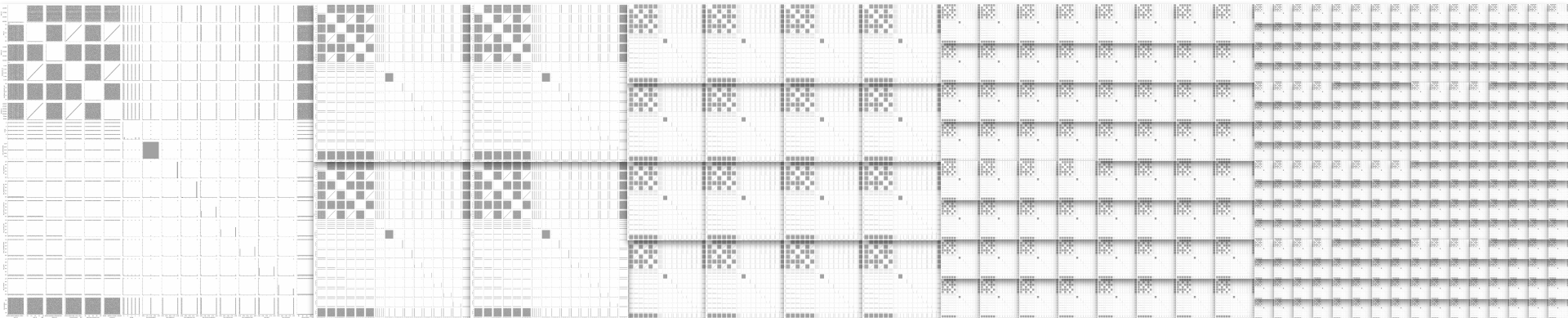




Funnel Analysis

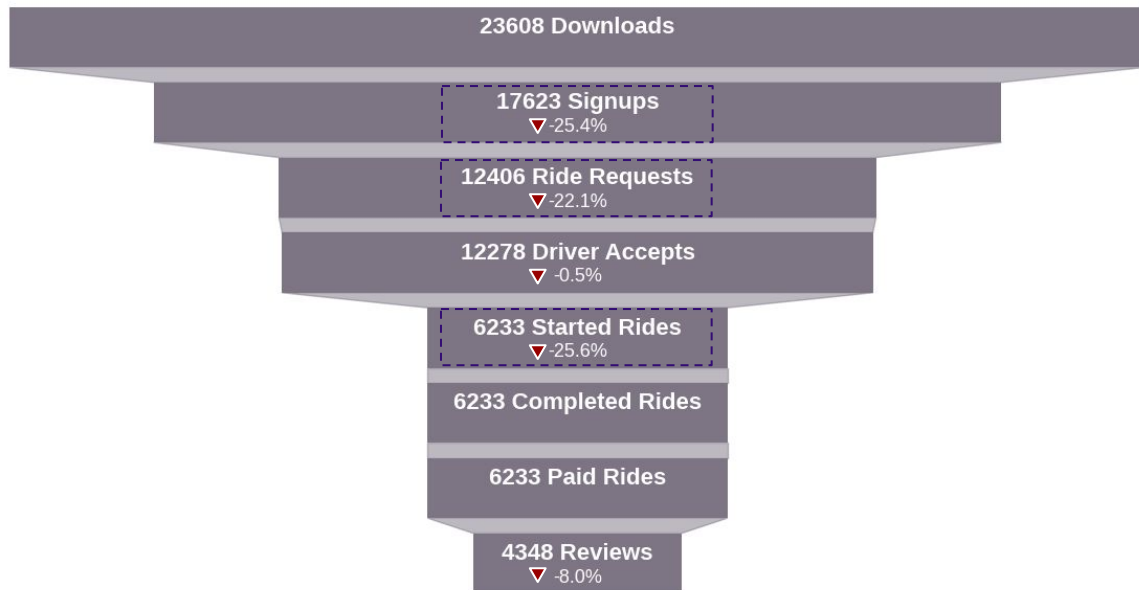
By Bertrand, Nadiya, Sid



There are 3 major drop offs in the user funnel

Additionally there is a minor drop off at the review level.

