METROCAR
FUNNEL ANALYSIS

Fatemeh Sadat Chavoshian
November 2023

ABSTRACT

Objective: Comprehensive examination of Metrocar's customer funnel.

Methods: Utilizing SQL for data querying and Tableau for visualization.

Outcome: Uncovering areas for enhancement and optimization.

CUSTOMER FUNNEL STAGES

1. App Download
2. Signup
3. Ride Request
4. Driver Acceptance
5. Ride Completed
6. Payment
7. Review

FUNNEL ANALYSIS METRICS

1 Percent of Previous

2 Percent of Top

Purpose: Identify drop-offs, areas for improvement, and optimization opportunities.
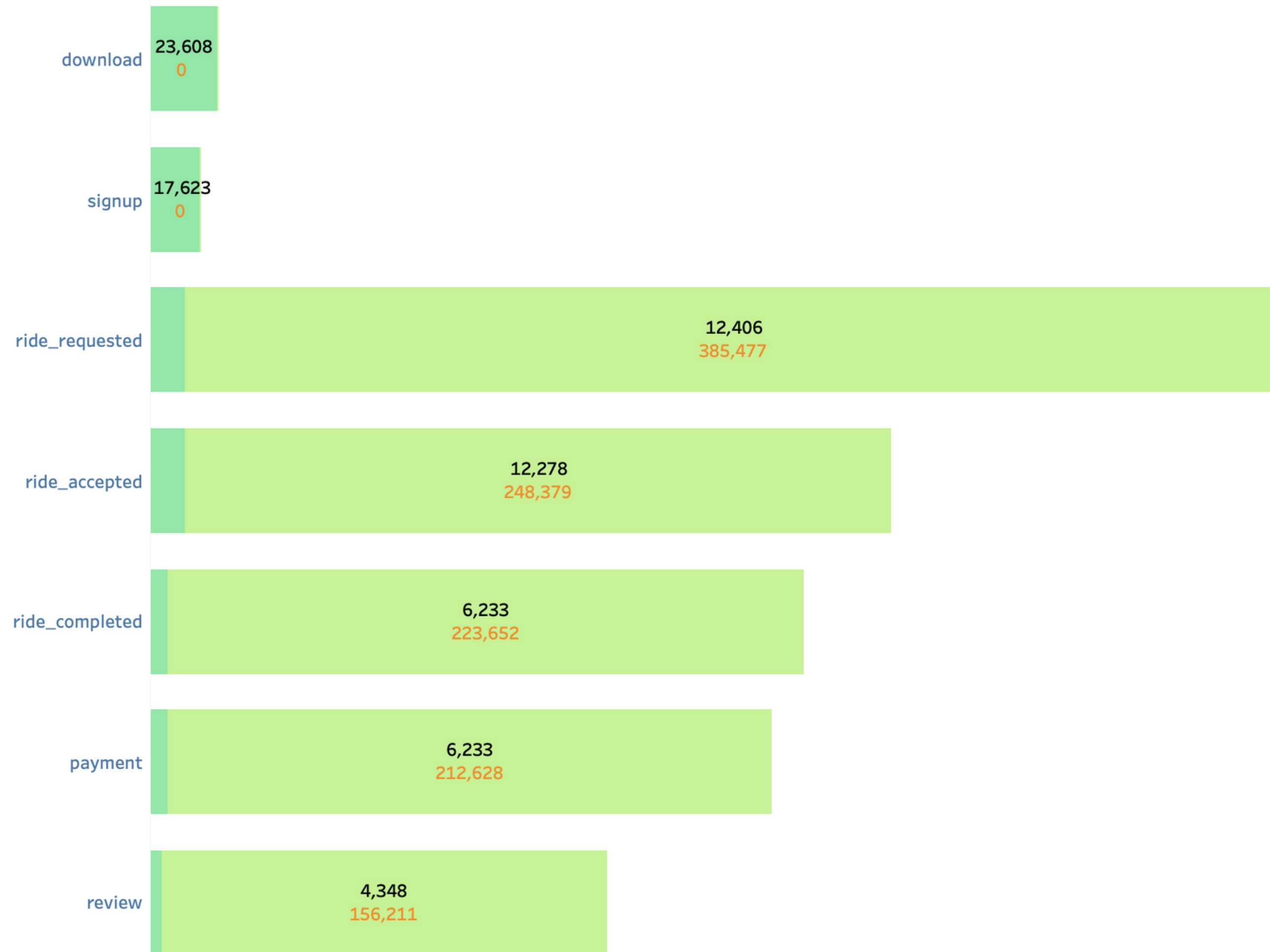
BUSINESS QUESTIONS

- What steps of the funnel need improvement?
- Insights for marketing budget allocation across platforms.
- Age groups performing best at each funnel stage.
- Surge pricing insights for demand fluctuations.
- Identifying the lowest conversion rate and improvement strategies.

