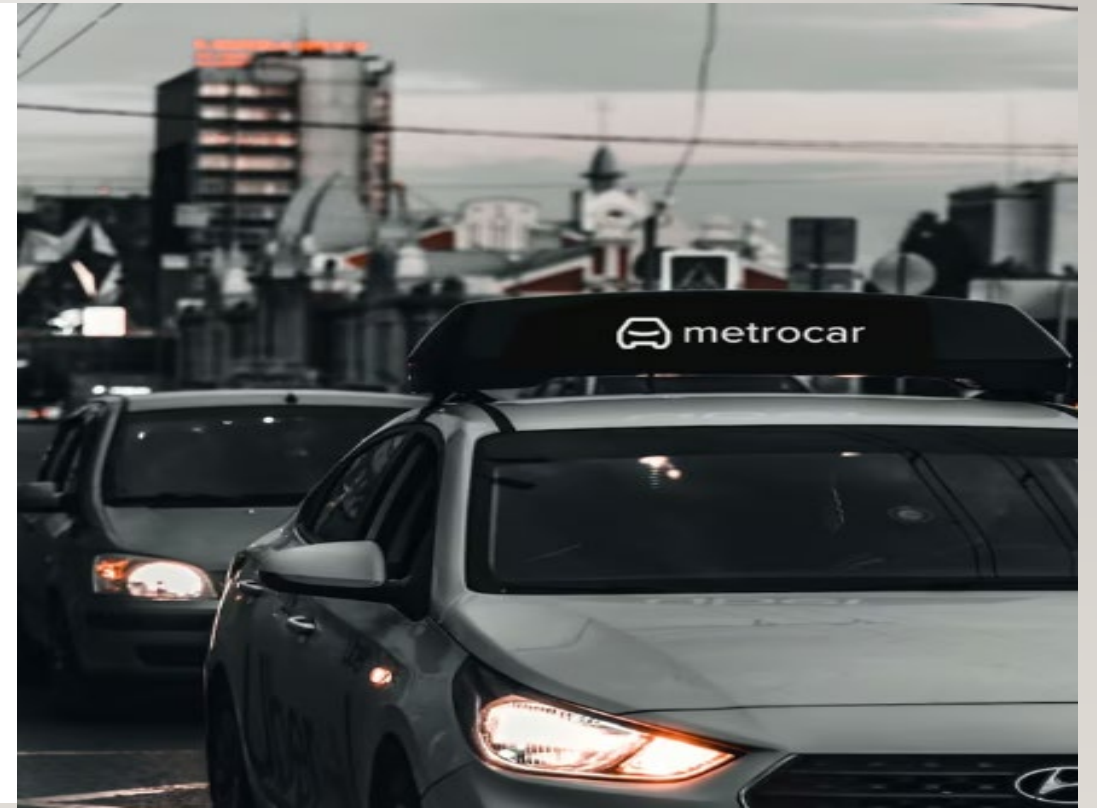


METROCAR FUNNEL ANALYSIS

ANALYST : DJAMEL FITAS

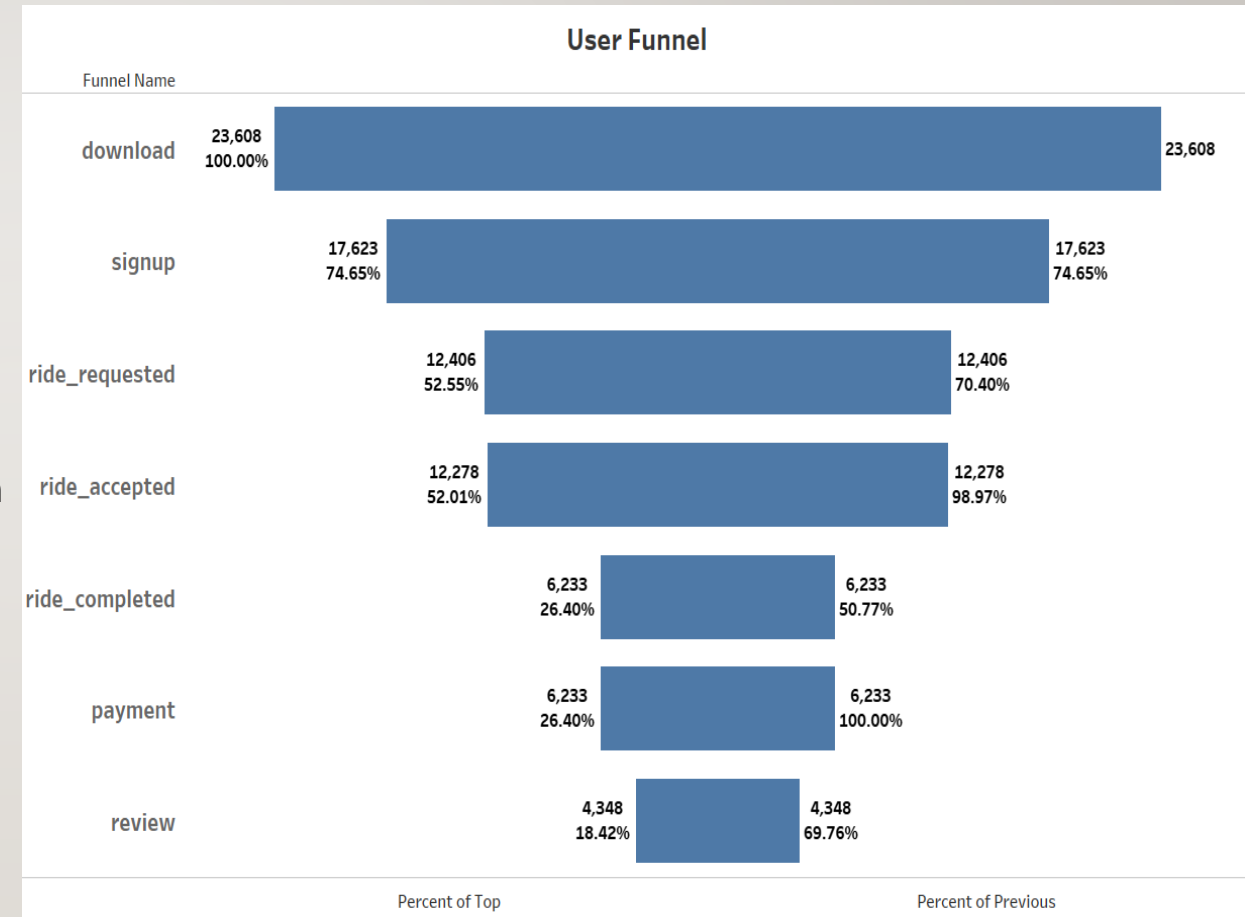
Project Objective:

The primary objective of this project is to conduct a comprehensive analysis of Metrocar's customer funnel with the aim of identifying areas for enhancement and optimization. The insights gathered will serve as a strategic guide for refining Metrocar's user experience and driving business growth.



