Metrocar Funnel Analysis

Héctor Recio

October 2023

Funnels

User level granularity

From app download to reviewing a ride

Ride level granularity

From requesting a ride to reviewing a ride

Try Pitch

What steps of the funnel should we research and improve?

The most relevant drop-off points to focus on would be:

- From signup to ride request in case of unique **users** funnel → users we are not able to activate
- From ride requested to ride accepted in case of **rides** funnel → rides we are not being able to deliver

Metrocar should further investigate what is happening for certain users between the ride accepted to ride completed stage as there is a 49% users dropoff.
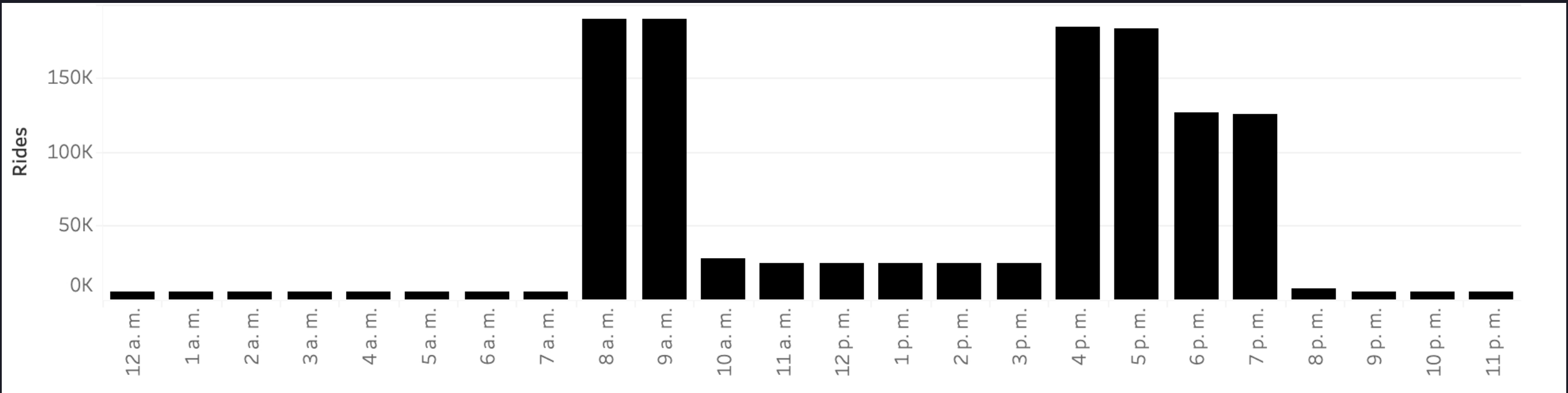
Try Pitch

In what platform to focus our marketing budget for the upcoming year, what insights can we make based on the platform?

platform	revenue	pct_of_total_rev	rides	pct_of_total_rides
IOS	2586629	0.6083798170506258	129387	0.60851346012754670128
ANDROID	1243624	0.29250261309208525	62223	0.29263784637959252780
WEB	421415	0.09911756985728895	21018	0.09884869349286077092

60% of trips and revenue comes from IOS users.

My recommendation would be to focus the marketing budget in acquiring and retaining users from IOS.

Try Pitch

What does the distribution of ride requests look like throughout the day?

Two ride request peaks:

- Between 8AM and 9AM
- Between 4PM and 7PM

Try Pitch

What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

Users funnel

From *ride accepted to ride completed*. Some further research would be needed to determine what is happening and how this situation could be improved.

Rides funnel

From *requested ride to accepted ride,* this could be due to lack of drivers in certain areas or hours. However, some further investigation would be needed to determine the exact cause to improve this part of the funnel.

Try Pitch

Metrocar

Thank you

hectorr@metrocar.com

Pitch

Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

Create a presentation (It's free)