Number of Users & Rides

download
23,608
0

signup
17,623
0

ride_requested
12,406
385,477

ride_accepted
12,278
248,379

ride_completed
6,233
223,652

payment
6,233
212,628

review
4,348
156,211

Users per Age Range per Step
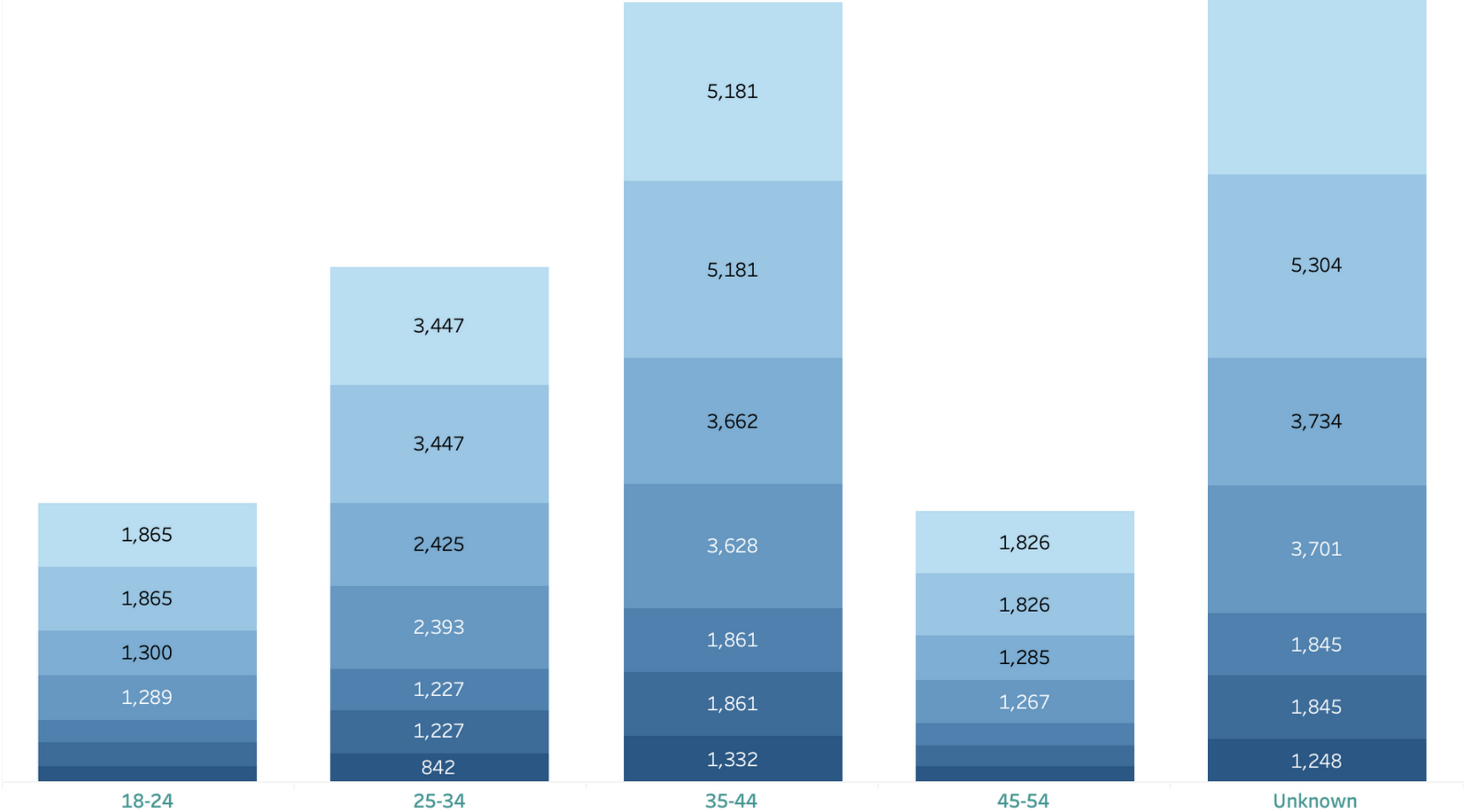
AGE GROUP
PERFORMANCE ANALYSIS

35-44 age group leads in various stages.