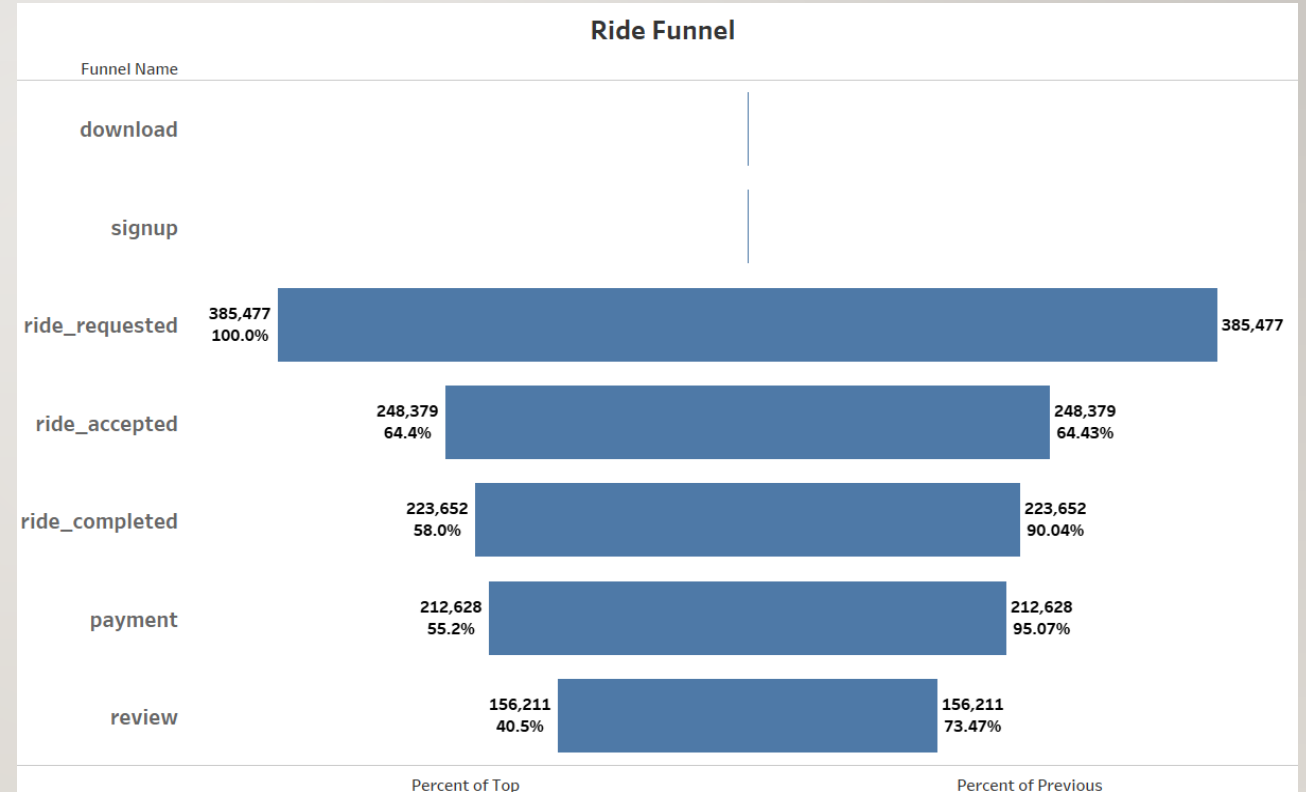
Users Funnel Analysis Results

- Strong start with 23,608 downloads.
- Signup experiences a 25.35% drop-off.
- Ride requests show high engagement with only a 4.05% drop.
