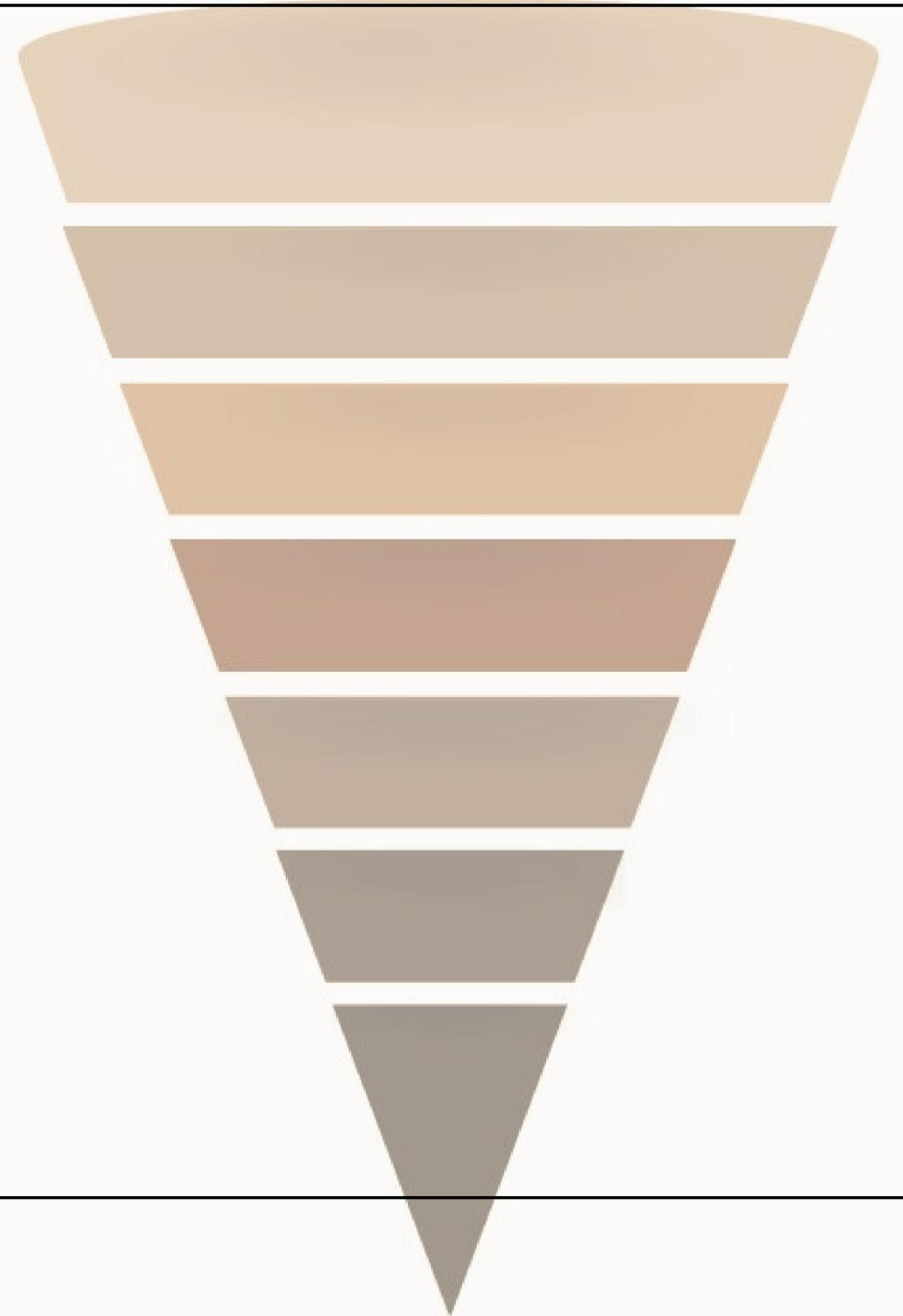


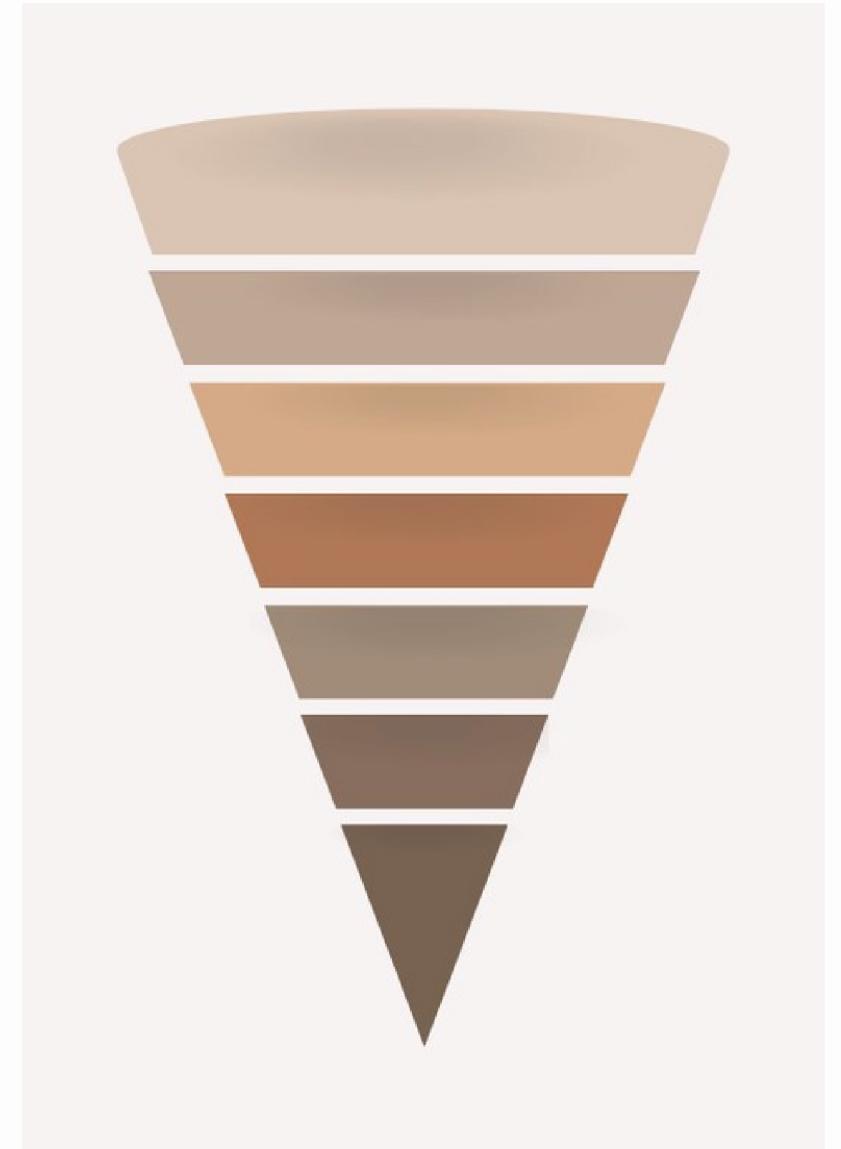
FUNNEL ANALYSIS

By Jayanthi Rao



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- 02. Data Analysis Insights
- 03. Recommendations



