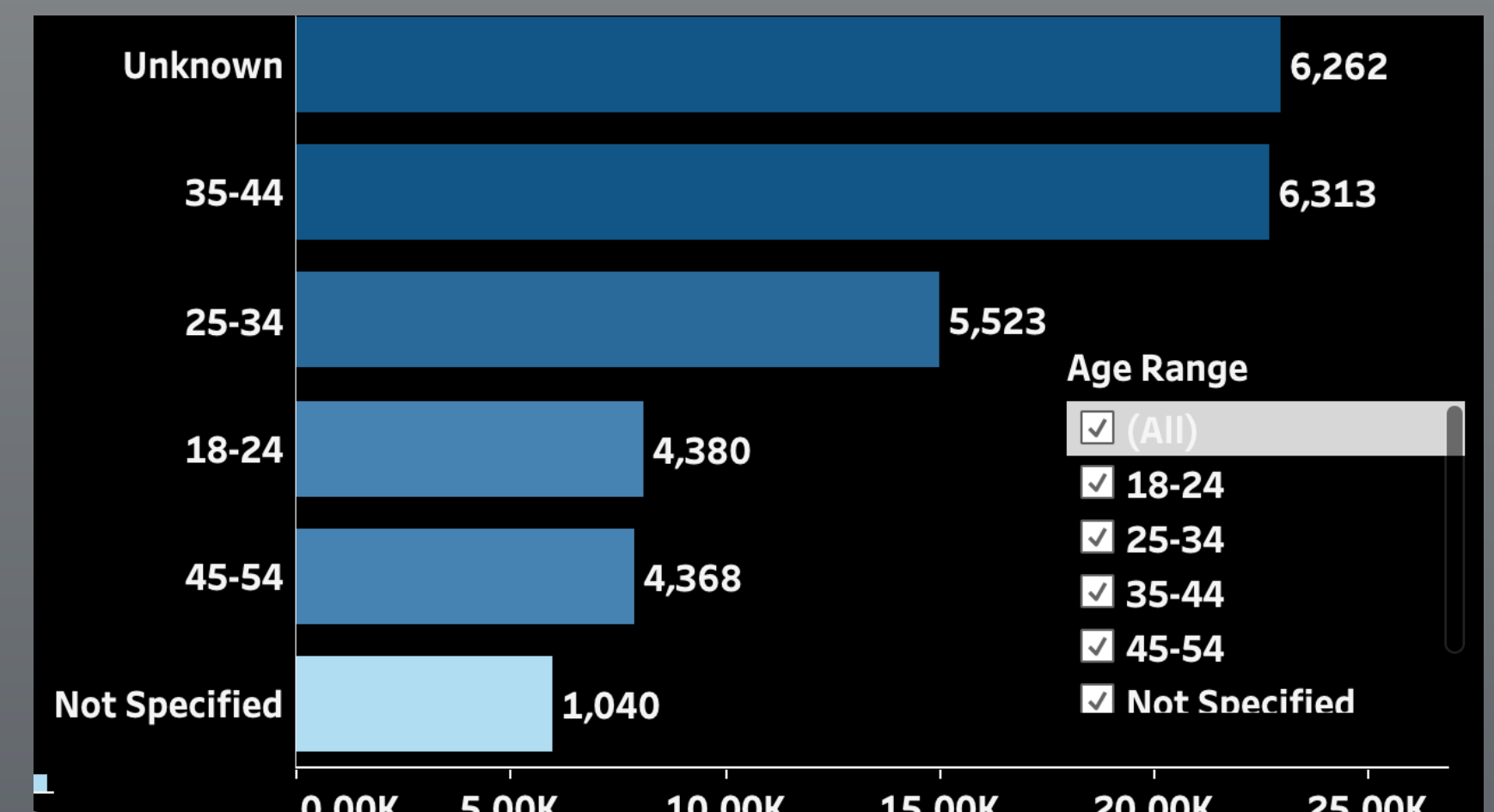


Platform using piechart

Surge Price Analysis



Ride by hour



Age range

RIDE FUNNEL

- 5 funnel steps