Percent of top lost



Key insights

1

25% of users drop off at signups

2

Another 22% of users drop off at ride requests

3

Another 25% of users drop off before starting a ride

4

A further 8% of users drop off at reviews

Driver acceptance is our biggest drop off in the ride funnel

Percent of top lost



Key insights

1

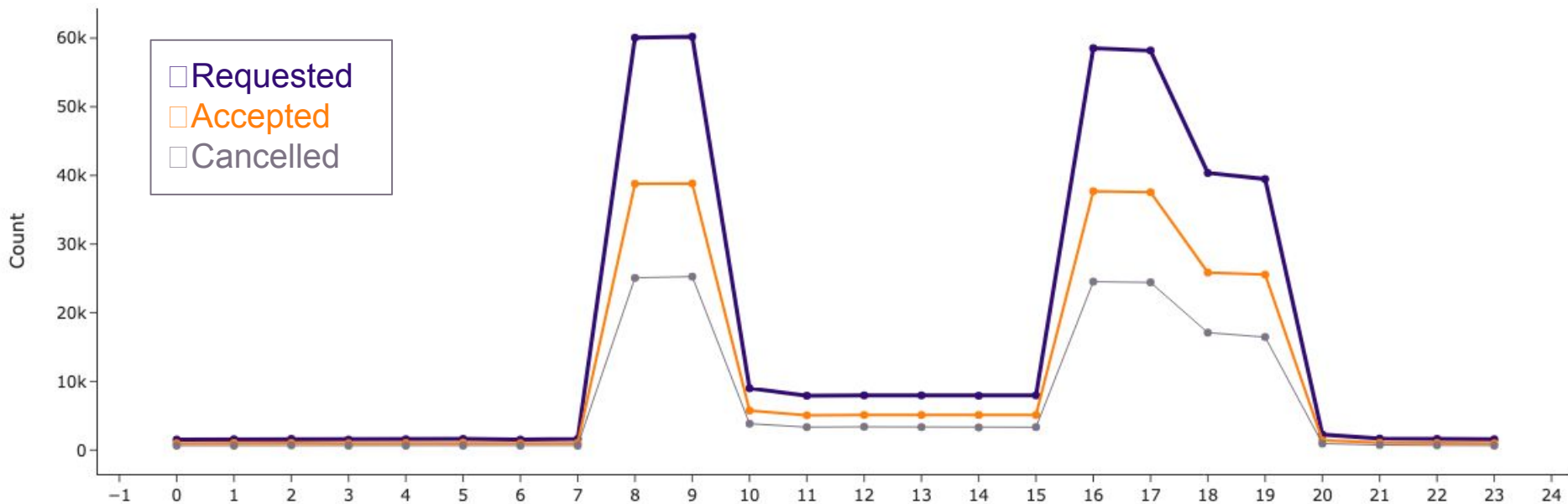
35% drop off at driver acceptance

2

14% drop off at reviews

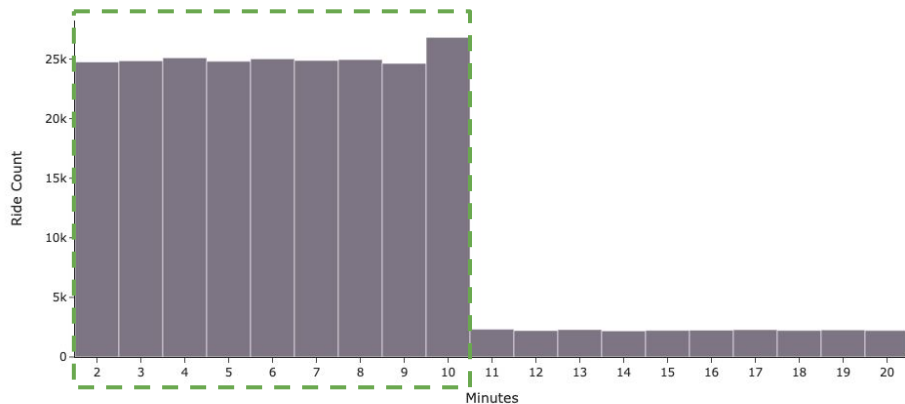
Daily peak ride requests are between 8-9 and 16-19