- Impressive 98.97% acceptance of requested rides.
- Critical area for improvement: 'Rides Completed' step with 48.2% drop-off.
- 'Payment to Review' has a 30.24% drop-off.

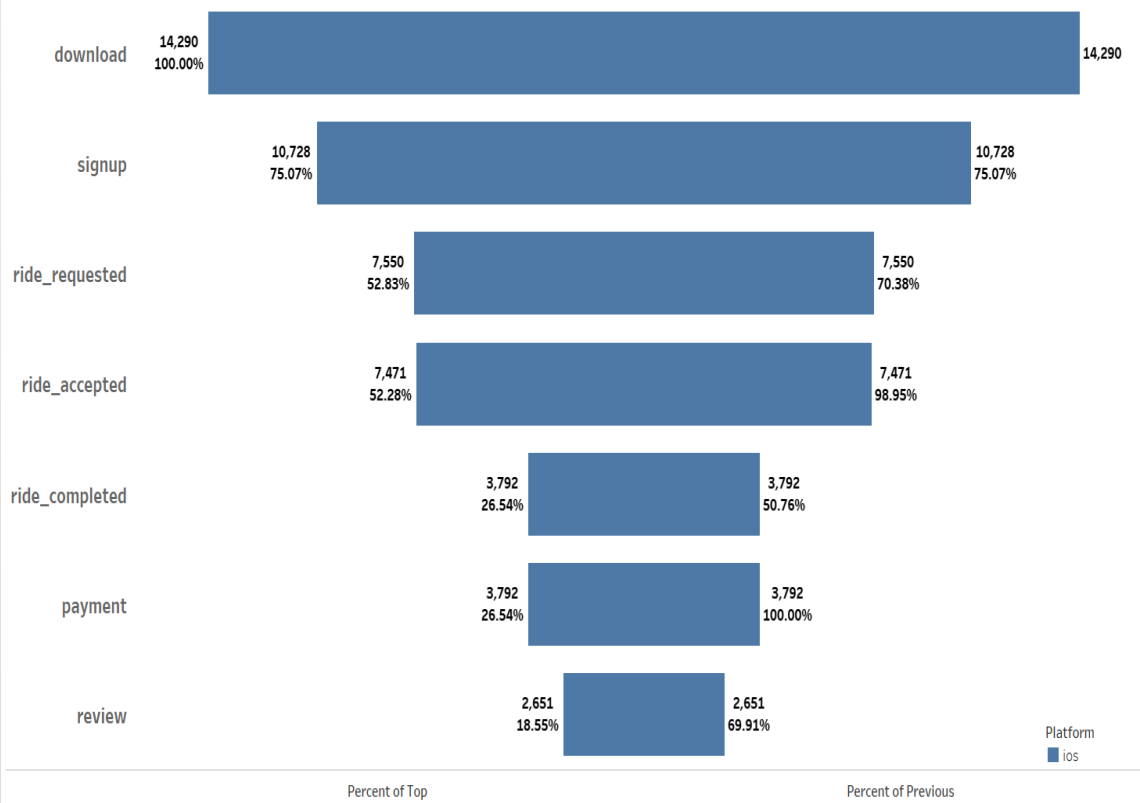
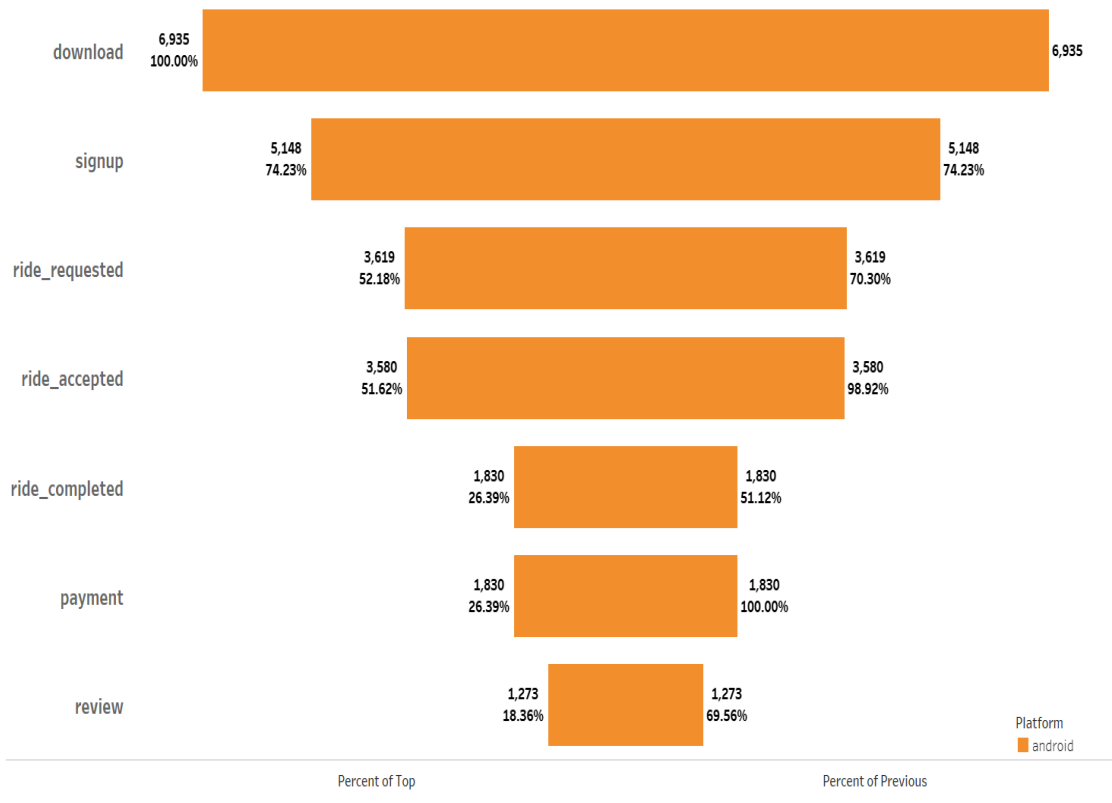


