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Metro Car Report

Metrocar, a prominent player in the transportation industry, has crafted a business model centered around a dynamic platform that seamlessly links riders with drivers through a cutting-edge mobile application. Acting as a pivotal intermediary, Metrocar establishes an efficient and user-friendly space, streamlining the ride-hailing process for both passengers and drivers. This report delves into a comprehensive analysis of Metrocar's data, emphasizing the exploration and cleansing of this information. The ultimate objective is to construct a visual representation in the form of a funnel, offering a clearer perspective on the progression of users within the application. Through this analytical journey, we aim to uncover insights that can enhance the user experience and contribute to the ongoing success of Metrocar's innovative business model.

In this study of MetroCar's data, we initially imported the data into SQL and cleaned it. Subsequently, we transferred it to Tableau, where, through a funnel-type chart, we achieved a more comprehensive visualization of user progress within the application. This visualization tracked the journey from the number of downloads, registrations, ride requests, ride acceptances, ride completions, payments, and ultimately, the count of users who left a review.

Initially, focusing on app downloads, I conducted a thorough data analysis to ascertain the number of individuals who have downloaded the application. In SQL, I refined the data to present only the essential information (the SQL code used for this query will be provided at the conclusion of this report). As a result of this analysis, we can deduce that 23,608 individuals have downloaded the application. The accompanying graph illustrates a comparative analysis between the current top figures and those from the previous period.



Subsequently, we delved into the data of individuals who registered in the application after downloading it. Here, we can readily identify the first notable change. Out of the 23,608 people who downloaded the application, 17,623 successfully completed the registration process, resulting in a registration rate of 74.65%. This percentage reflects a favorable number of potential future users for the application.

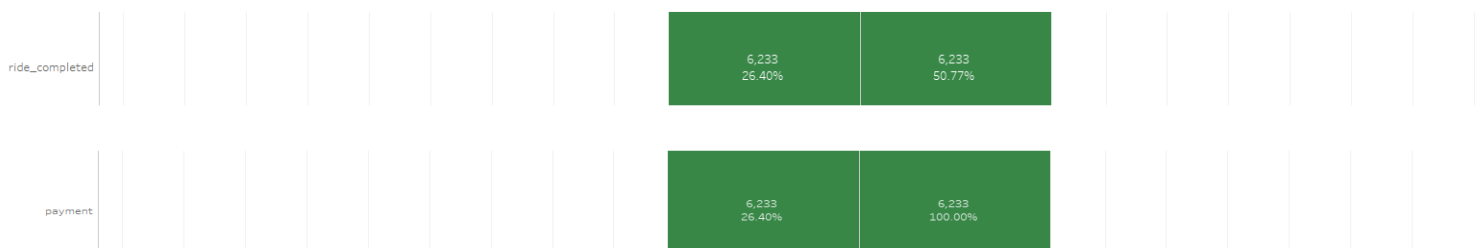


Continuing our analysis, after refining the data, we note that out of the 17,623 registered users, as of the time of this analysis, 12,406 have initiated ride requests. To put it differently, this accounts for 52.55% of the total downloads (23,608), yet it represents a substantial 70.40% of those who registered in the application. This suggests a promising trend: individuals who registered are actively engaged and interested in utilizing the application to request rides.



Continuing our investigation, we now turn our attention to accepted rides. In this subsequent phase, a notable positive trend is evident, with 12,278 out of 12,406 ride requests being accepted. This results in an impressive acceptance rate of 98.97%, which aligns well with MetroCar's objectives. It's crucial not to confuse this with the percentage on the left, representing the TOP percentage of the total user base—those who initially downloaded the app. Thus, from the initial 23,608 individuals who downloaded the app (100%), we now see 12,278 having accepted a ride (52.01%).

In the following step, a noticeable reduction emerges in the number of individuals who, having initially accepted the ride, proceeded to complete it. Specifically, 6,233 individuals successfully completed the ride, constituting 50.77% in comparison to the previous stage where 12,278 accepted the ride. This signifies an almost halving of individuals completing the ride and, consequently, making the payment—resulting in similar values. This critical juncture demands a focused analysis by the company, as there appears to be a loss of half the users between these final stages. Possible contributing factors to this decline could be user wait times, the quality of customer service, or the final cost of the ride. Addressing and improving these aspects could potentially minimize such a substantial change and increase the percentage of individuals completing a ride.