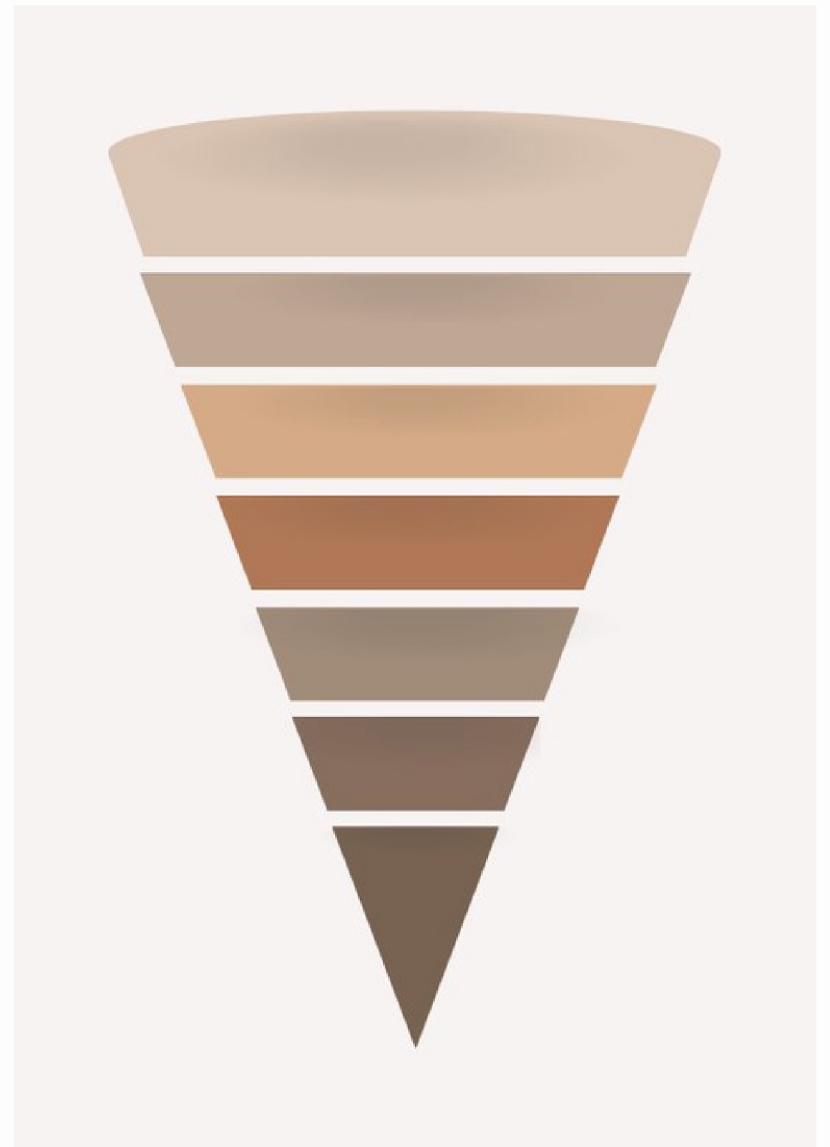


INTRODUCTION

Metrocar Dataset

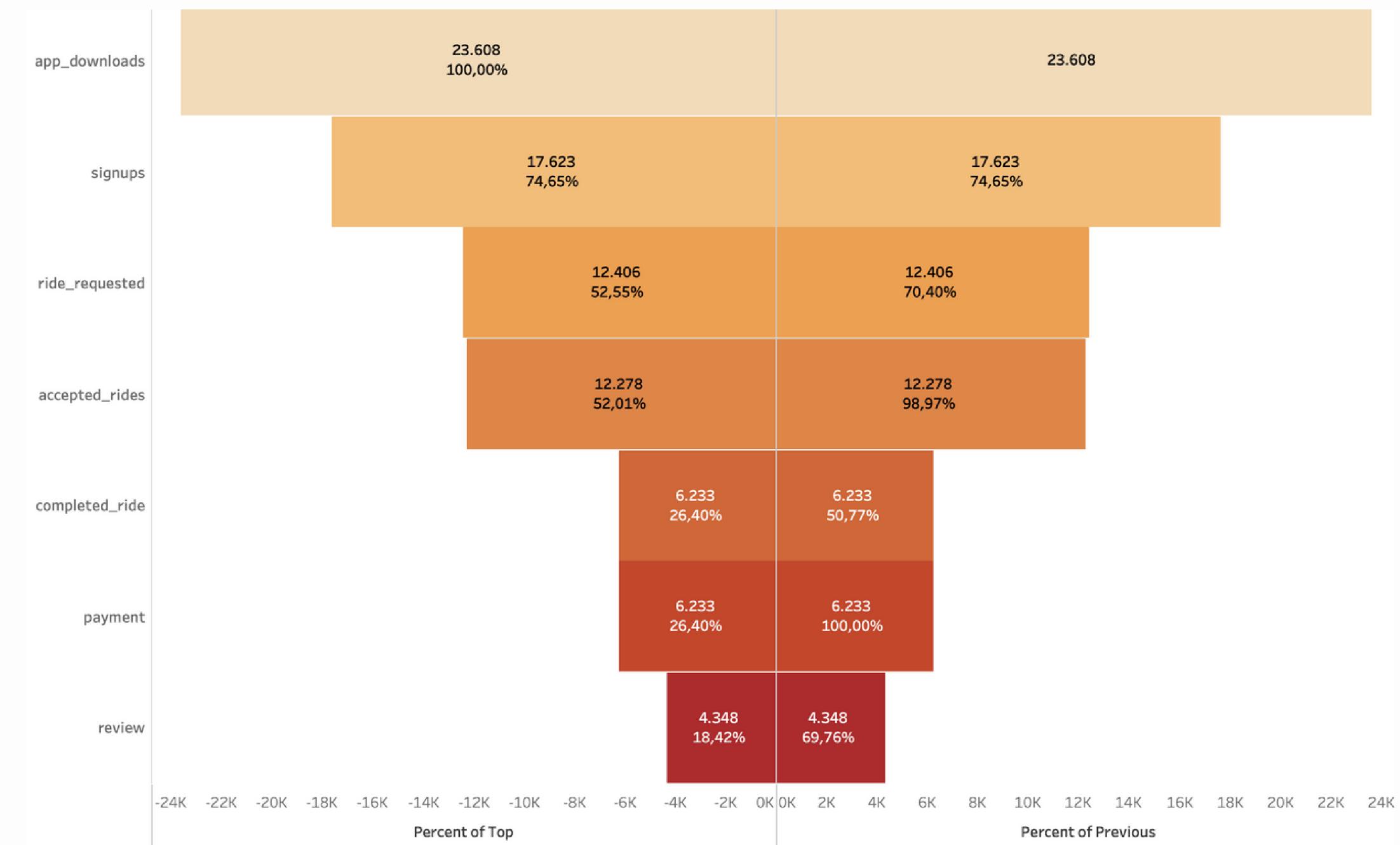
- Consists of 5 tables
- app_downloads, signup, ride_requests, transactions and reviews

