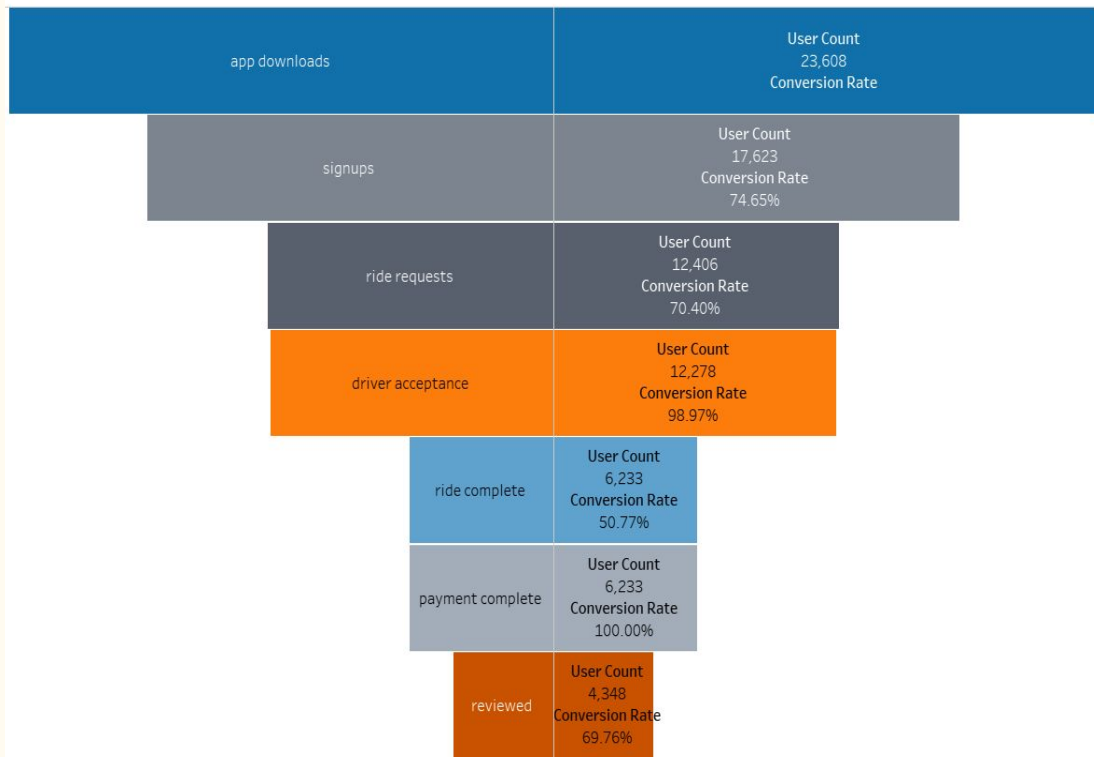# Metrocar Funnel Analysis

By Cecilia Martinez

Funnel Overview

Our Metrocar funnel consists of 7 crucial stages in the user experience:

1. App download

2. Signup

3. Ride request

4. Driver acceptance

5. Ride complete

6. Payment complete
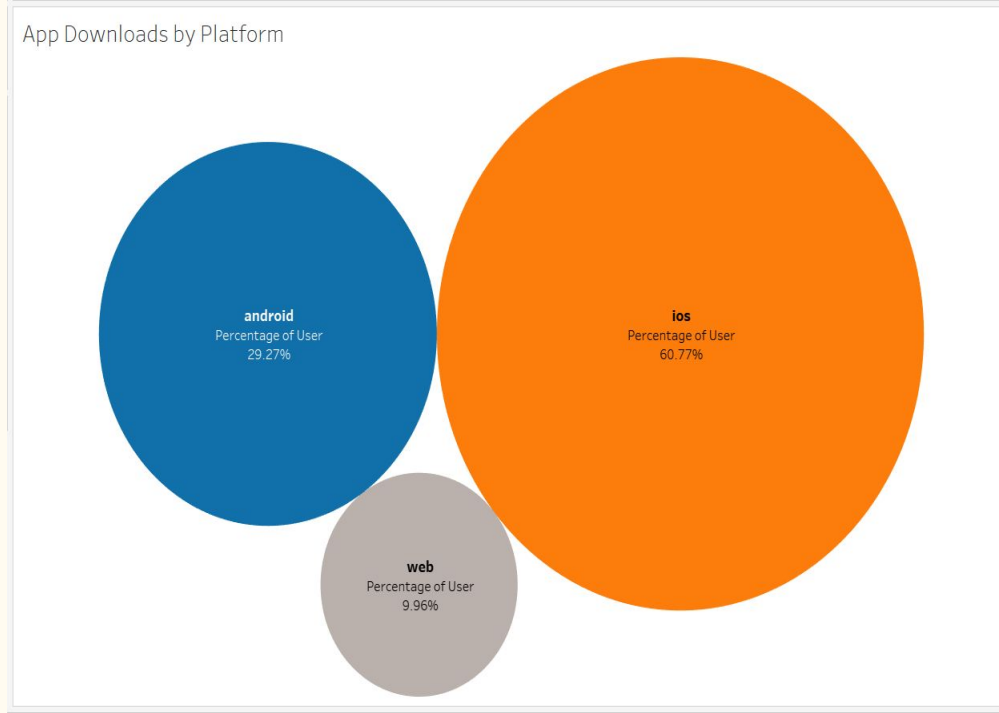
7. Reviewed

Conversion Rates

- Our analysis reveals the ride complete stage to have the lowest conversion rate within our funnel, indicating a noteworthy trend of users cancelling between the driver accepting the ride and completion.

- To gain precise insights into customer motivations behind these cancellations, we propose the integration of an in-app survey prompt for users who cancel rides. This qualitative approach will provide invaluable feedback, enabling us to pinpoint specific issues and enhance user experience effectively.

Funnel Name	
App Download	23,608()
Signup	17,623(74.65%)
Ride Requested	12,406(70.40%)
Driver Acceptance	12,278(98.97%)
Ride Complete	6,233(50.77%)
Payment Complete	6,233(100.00%)
Reviewed	4,348(69.76%)

User Breakdown by Platform

iOS

The majority of our user base, accounting for about 61%, consists of iOS users.

App Downloads by Platform

android
Percentage of User
29.27%

ios
Percentage of User
60.77%

web
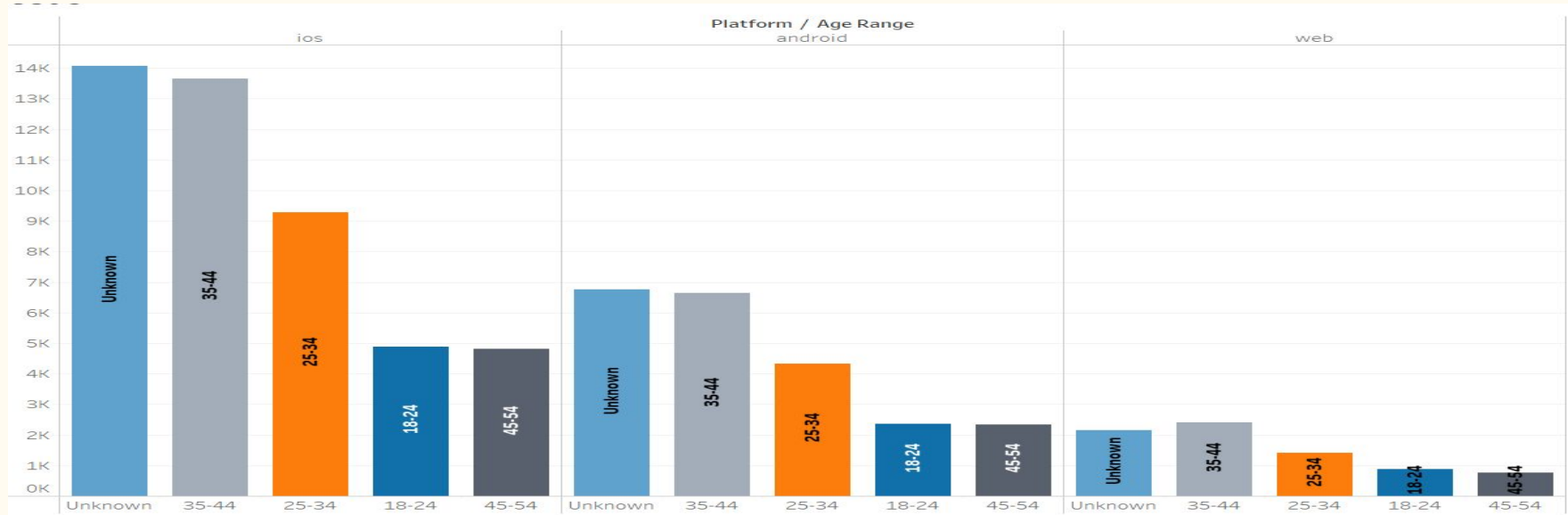Percentage of User
9.96%

Android

Android users represent 29% of our user base.