Rides Funnel Analysis Results

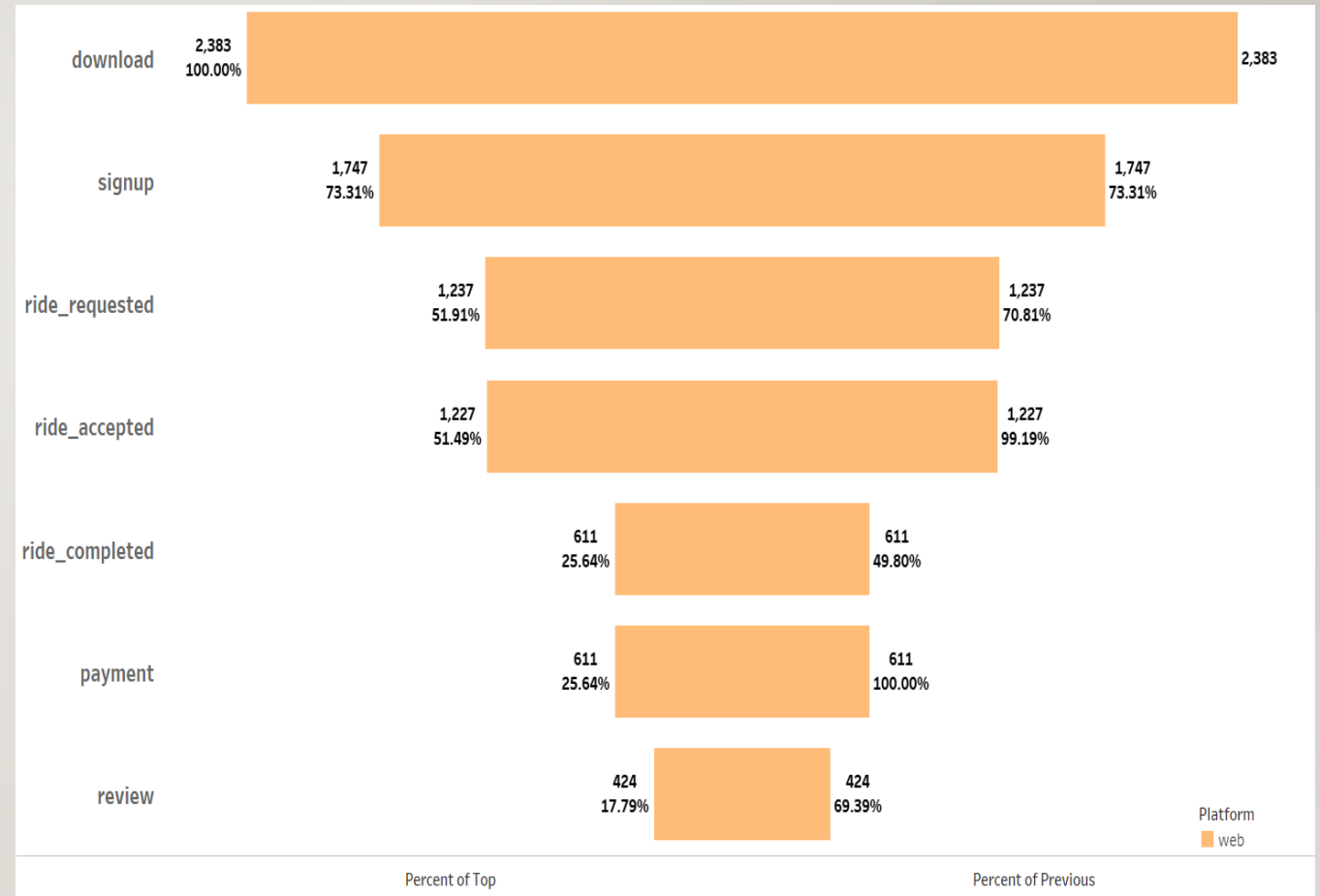
- Strong engagement with 385,477 ride requests.
- 35.57% drop-off at acceptance.
- No drop-offs observed in ride completion.
- 95.07% of rides result in payments.
- 73.47% lead to reviews, indicating potential for improvement.



