



# METROCAR FUNNEL ANALYSIS



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# PROJECT OVERVIEW

With 2021 Data from metrocar

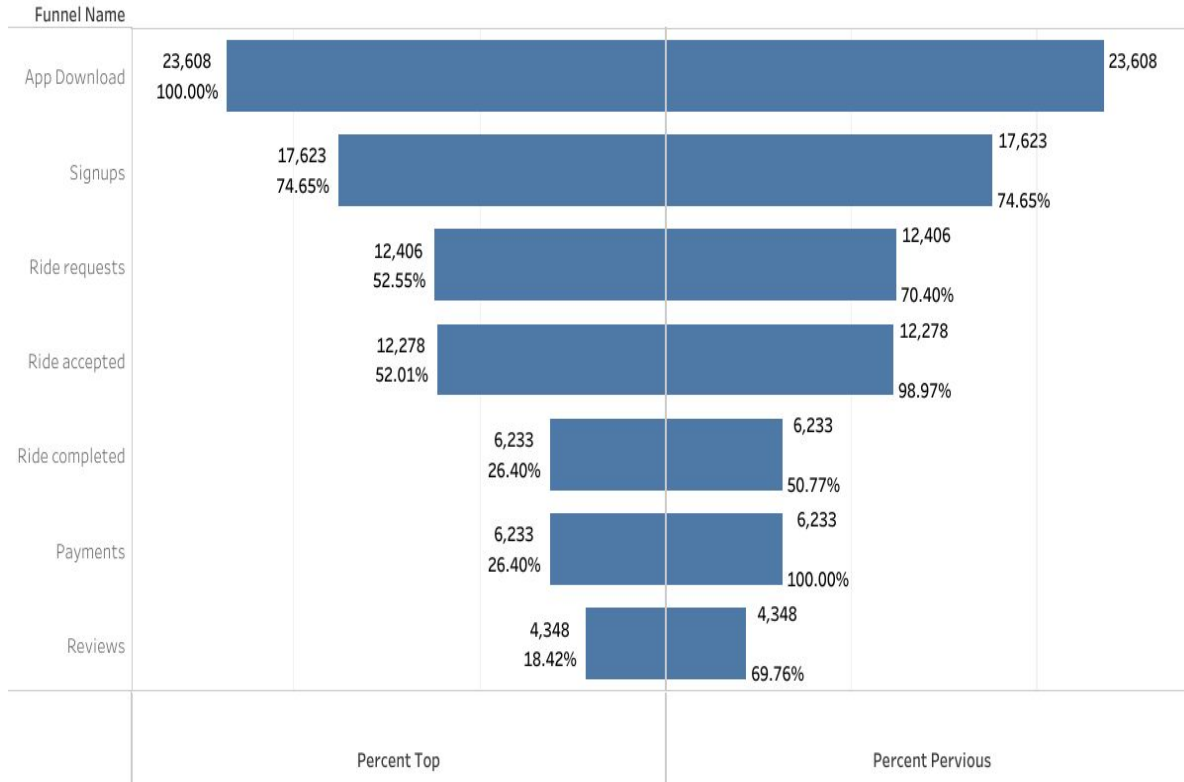
I Created Funnel On two Levels; Users And Ride Level