30% of rides are not **accepted** by drivers and almost 50% are cancelled



High cancellation rate within 10 minutes of request

Time between request and driver accepting ride



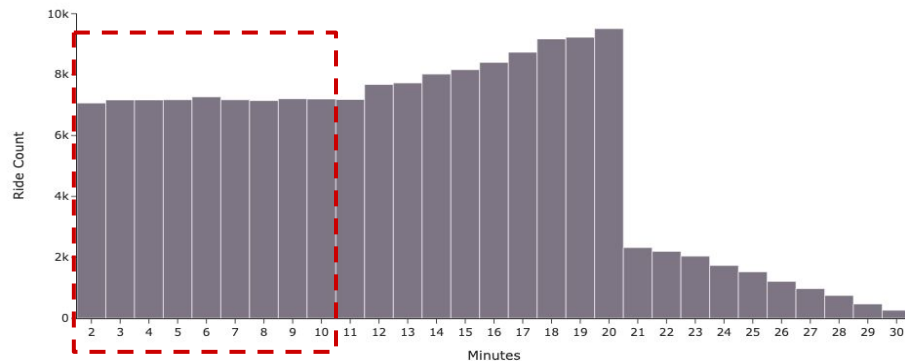
Insights

Majority of rides are **accepted within 10 minutes**

Recommendations

Offer replacement driver after 10 minutes

Time before cancelling a ride



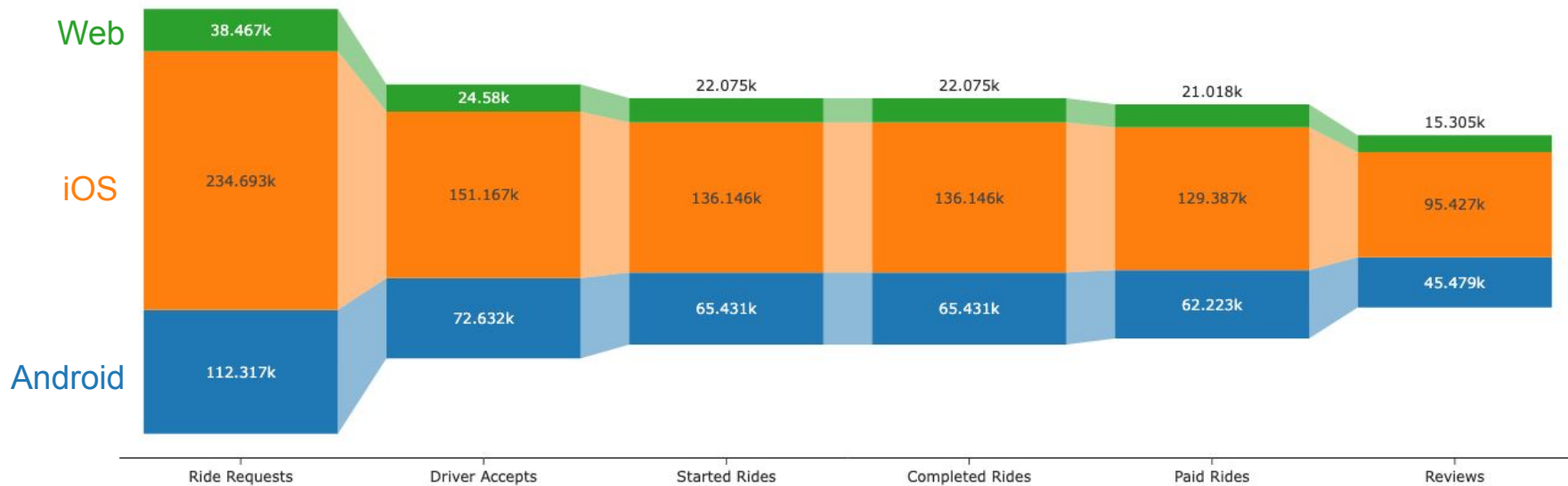
30% of users are **cancelling within 10 minutes** of request