Platforms Distribution Over User Funnel

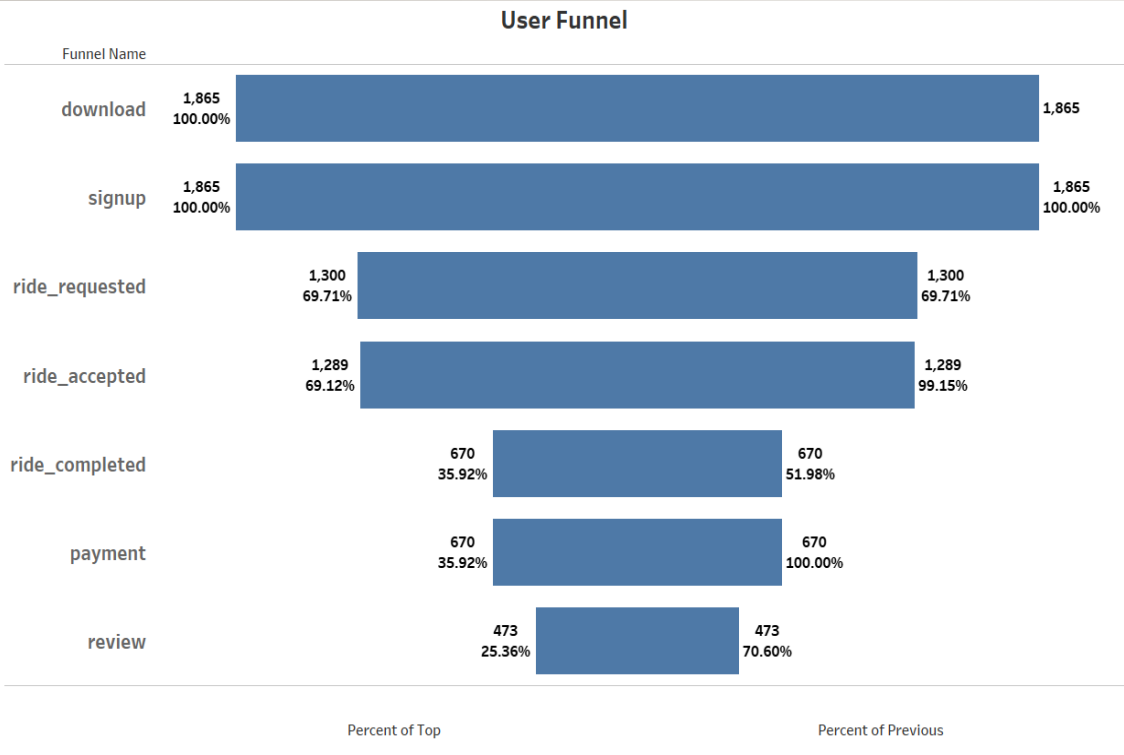


- The majority of users employ the IOS platform.
- IOS users had the greatest signup conversion rate at 75.07%.
- Web platform, had the highest drop-off rate at 49.8% for the completed ride request