DATA ANALYSIS INSIGHTS



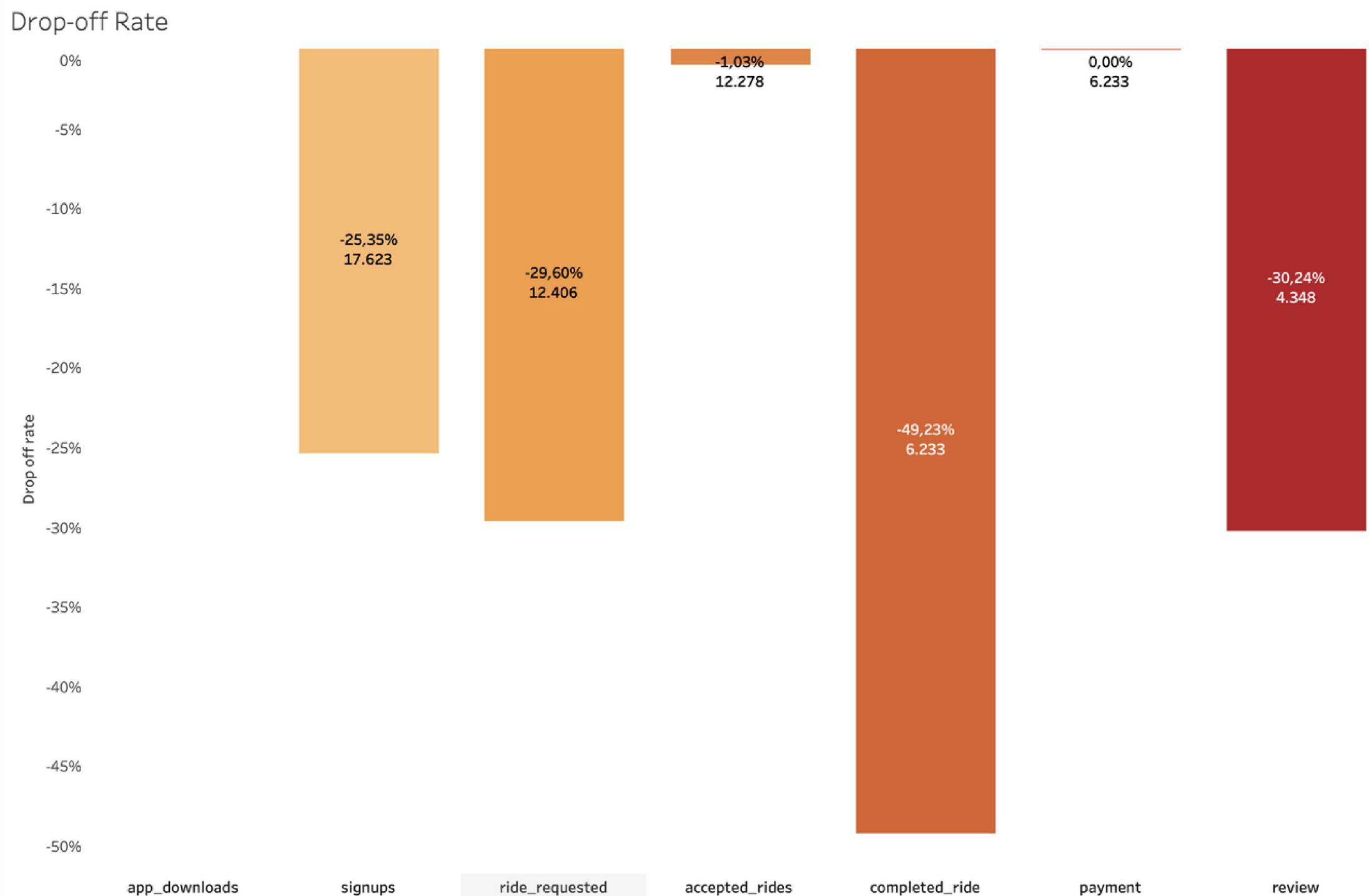
Conversion rate at each step of the funnel