In the final phase of this analysis, we turn our attention to users who took the time to share their feedback by leaving a review after completing their ride. This valuable input not only offers insights into user opinions but also aids in refining our services, conducting a cost analysis, and understanding overall user sentiment. Acknowledging the importance of these user perspectives, especially from the 4,348 out of 6,233 users who completed their ride and provided a review, representing a noteworthy 69.76%, or more than half of the user base. To enhance user feedback further, consideration could be given to placing the review section prominently within the application after a ride is completed, encouraging users to share their experiences.



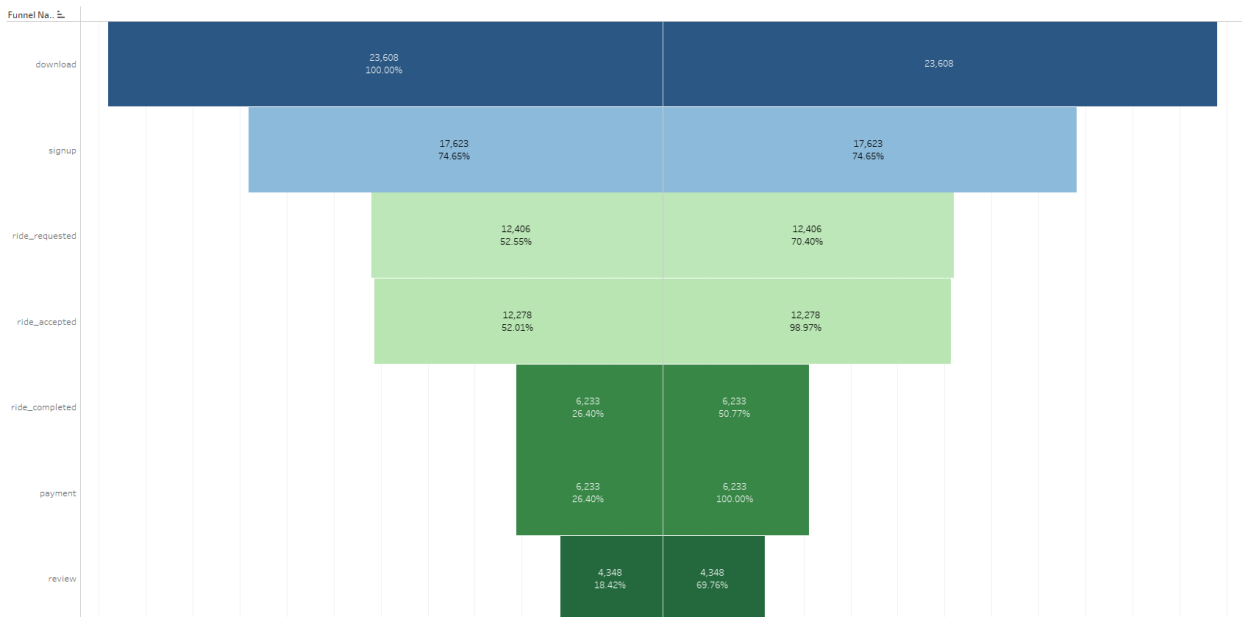
Conclusion:

In the examination of MetroCar's data, we've gained valuable insights into the user journey within the application. From the initial 23,608 downloads, we observed a positive registration rate of 74.65%, indicating a considerable number of potential users. The subsequent stages of ride requests and acceptances demonstrated promising trends, with 70.40% of registered users actively engaging in the application.

However, a critical juncture emerged in the completion of rides, where the number significantly reduced to 50.77%. This pivotal drop prompts a focused analysis, as nearly half of the users appear to be lost at this stage. Potential factors, such as user wait times, customer service quality, or the final cost of the ride, should be thoroughly investigated and addressed to minimize this substantial change.

On a positive note, the review section revealed an encouraging engagement of 69.76%, with over half of the users who completed a ride providing feedback. To enhance user feedback further, consideration could be given to making the review section more prominently visible within the application after a ride is completed, thereby encouraging more users to share their experiences.