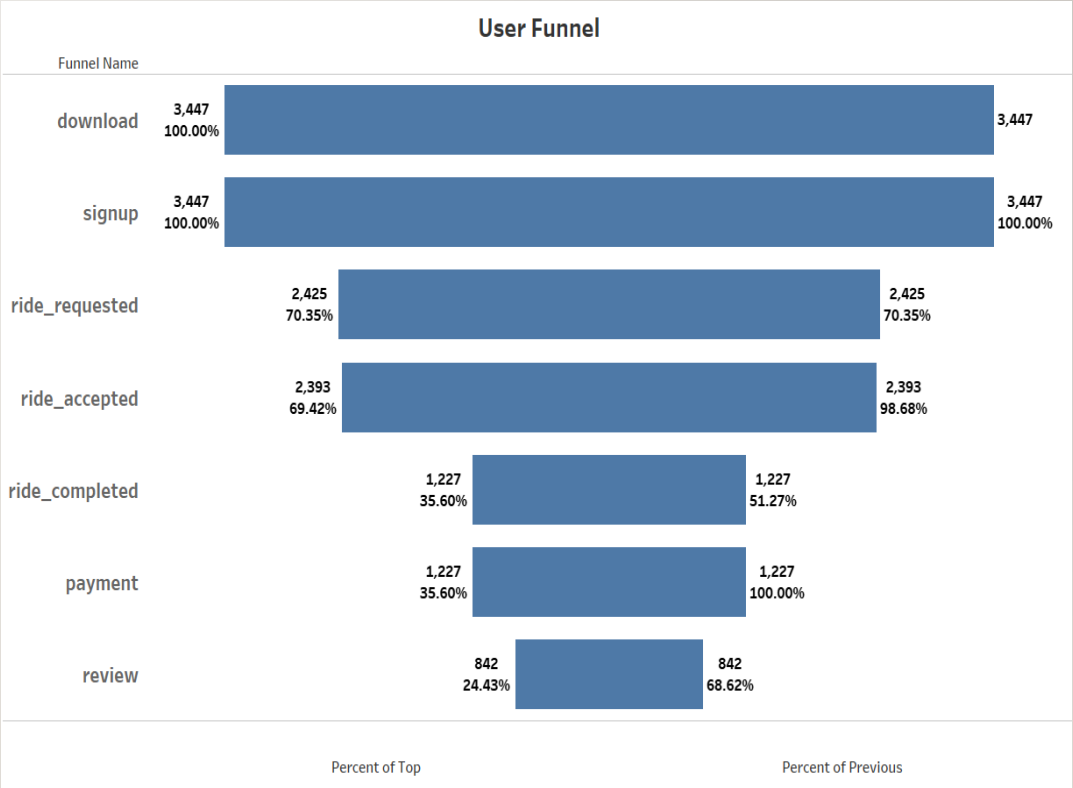


Age Range Distribution Over User Funnel

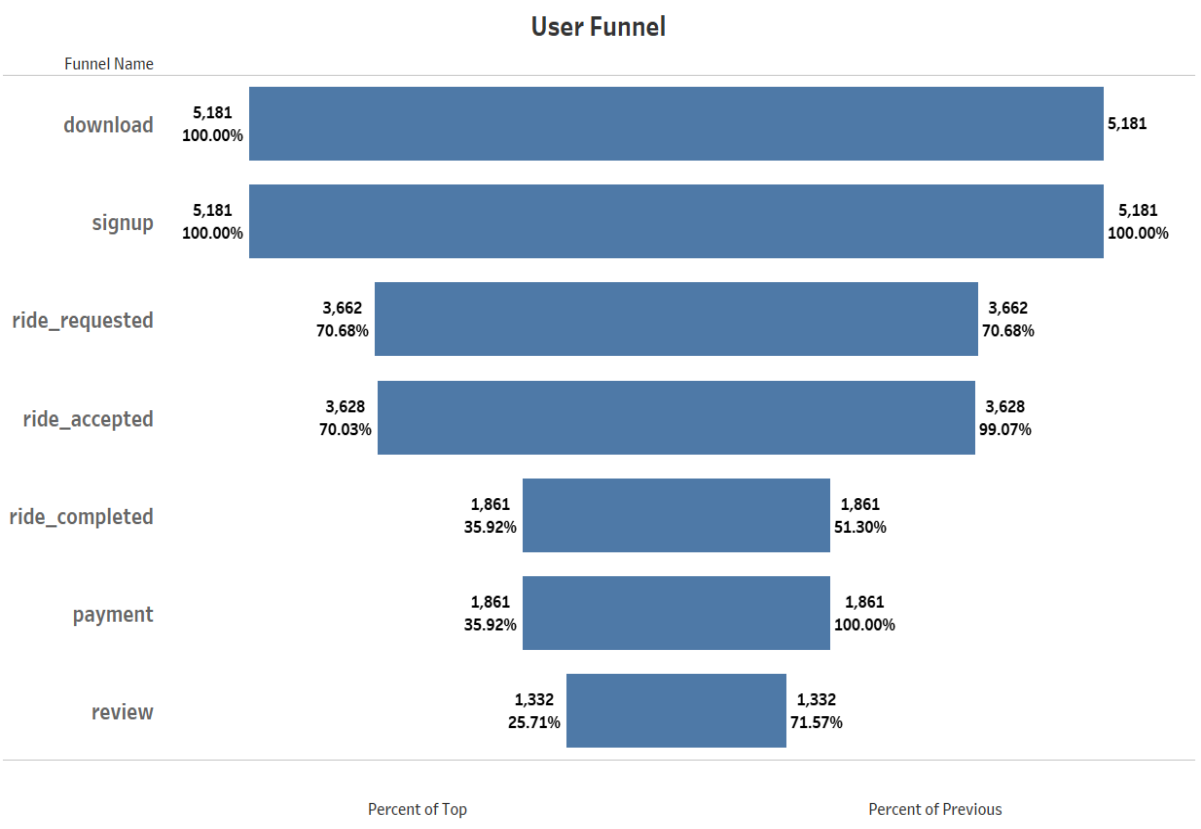
Age : 18-24



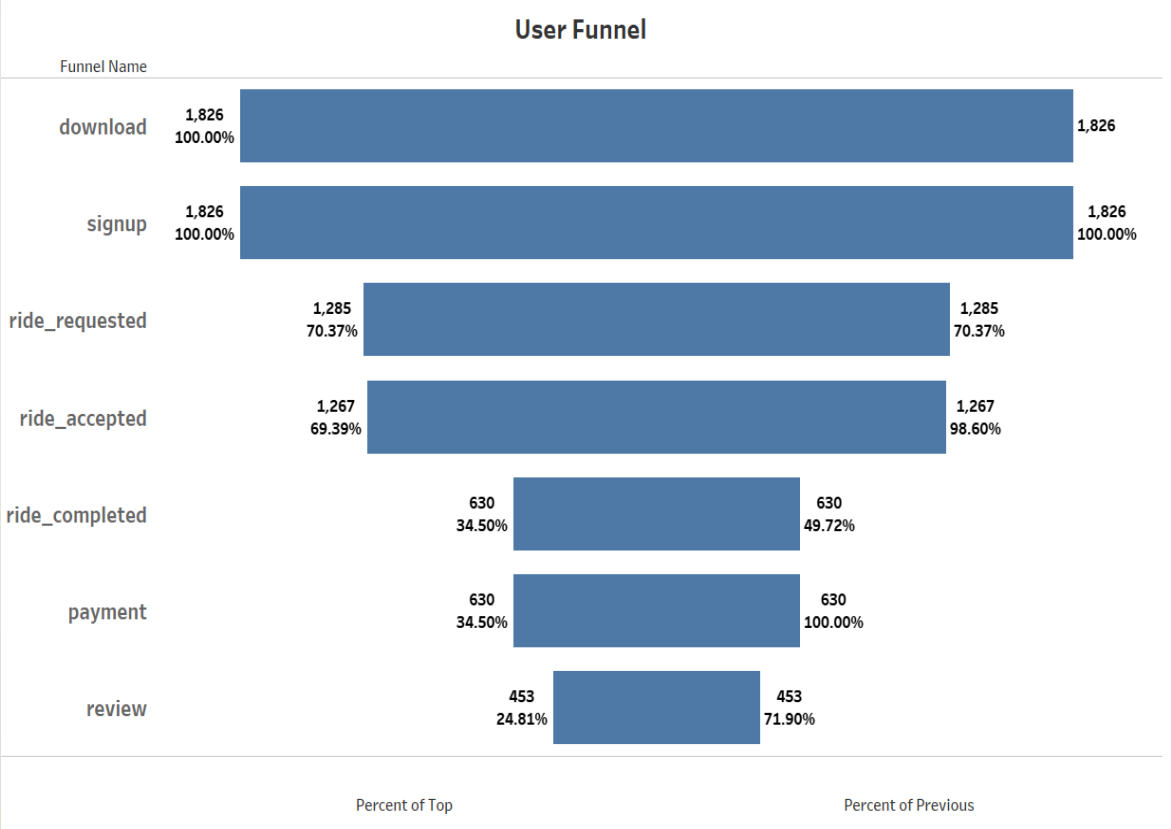
Age : 25-34



Age : 35-44



Age : 45-54

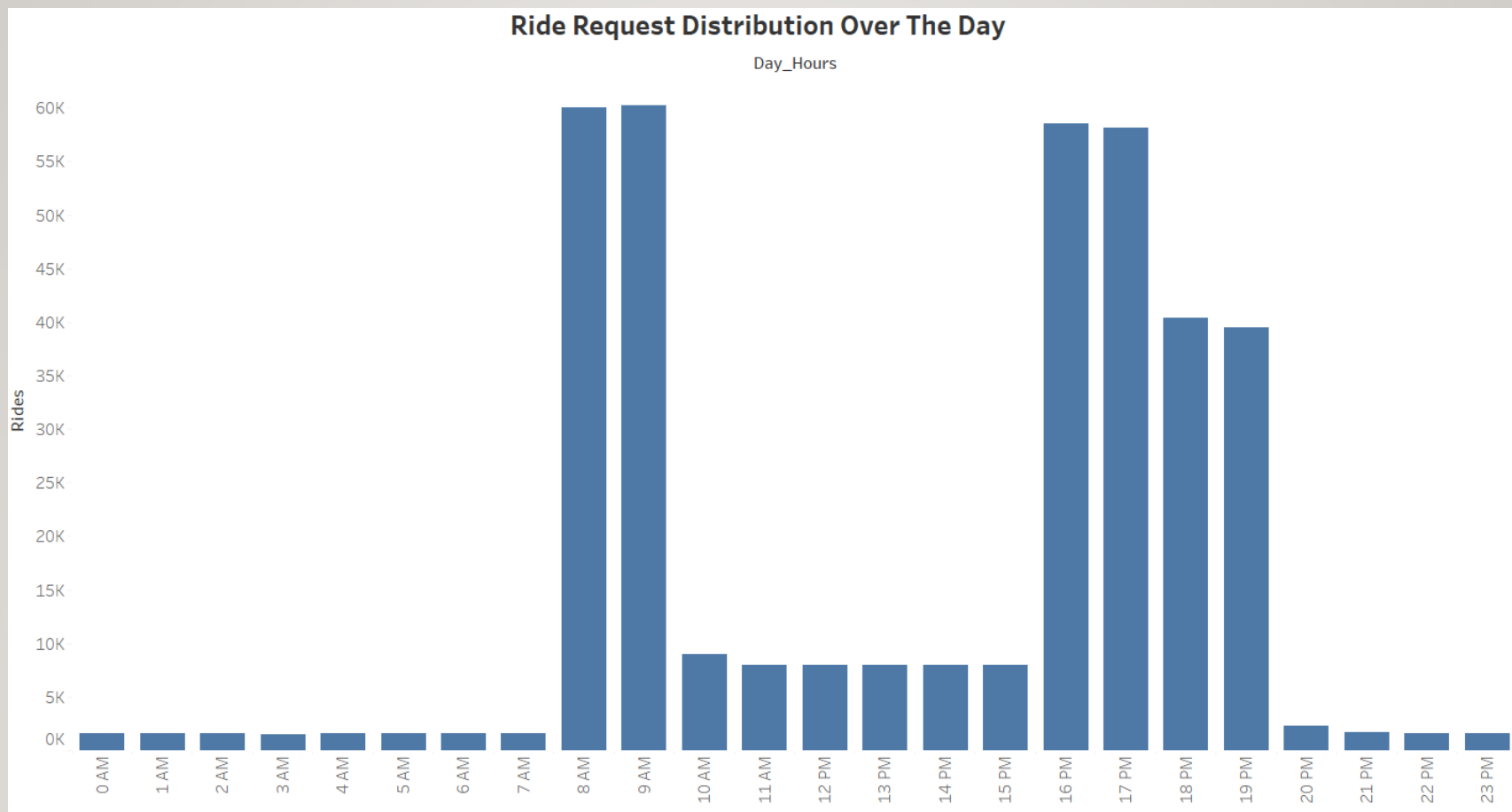


Results :

- The age group that demonstrates the highest performance throughout the user funnel is 35-44, constituting the majority of app users.
- Notably, users with unspecified age information account for 30% of the total signed-up user base.
- Within the 25-34 age range, users utilizing the web platform experience the most significant drop-off in completing rides, standing at 46.7%.
- On the Android platform, users aged 45-54 exhibit the highest likelihood of leaving reviews, with an impressive 75.27% conversion rate.



Ride Request Distribution Through the Day



