

Enhancing Operational Performance

Funnel Analysis of Metrocar



Project Overview

Objective:

To perform an in-depth analysis of Metrocar's customer funnel, identifying key areas for service improvement

Methodology:

Data querying with SQL and visualization with Tableau

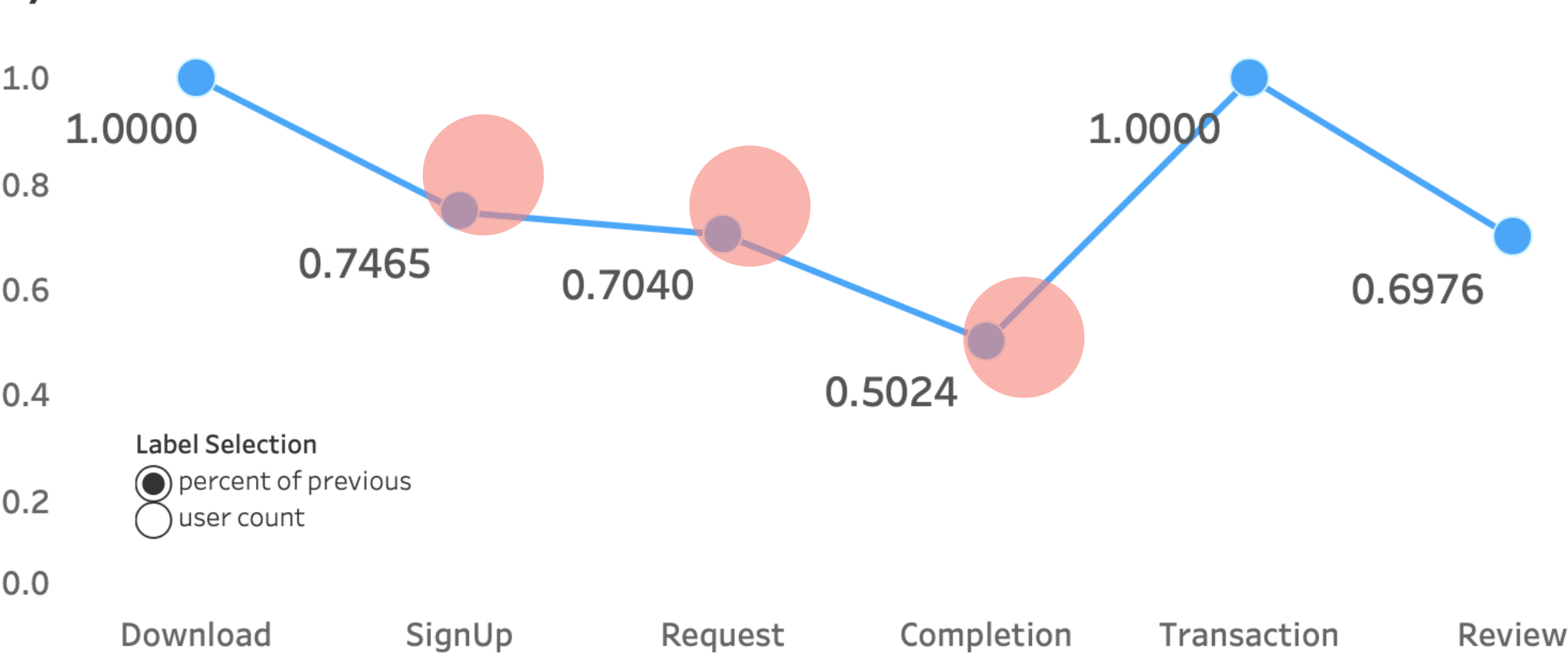
Goal:

To locate converting barriers and recommend strategies for funnel optimization

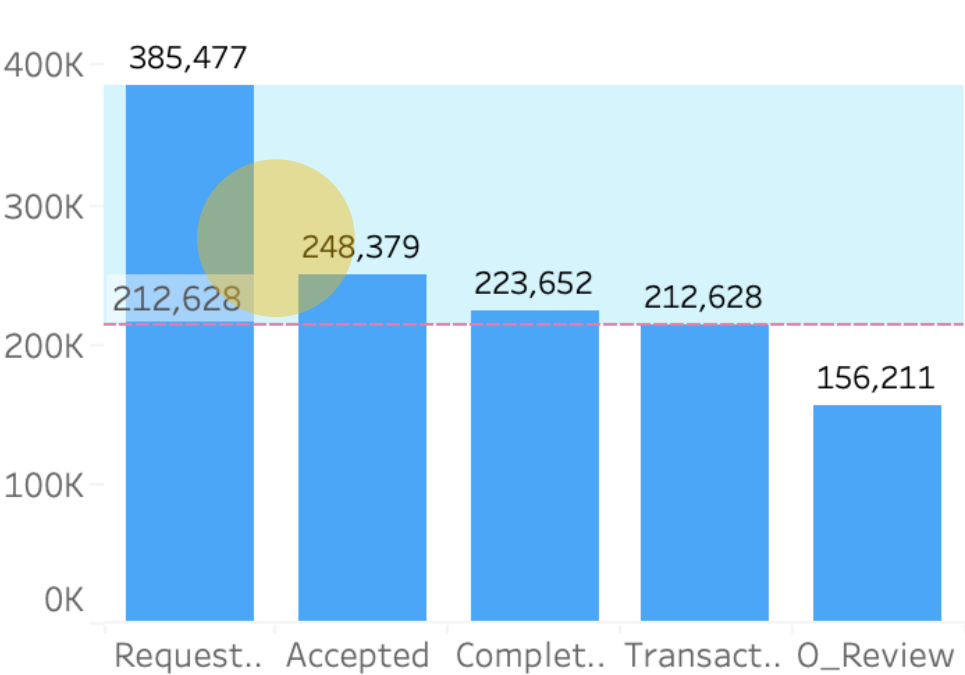
Key Insights

Dashboard

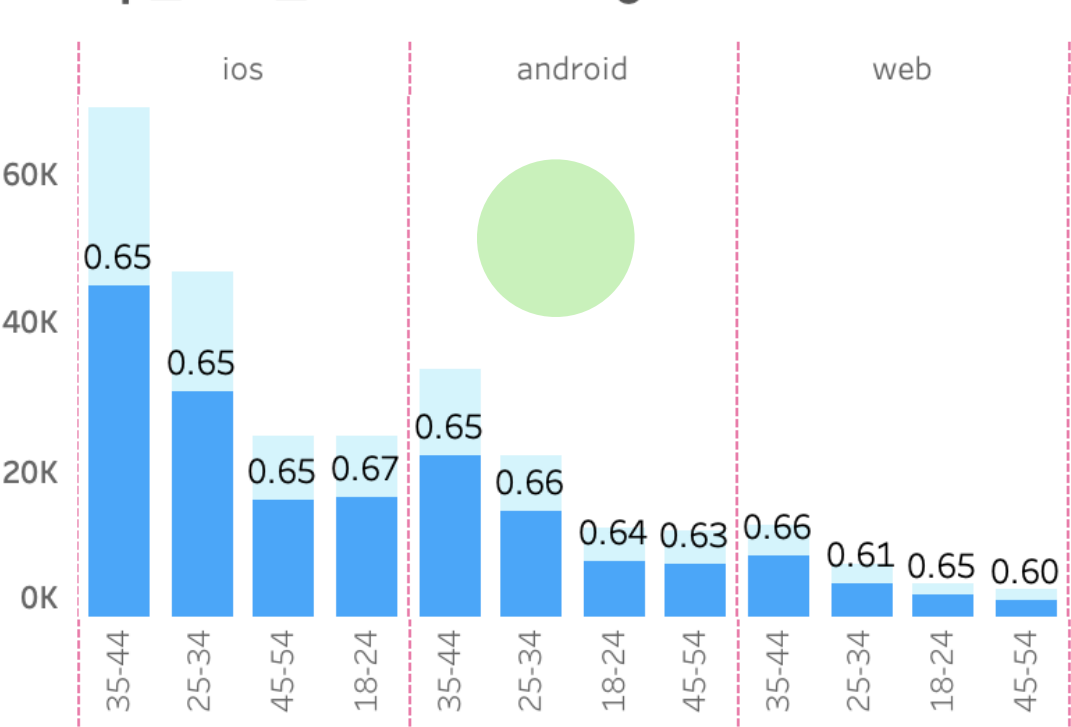
Dynamic User Funnel



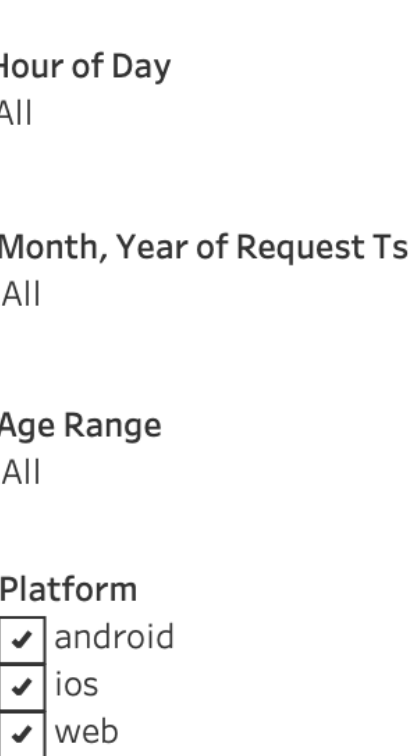
Rides Funnel



Accep_rate_Platform & Age



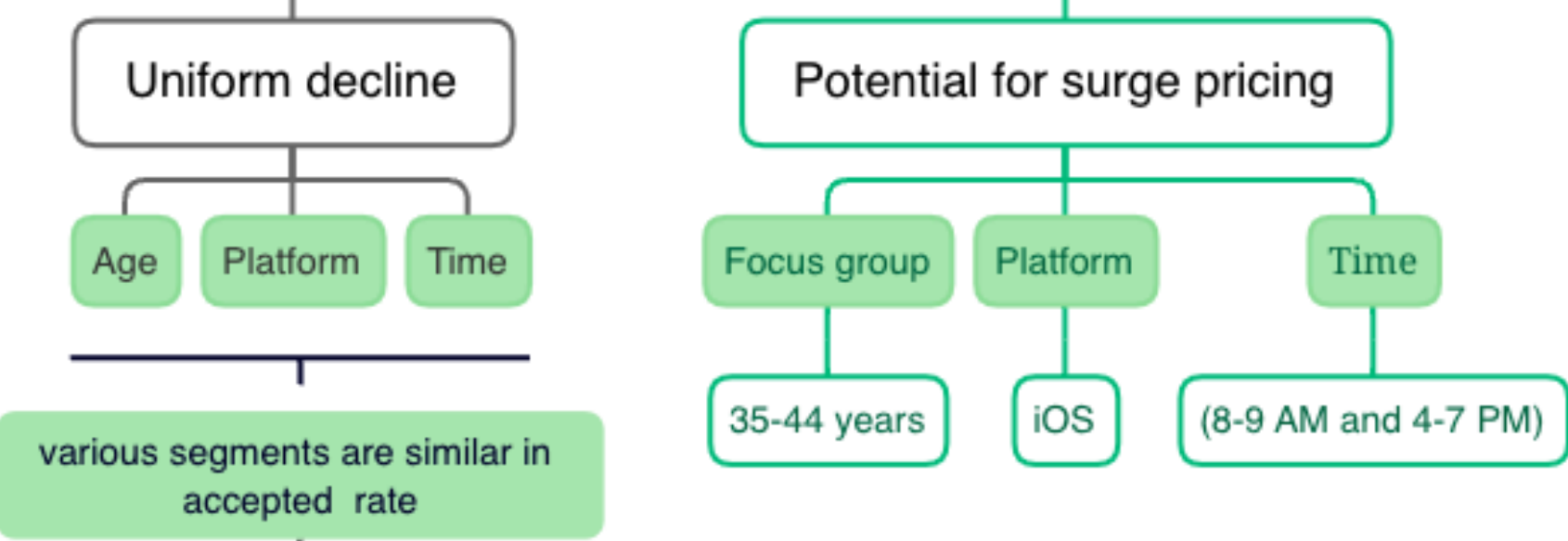
Filters



Improve Acceptance Rates and User Engagement

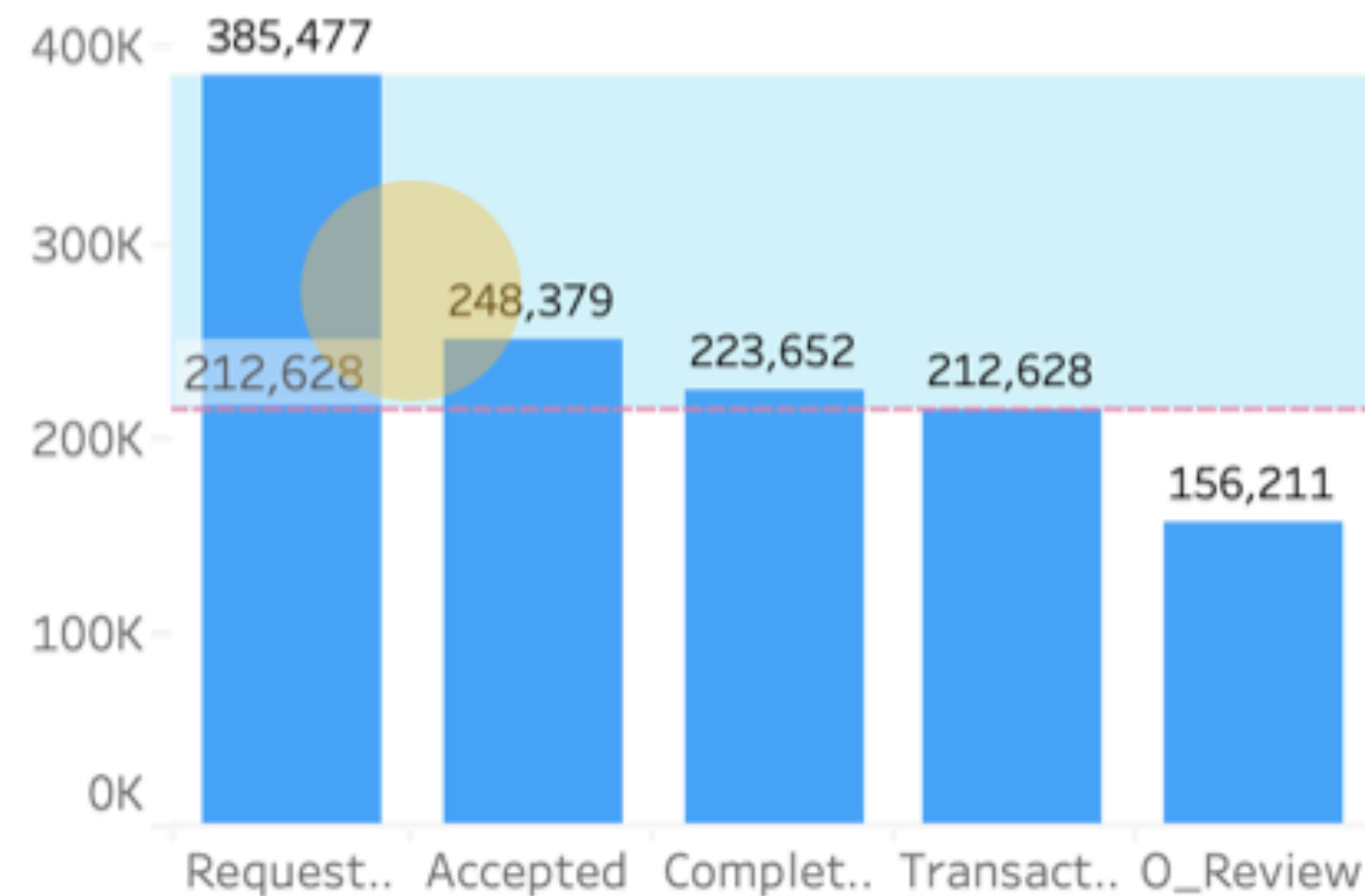