Percent of Top vs Percent of Previous



Recommendations:

1. User Engagement Enhancement: The company should focus on improving user engagement between the stages of ride acceptance and completion. Addressing potential issues such as user wait times and enhancing customer service could help in retaining a higher percentage of users.

2. Review Section Visibility: Consider making the review section more visible within the application post-ride completion. This strategic placement could encourage a greater number of users to share their experiences, providing valuable feedback for ongoing service improvement.

3. Analysis of User Drop-Off Points: Conduct a detailed analysis of user behavior at critical stages, especially the drop in completion rates. Investigate and address any factors contributing to user attrition to improve the overall user journey and application retention.

By implementing these recommendations, MetroCar can enhance user satisfaction, optimize the application's performance, and foster continued success within the competitive ride-hailing industry.

At the end, I am attaching the link to the Tableau page for a more visual representation of the FUNNEL analysis. Additionally, I am providing the SQL code used to retrieve and clean the data.

Tableau_Link:

<https://public.tableau.com/app/profile/jonathan.arcentales/viz/FunnelforRidesApp/Dashboard1?publish=yes>

SQL CODE:

```
with cte_0 as (  
    select 0 as funnel_step,  
           'download' as funnel_name,  
           ad.platform,  
           count(distinct ad.app_download_key) as user_count,  
           0 as ride_count  
FROM app_downloads ad  
where 1=1  
group by ad.platform),  
  
cte_1 as (  
    select 1 as funnel_step,  
           'signup' as funnel_name,  
           ad.platform,  
           count(distinct s.user_id) as user_count,  
           0 as ride_count  
FROM app_downloads ad  
LEFT JOIN signups s ON ad.app_download_key = s.session_id  
where 1=1  
group by ad.platform),  
  
cte_2 as (  
    select 2 as funnel_step,  
           'ride_requested' as funnel_name,  
           ad.platform,  
           count(distinct rr.user_id) as user_count,  
           count(rr.ride_id) as ride_count  
FROM app_downloads ad
```

```
LEFT JOIN signups s ON ad.app_download_key = s.session_id
LEFT JOIN ride_requests rr ON s.user_id = rr.user_id
where 1=1
group by ad.platform),
```

```
cte_3 as (
select 3 as funnel_step,
      'ride_accepted' as funnel_name,
      ad.platform,
      count(distinct ra.user_id) as user_count,
      count(ra.ride_id) as ride_count
FROM app_downloads ad
LEFT JOIN signups s ON ad.app_download_key = s.session_id
LEFT JOIN ride_requests ra ON s.user_id = ra.user_id
where 1=1
and ra.accept_ts is not null
group by ad.platform),
```

```
cte_4 as (
select 4 as funnel_step,
      'ride_completed' as funnel_name,
      ad.platform,
      count(distinct rc.user_id) as user_count,
      count(rc.ride_id) as ride_count
FROM app_downloads ad
LEFT JOIN signups s ON ad.app_download_key = s.session_id
LEFT JOIN ride_requests rc ON s.user_id = rc.user_id
where 1=1
and rc.dropoff_ts is not null
group by ad.platform),
```

```
cte_5 as (
select 5 as funnel_step,
      'payment' as funnel_name,
      ad.platform,
      count(distinct rm.user_id) as user_count,
```

```
count(t.charge_status) as ride_count
FROM app_downloads ad
LEFT JOIN signups s ON ad.app_download_key = s.session_id
LEFT JOIN ride_requests rm ON s.user_id = rm.user_id
LEFT JOIN transactions t ON rm.ride_id = t.ride_id
where 1=1
and charge_status = 'Approved'
group by ad.platform),
```

```
cte_6 as (
select 6 as funnel_step,
       'review' as funnel_name,
       ad.platform,
       count(distinct re.user_id) as user_count,
       count(distinct re.review_id) as ride_count
FROM app_downloads ad
LEFT JOIN signups s ON ad.app_download_key = s.session_id
LEFT JOIN reviews as re ON s.user_id = re.user_id
where 1=1
group by ad.platform)
```

```
select * from cte_0
union
select * from cte_1
union
select * from cte_2
union
select * from cte_3
union
select * from cte_4
union
select * from cte_5
union
select * from cte_6
ORDER BY
funnel_step, platform;
```