Unknown category shows potential interest.

Users per Platform

Rides per Platform

8,240

24,215

50,274

121,445

358,082

746,820
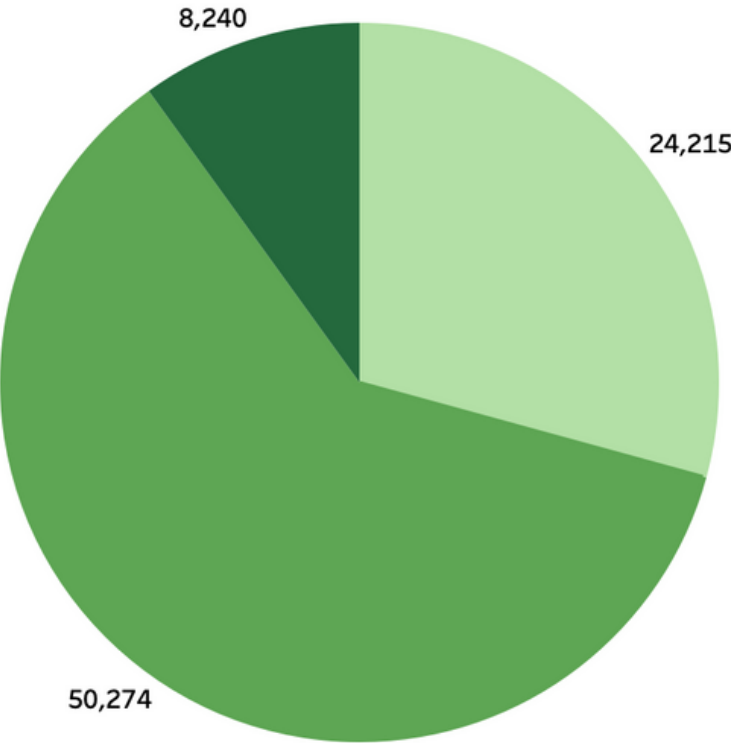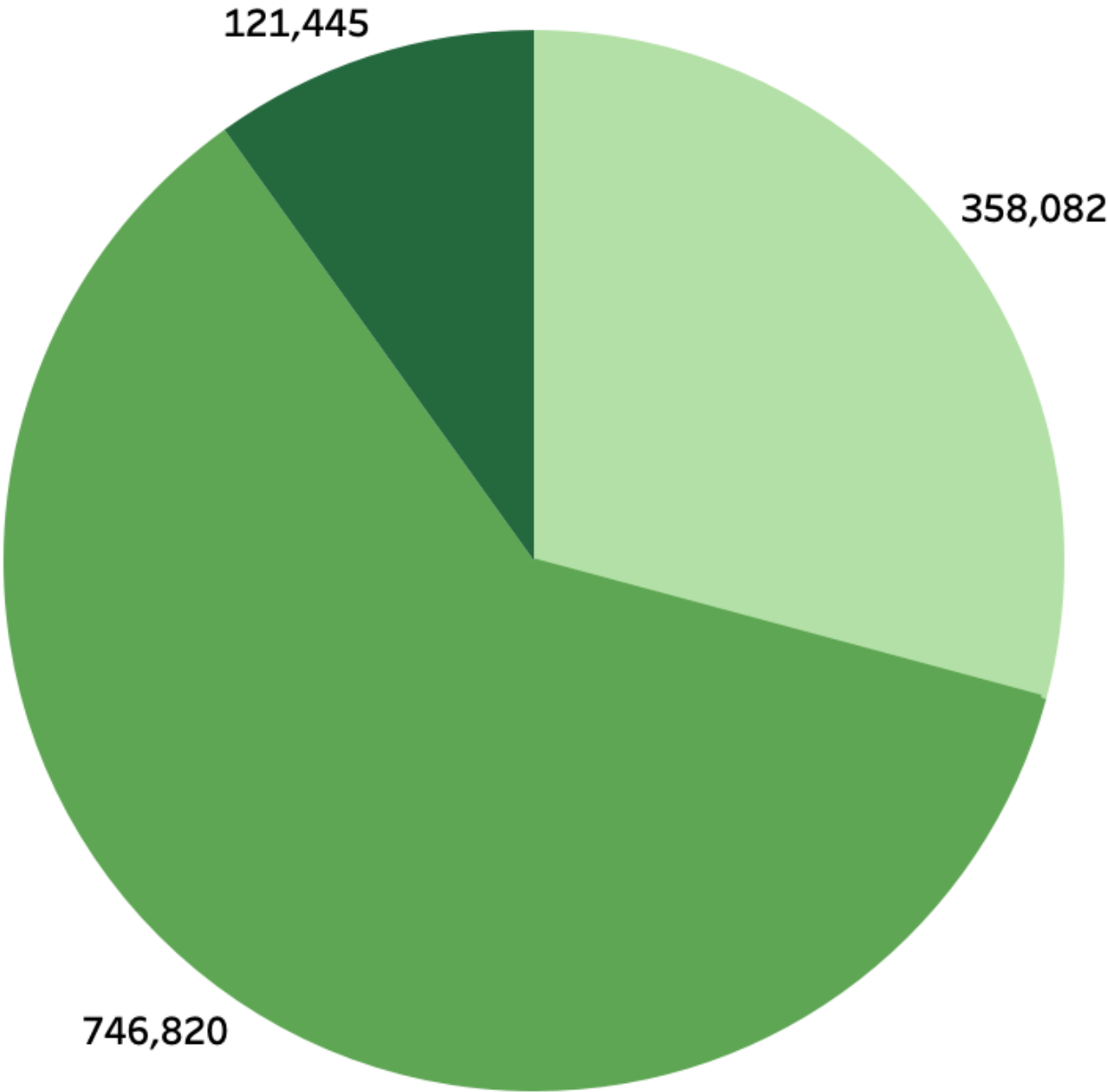
Platform