Charge for cancellations within 10 minutes of request

The iOS platform has the greatest share

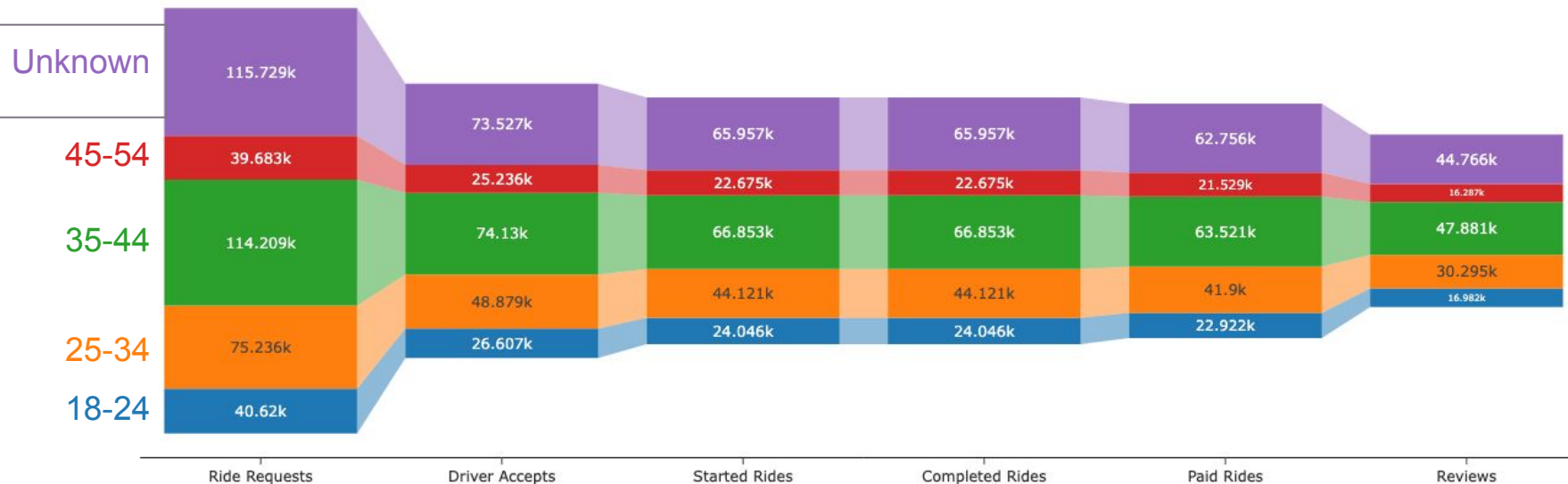
60% rides requested on the ios platform, 30% on android, 10% on web

Rides funnel by platform



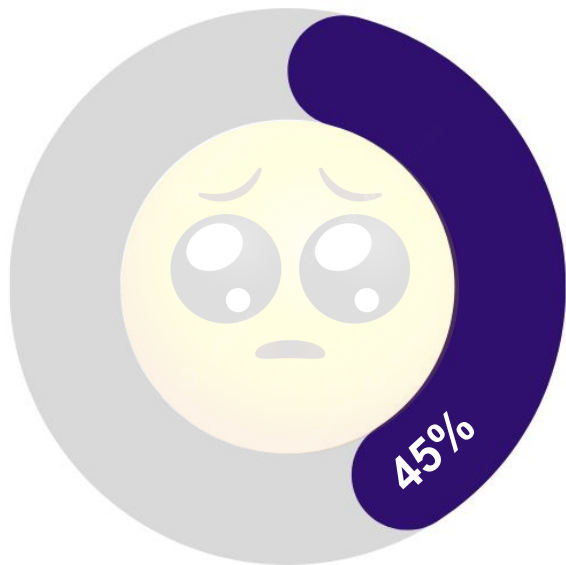
Target market is users aged 35-44 followed by 25-34