Web

While 10% are using the web.

User Breakdown by Age

While a substantial portion of user ages remains unknown, limiting our ability to fully analyze age demographics, the available data indicates a prevalent user base within the 35-44 age range. Therefore, this demographic segment represents our primary target audience.

Ride Requests by Hour

- Upon analyzing the data concerning ride requests throughout the day, two distinct peak periods emerge. The first aligns with the morning rush hour, occurring from 7am to 10am, while the second peak corresponds to the afternoon and early evening rush hour, spanning from 4pm to 8pm.

- Deeper analysis reveals that a significant majority of cancellations occur during these bustling peak hours. Users who cancelled experienced wait times for a driver acceptance that were more than twice as long compared to users who proceeded with their rides without cancellation

Ride Requests and Cancellations by Hour
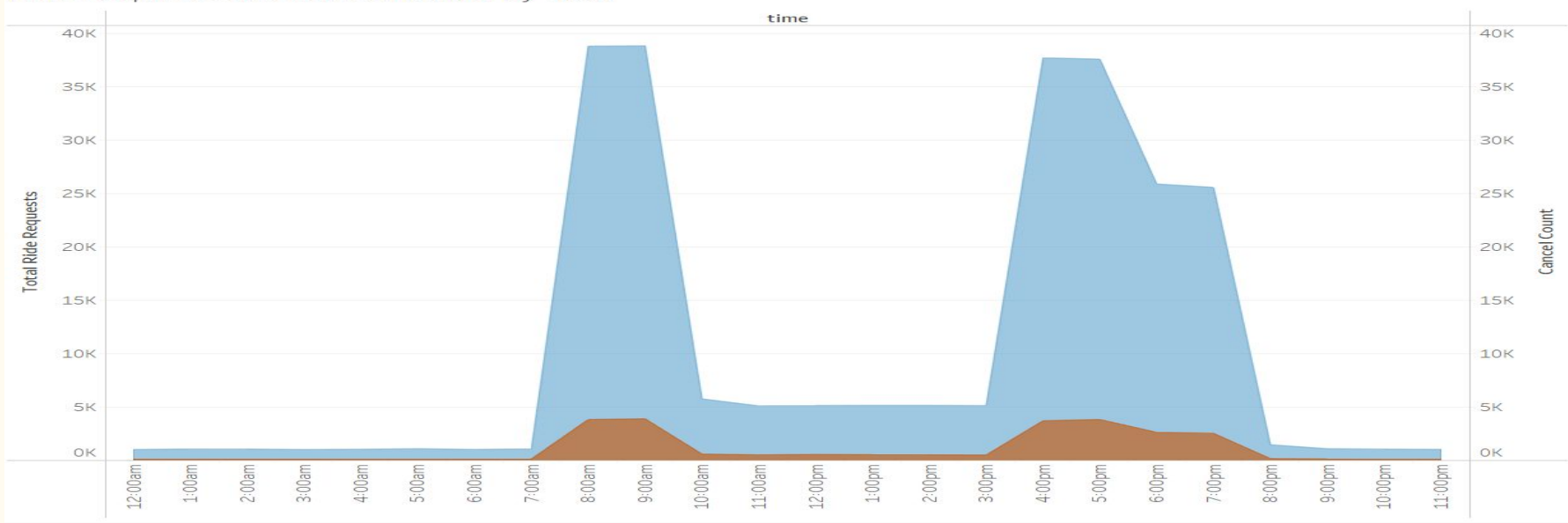
Recommendations

Price Surge Strategy

Adopt a price surge strategy during peak rush hour times to incentivize more drivers to work during busiest times of the day, encouraging availability, reducing wait time and ensuring customer satisfaction.

In App Survey

Investigate the low conversion rates of the ride complete stage of our funnel. Ask the user the reasoning for the cancellation through a survey or questionnaire when they cancel rides. We can do this by displaying a survey as a prompt within the app interface after a user cancels a ride.

Marketing

Focus our marketing budget for the next year on targeting android users. Android users account for the majority of global market share yet only make up 29% of our user base. This disparity between Android's global market dominance and its representation in our user base suggests a significant growth opportunity. Along with targeting android users, focus on users 35-44 as they make up the majority of our user base.

Thank you for you time!

I am here for any questions you might have.