android

ios

web

PLATFORM-FOCUSED

MARKETING INSIGHTS

Primary Focus on iOS

Strategic Investments in Android and Web

Revenue Diversification

User Satisfaction Programs

Encourage Reviews Across Platforms

SURGE PRICING
STRATEGY INSIGHTS

Morning-(8:00 - 9:00) peak hours

Evening-(16:00 - 19:00) Heavy rush

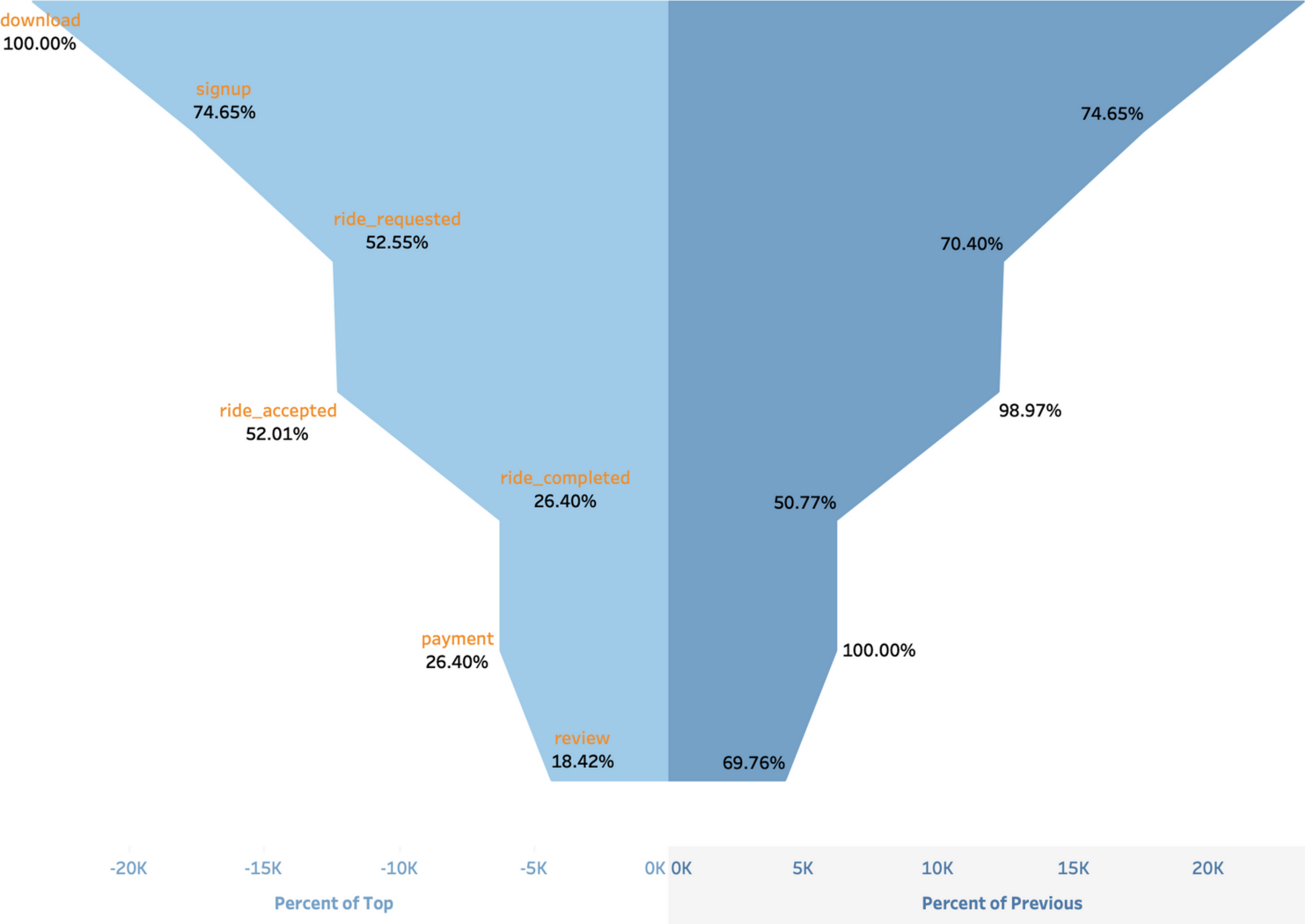| request_segment	total_request_count	average_per_hour_ride
Morning-(0:00 - 7:00)	12692	1586.50
Morning-(8:00 - 9:00)	120281	60140.50
Afternoon-(10:00 - 15:00)	48775	8129.17
Evening-(16:00 - 19:00)	196570	49142.50
Late Evening-(19:00 - 00:00)	7159	1789.75

Funnel Analysis of Users Conversion Rate

download
100.00%

signup
74.65%   74.65%

ride_requested
52.55%   70.40%

ride_accepted
52.01%   98.97%

ride_completed
26.40%   50.77%

payment
26.40%   100.00%

review
18.42%   69.76%

-20K   -15K   -10K   -5K   0K 0K   5K   10K   15K   20K

Percent of Top   **Percent of Previous**

Funnel Analysis of Users Drop_Off Rate

download
23,608

signup
17,623

-25.35%

ride_requested
12,406

-29.60%

ride_accepted
12,278

-1.03%

ride_completed
6,233

-49.23%

payment
6,233

0.00%

review
4,348

-30.24%

-24K -22K -20K -18K -16K -14K -12K -10K -8K -6K -4K -2K 0K 0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K