The histogram illustrates the peak hours of high ride demand. Specifically, we observe two significant spikes occurring during the morning hours of 8-10 AM and in the late afternoon to early evening from 4-7 PM. These spikes can be attributed to several factors. In the morning, commuters may rely on Metrocar for their daily work commute, leading to a surge in ride requests. In the afternoon, this trend may repeat as individuals begin their journey back home. Additionally, these time slots may align with common work hours and school schedules, further driving up demand. Furthermore, factors such as traffic patterns and public transportation schedules could also contribute to the observed spikes.



Recommendation & Conclusion

After conducting a comprehensive analysis of Metrocar's customer funnel, several key recommendations and conclusions emerge. To start, there is a need to streamline the signup process to reduce drop-offs after app downloads. Additionally, focusing on enhancing the ride completion experience will address a significant drop-off point. Encouraging reviews post-payment can also lead to higher user engagement. In terms of platform-specific strategies, allocating marketing resources based on platform preference is advised. Tailoring campaigns for the 35-44 age group, as well as engaging users with unspecified age information, will contribute to improved user experiences. Furthermore, optimizing the web platform for the 25-34 age group and leveraging the high review likelihood on Android for the 45-54 age group are essential. Lastly, considering external factors influencing ride demand, particularly during peak hours of 8-10 AM and 4-7 PM, will lead to higher conversion rates and overall user satisfaction.