Technical review and dynamic pricing

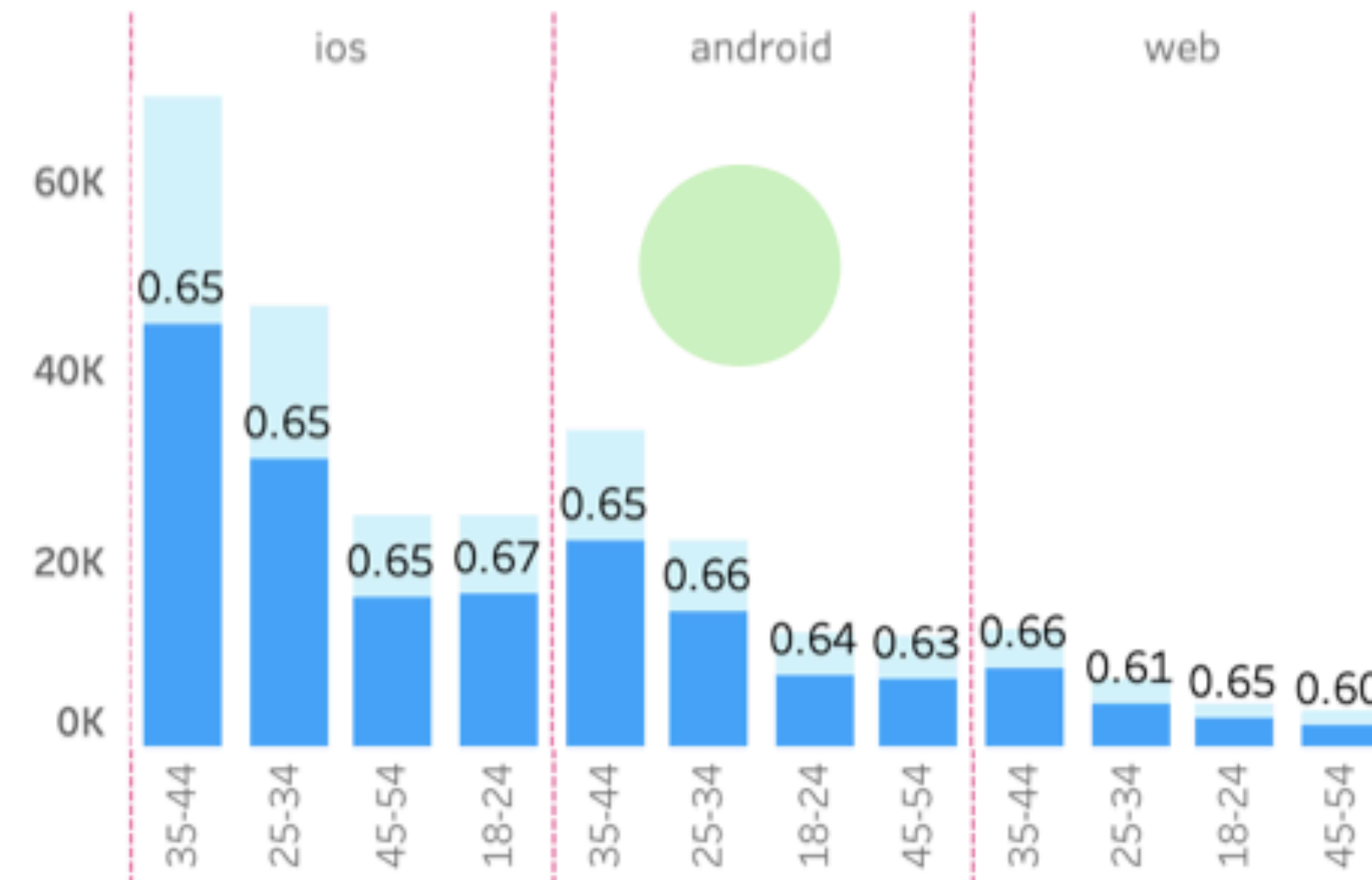


Direction I: Improve Acceptance Rates

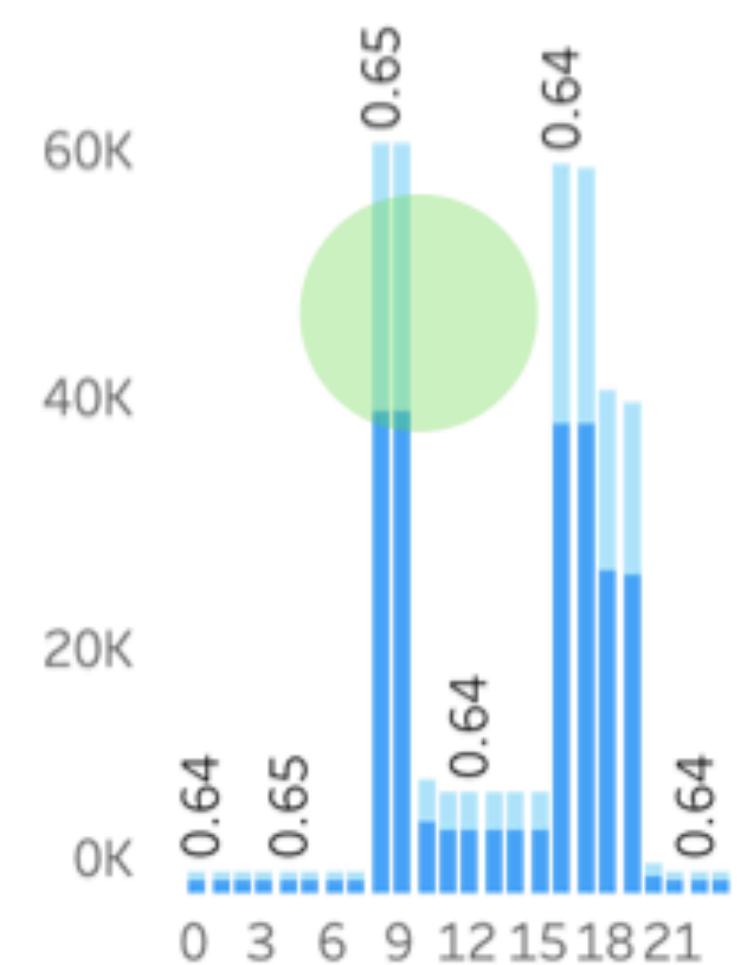
Rides Funnel



Accep_rate_Platform & Age



Accep_rate hourly



Low Request to Accepted Rate
64. 43%

Low in common to all user groups on all
platforms and at all times

1. Technical Review and Optimization:

2. Peak Hour (Cost-effective)

Intelligent Peak Pricing

Introducing Carpooling feature

3. Off-Peak Hour (User experience enhancement)

Optimizing Driver Incentives

Direction II: Enhance User Engagement

Download to SignUp
(74.65%)

Aiming to motivate users who **download the app to complete registration** and start using it, the strategy can be summarized as follows:

1. **Optimizing the User Journey:**
2. **Incentive Measures:**
3. **Targeted Marketing:**
4. **User Experience Research:**

SignUp to Request
(70.4%)

To **stimulate order requests** among registered users, the strategy includes:

1. **New User Rewards:**
2. **User Education:**
3. **Personalized Recommendations:**
4. **Detailed Analysis of the User Journey:**

By implementing these strategies, Metrocar aims not only to boost user registration and activity but also to increase the number of orders, thereby enhancing overall service utilization and market share.

Additional Recommendations

Wait Time for Driver Arrival
6.89 minutes

Waiting Time Optimization:
Optimizing Dispatch System
Driver Location Tracking
Predicting Demand

Amount of transaction failed
220,514(4.9%)

Payment System Issues:
Technical Review
Operational Process Optimization

Transaction to Review Rate
(69.76%)

Long-term Strategy
Further research on:
Passenger Feedback System
Customer Retention
Vehicle Quality Monitoring
Optimized Route Planning

Thanks