Percent of Top   **Percent of Previous**
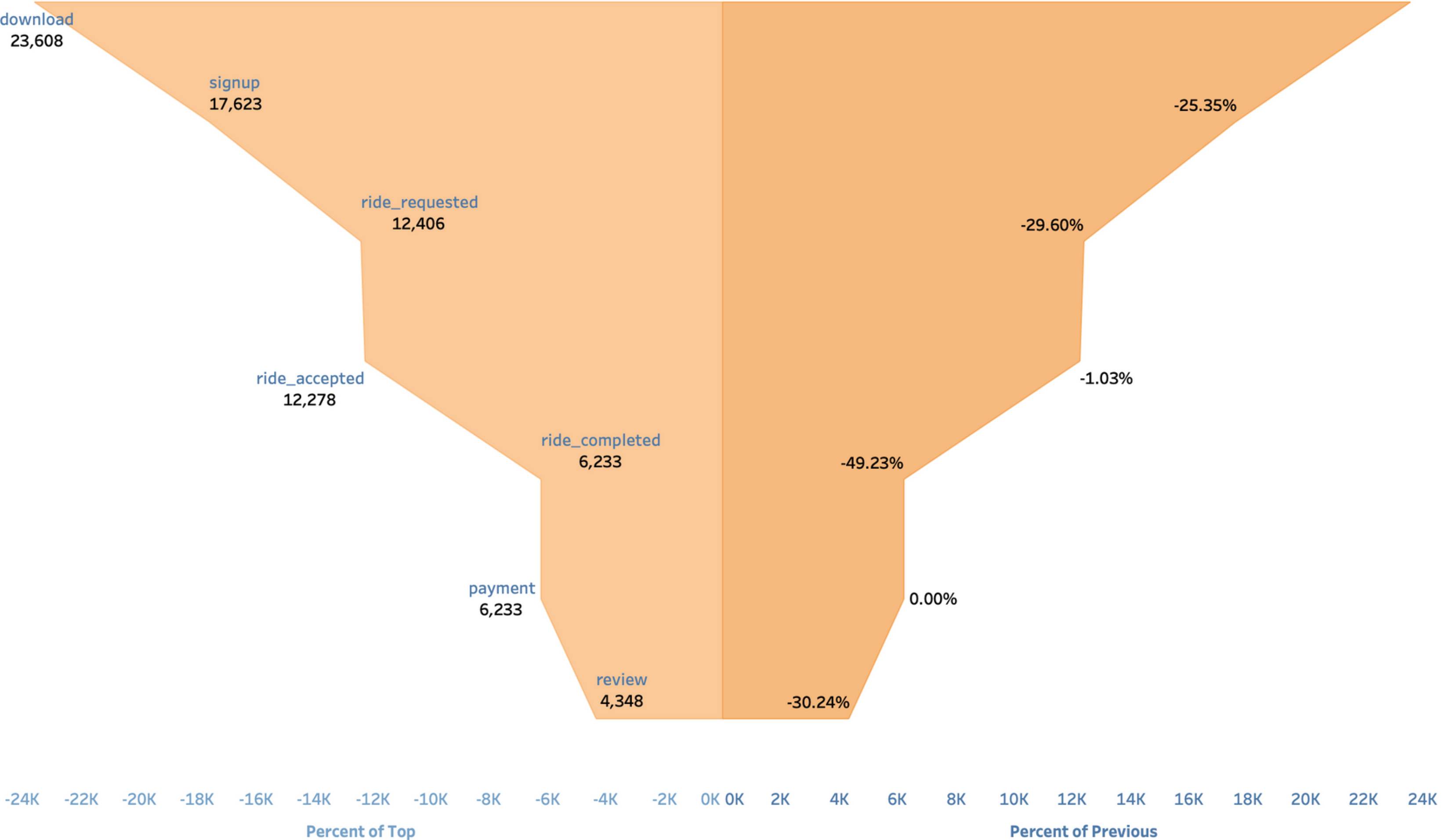