- ➡ ride_request, ride_accepted, ride_completed, payment, review

- Tracks ride count, conversion rate drop-off rate

KEY INSIGHT FOR RIDE FUNNEL

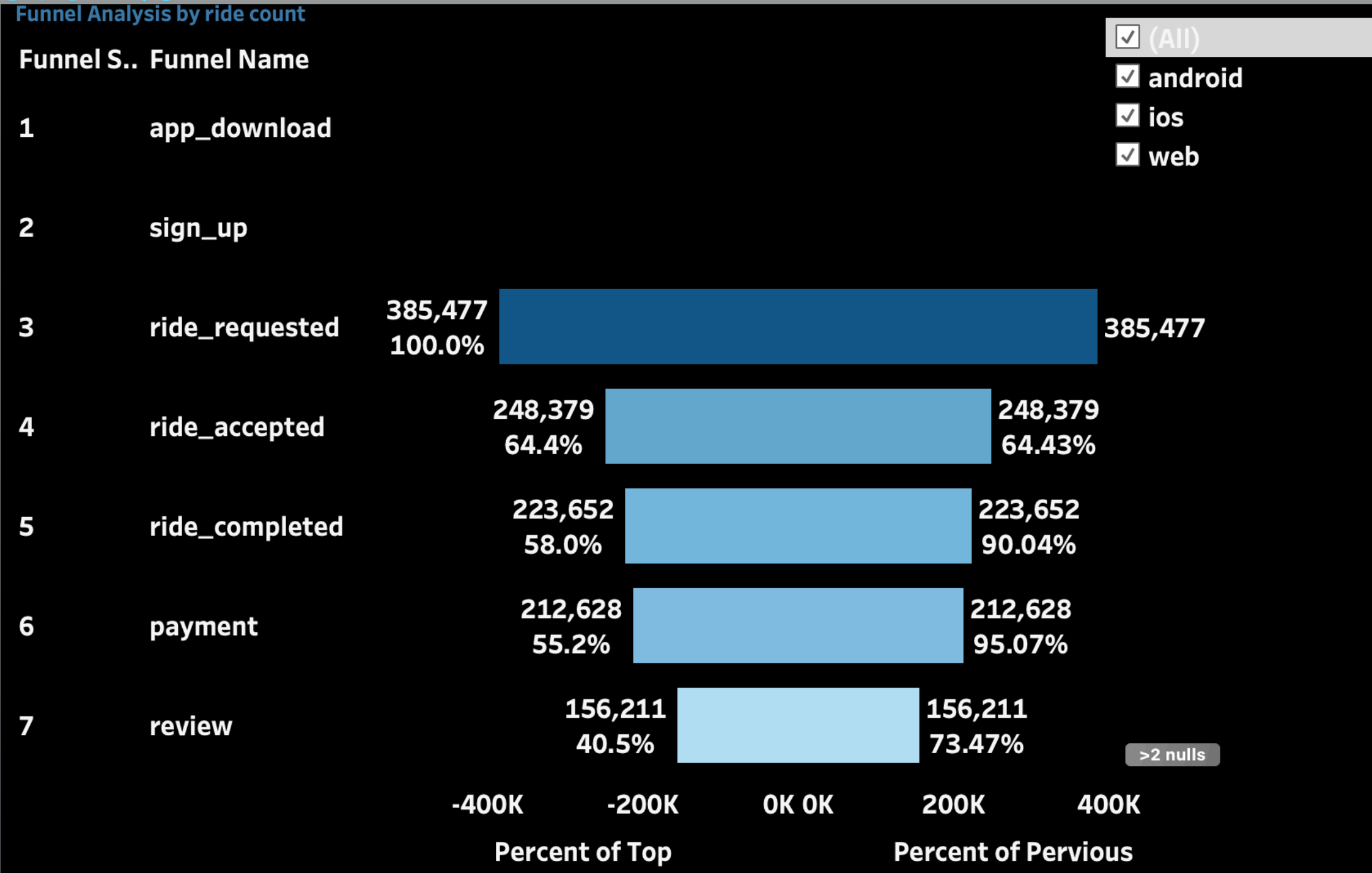
CONVERSION :