Rides funnel by age range



Caveat: the largest chunk of customers have an unknown age range

45% of reviews have a negative sentiment

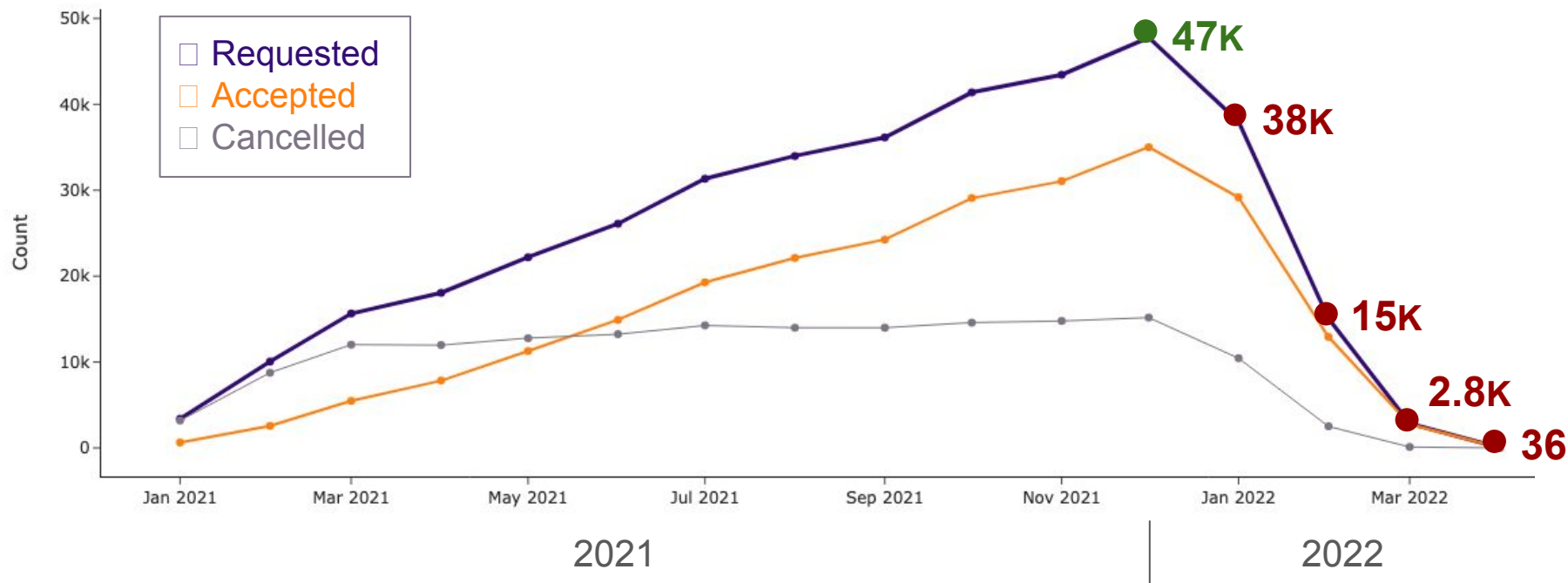


Average rating:

3.06 / 5

Customer usage surged in 2021, followed by sharp plummet in 2022

Only 36 rides requested between 01.04 - 24.04 in 2022



Summary

Key Insights

- 1 Signups didn't fill up age category
- 2 A third of request are rejected by drivers
- 3 Ride start is affected by driver acceptance and early cancellations
- 4 Users not writing review

Recommendations

- 1 Streamline signup process
- 2 Improve driver acceptance rates
- 3 Charge for cancellations < 10 mins
- 4 Incentivise reviews

Conclusion

“There is no need to build a labyrinth when the entire universe is one.”
— **Jorge Luis Borges, Labyrinths: Selected Stories & Other Writings**