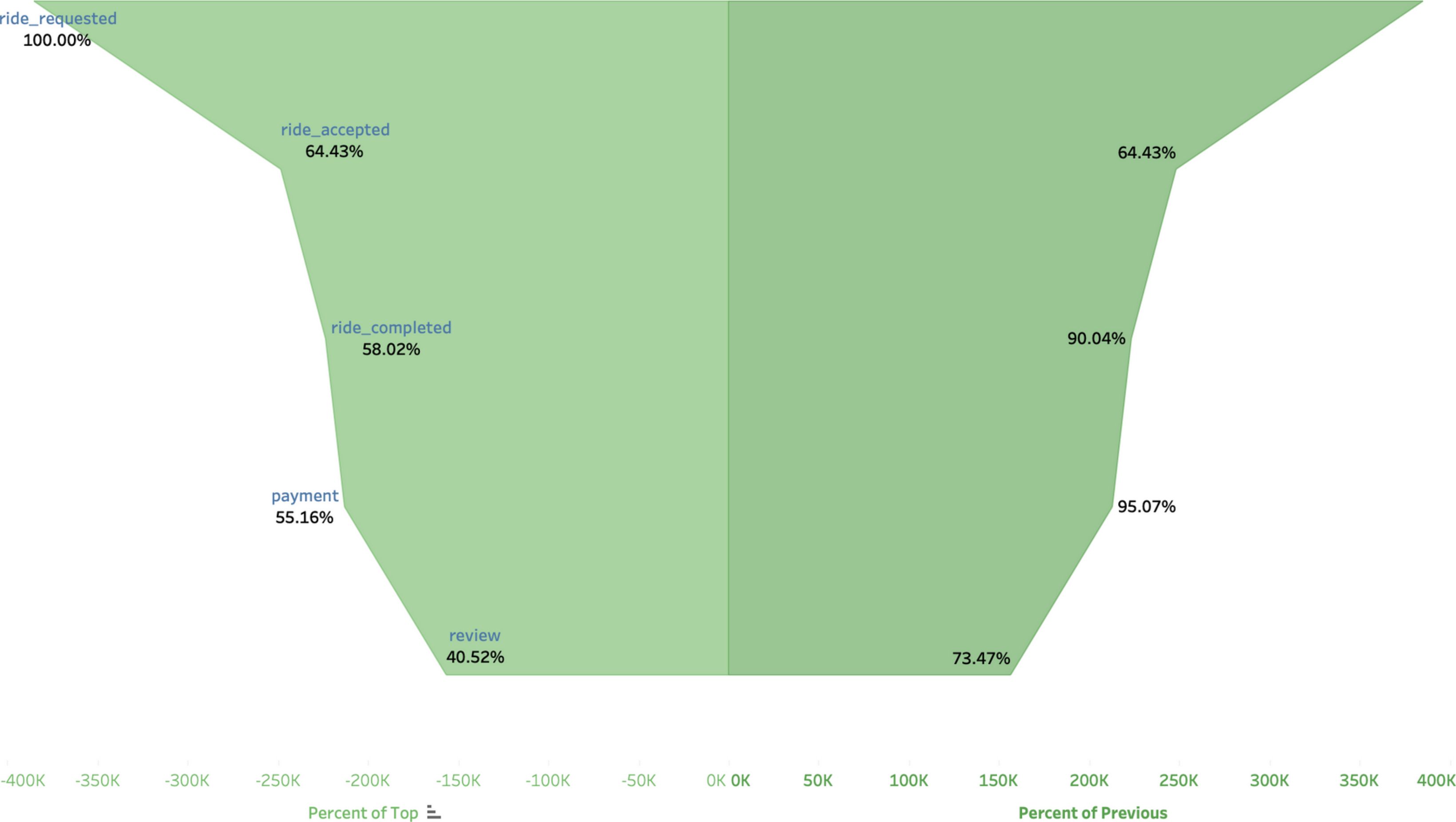
LOWEST
CONVERSION RATE