● RIDE_REQUESTED TO RIDE_ACCEPTED : 64.43%

● RIDE_ACCEPTED TO RIDE COMPLETED : 90.04%

● RIDE_COMPLETED TO PAYMENT :

➔ 95.07% USERS COMPLETED THE RIDE



RECOMMENDATIONS

- SIMPLIFY THE SIGN-UP PROCESS. MINIMIZE THE NUMBER OF STEPS REQUIRE TO CREATE AN ACCOUNT
- PROVIDE FIRST-TIME USER DISCOUNTS OR REFERRAL BONUS TO ENCOURAGE NEW SIGN-UPS TO REQUEST THEIR FIRST RIDE
- PROVIDE EASY ACCESS TO USER SUPPORT WITHIN THE APP FOR IMMEDIATE ASSISTANCE
- OPTIMIZE THE ALGORITHM FOR MATCHING RIDERS WITH NEARBY DRIVERS TO REDUCE WAIT TIMES
- USE TARGETED MARKETING CAMPAIGNS TO REACH POTENTIALS USERS WHO HAVE DOWNLOADED THE APP BUT HAVE NOT YET SIGNED UP OR TAKEN A RIDE
- ENCOURAGE REVIEWS TO RIDERS BY OFFERING SMALL INCENTIVES OR LOYALTY POINTS OR PERSONALIZE THE REVIEW TO SHOW THAT THE VALUABLE THEIR FEEDBACK IS.
- CREATE MILESTONES FOR USER OR RECOGNITION IN THE APP CELEBRATE A SPECIFIC NUMBER OF RIDES TAKEN.

RECOMMENDATIONS

- BY IMPLEMENTING THESE STEPS, METROCAR CAN INTRODUCE A SURGE PRICING MODEL BETWEEN 8AM-9AM AND 4PM-7PM, THAT IS DATA-DRIVEN, RESPONSIVE TO REAL-TIME CONDITIONS, AND ACCEPTABLE TO BOTH RIDERS AND DRIVERS. IT'S IMPORTANT TO BALANCE THE GOAL OF REVENUE MANAGEMENT WITH CUSTOMER SATISFACTION TO MAINTAIN A LOYAL USER BASE.
- TARGETED MARKETING AND USER EXPERIENCE, FOCUS PLATFORMS WHERE THIS DEMOGRAPHIC OF AGE RANGE "35-44" AND "25-34" IS MORE ACTIVE.
- HIGHLIGHT THE CONVENIENCE OF USING THE SERVICE FOR WORK COMMUTER AND DAILY COMMUTER NEEDING RIDES
- YOUNGER ADULTS OFTEN PREFER BRANDS THAT DEMONSTRATE SOCIAL RESPONSIBILITY. SHOW HOW YOUR COMPANY CONTRIBUTES TO ENVIRONMENTAL SUSTAINABILITY OR SUPPORTS LOCAL COMMUNITIES.
- OFFER SUBSCRIPTION OR MEMBERSHIP PROGRAMS THAT PROVIDE BENEFITS SUCH AS PRICE STABILITY AND PRIORITY SERVICE.

REFERENCE LINKS

- DASHBOARD FOR TABLEAU LINK

- [HTTPS://PUBLIC.TABLEAU.COM/VIEWS/METROCARRIDESHARECOMPANY/METROCARANALYSIS?:LANGUAGE=EN-US&:DISPLAY_COUNT=N&:ORIGIN=VIZ_SHARE_LINK](https://public.tableau.com/views/MetroCarrideshareCompany/MetroCarAnalysis?:language=en-us&:display_count=n&:origin=viz_share_link)