Which shows the conversion rate

By means of Percent top and Percent Previous

# RESULT: USERS FUNNEL

## Users Funnel

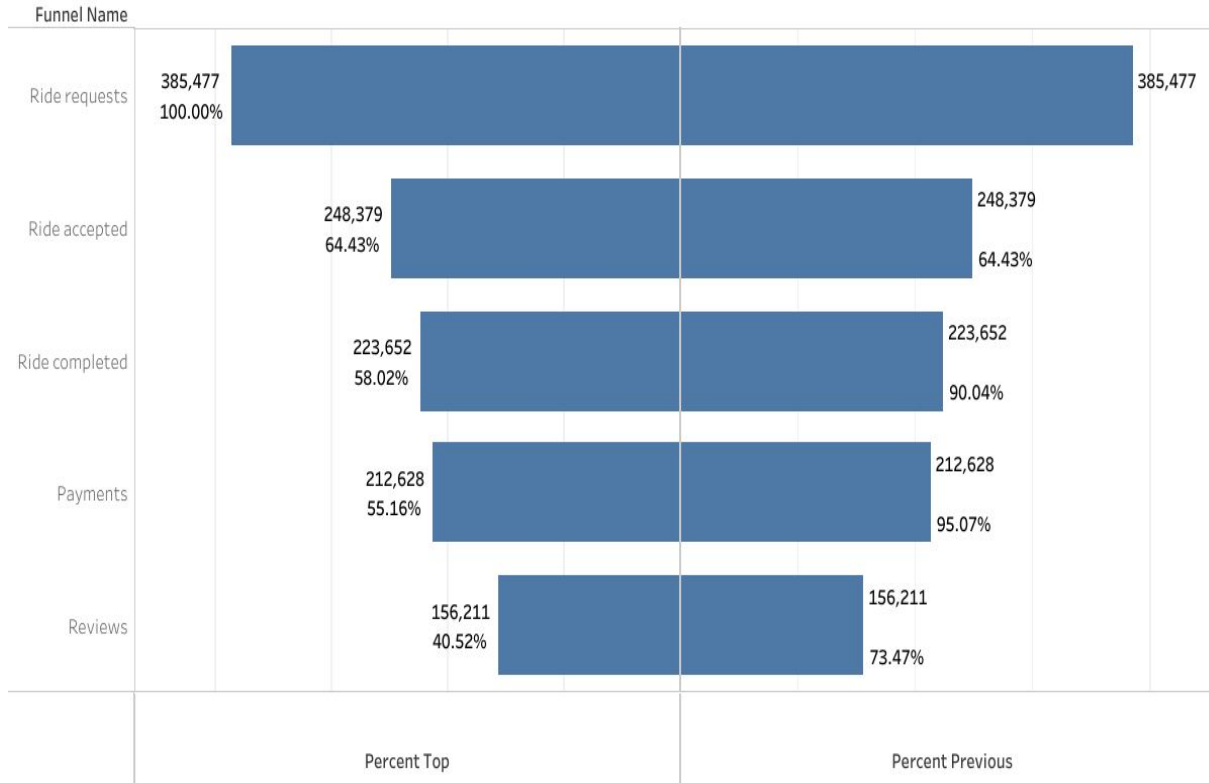


The steps with the highest drop off rate are:

- Ride Accepted - Ride Completed 49.23% drop off rate
- Signups - Ride Requests 29.60% drop off rate
- App download - signups 25.35% drop off

# RESULT: RIDE FUNNEL

## Ride Funnel (2)



Step with the highest drop off rate is

- Ride Request - Ride Accepted with 35.57% drop off rate

# RECOMMENDATION

**The steps to research and improve are these steps with high drop off rate,**

**Reasons for drop off in the Ride funnel could be:**

- **Driver Insecurity**
- **No sufficient drivers**
- **Far distance**
- **Rider become impatient**

## RESULT :INSIGHT BASE ON PLATFORM

<b>Platform</b>	<b>Number Of Users On Payments Step</b>	<b>Number Of Ride On Payment Step</b>
<b>IOS</b>	<b>3792</b>	<b>129387</b>
<b>ANDROID</b>	<b>1830</b>	<b>62223</b>
<b>WEB</b>	<b>611</b>	<b>21018</b>

# RECOMMENDATION

My Recommendation would be to focus marketing budget in acquiring and retaining users from IOS and Android platform



## BEST PERFORMING AGE GROUP

The best performing non-null age group are:

- 35 - 44 age-group
- 25 - 24 age-group

### RECOMMENDATION

I will like to know the possibility of having the age group of the users on the unknown group

# **SURGE PRICING**

**Trip distribution shows two activity peaks:**

- **Between 8AM and 9AM**
- **Between 4PM and 7PM**

## **RECOMMENDATION**

**Stakeholder can increase price during this peak period and also driver should be paid more during peak hours**

# CONCLUSION

- I will recommend investigation on all steps of both users level and Ride level funnel where there has been a drop off
- More driver should be employed and trained
- Benefit, award, incentive for drivers

THANK YOU