Stage with Lowest Conversion Rate:
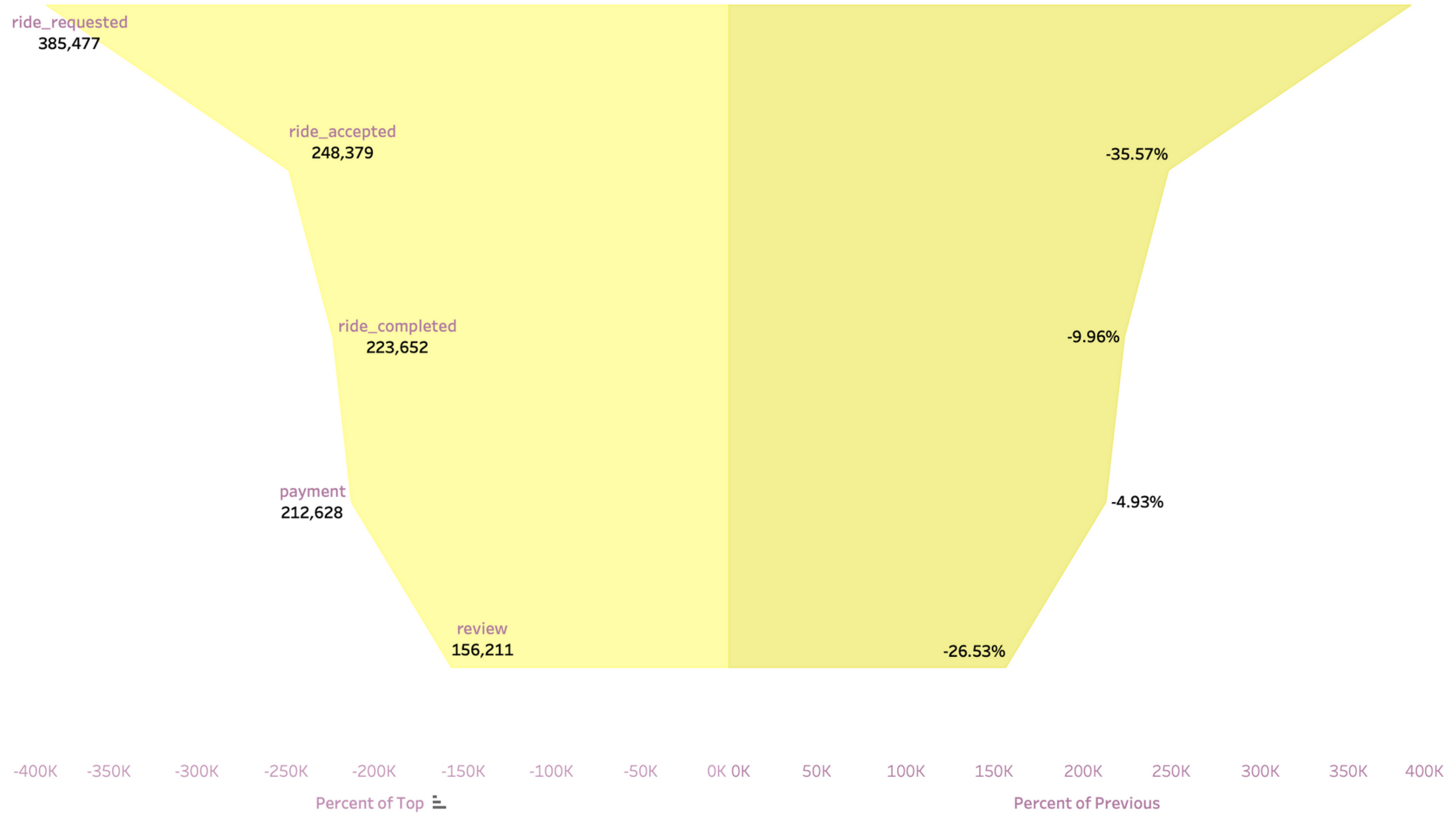
Driver Acceptance to Ride Completed (50.77%)

Improvement Strategies:

Improve communication, incentivize acceptance, refine algorithms.

Funnel Analysis of Rides Conversion Rate

ride_requested
100.00%

ride_accepted
64.43%   64.43%

ride_completed
58.02%   90.04%

payment
55.16%   95.07%

review
40.52%   73.47%

-400K -350K -300K -250K -200K -150K -100K -50K 0K 0K 50K 100K 150K 200K 250K 300K 350K 400K

Percent of Top   Percent of Previous

Funnel Analysis of Rides Drop_Off Rate

ride_requested
385,477

ride_accepted
248,379   -35.57%

ride_completed
223,652   -9.96%

payment
212,628   -4.93%

review
156,211   -26.53%

-400K -350K -300K -250K -200K -150K -100K -50K 0K 0K 50K 100K 150K 200K 250K 300K 350K 400K

Percent of Top   Percent of Previous

FUNNEL ANALYSIS
IMPROVEMENT AREAS

App Download to Signup (Conversion Rate: 74.65%)
- Explore factors causing drop-offs.
- Implement compelling onboarding and incentives.

Signup to Request Ride (Conversion Rate: 70.40%)
- Analyze signup user experience.
- Offer first-ride discounts to motivate progression.

Driver Acceptance to Ride (Conversion Rate: 50.77%)
- Improve driver response times.
- Incentivize prompt ride acceptance.

Payment to Review (Conversion Rate: 69.76%)
- Enhance review completion rate.
- Implement in-app prompts and incentives.

RECOMENDATION

1 Streamlined Onboarding and Incentives

2 Platform-Focused Marketing

3 User Feedback and Iterative Improvements

4 Diversification of Revenue Streams

5 Targeted Marketing for Age Demographics

6 Strategic Surge Pricing Implementation

7 Improving Driver Acceptance to Ride Conversion

8 Enhanced In-App Communication

THANK YOU

MetrocarTableauDashboard