- Percent of Previous Approach
 - download to signup 74.65%
 - signup to ride_request 70.40%
 - completed first ride 50.77%
- Percent of Top Approach
 - download to ride_request 52.55%
 - completed first ride 26.40%



Drop off rate : Focus on signup and ride_requests funnel step

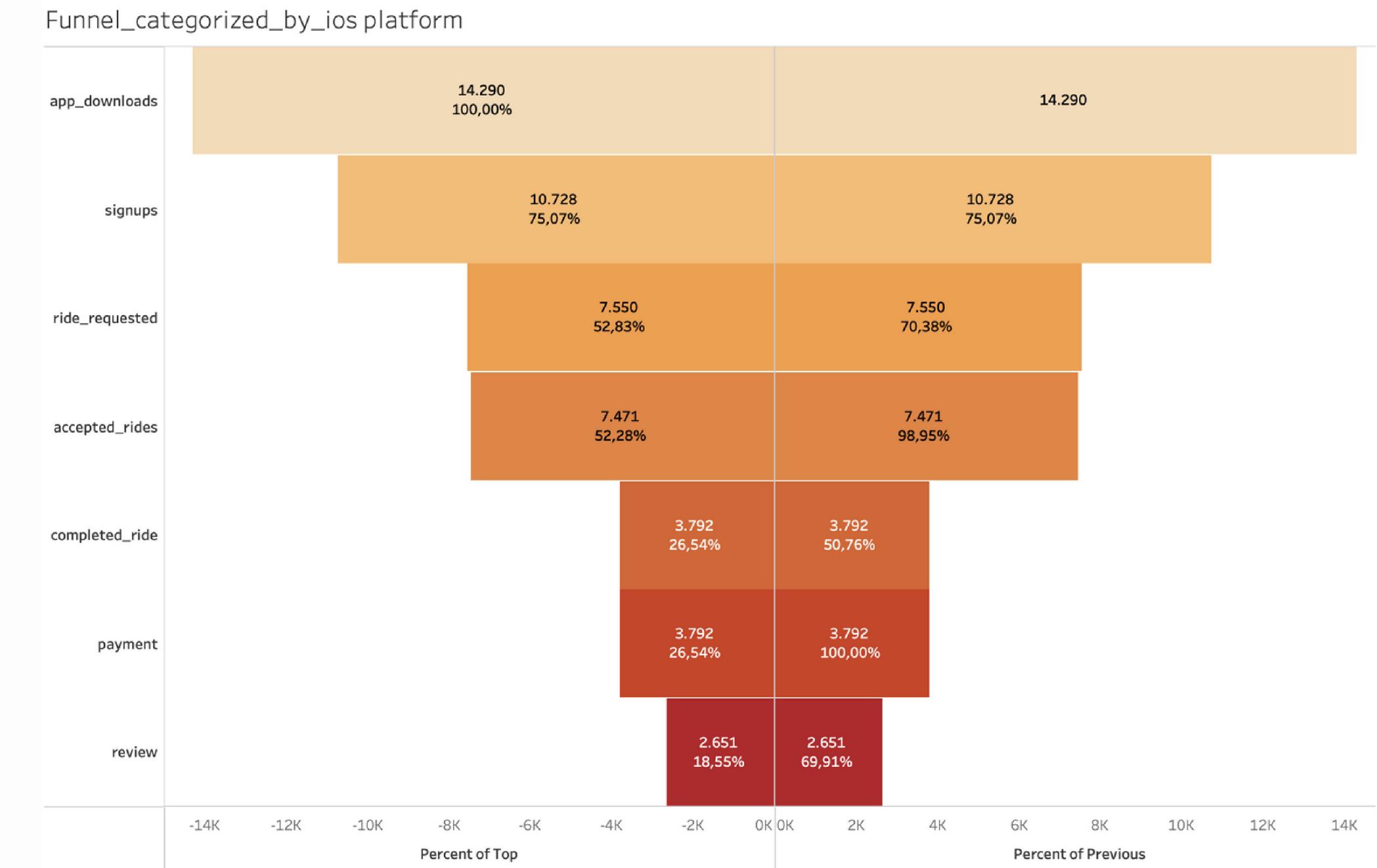
- download to signup 25.35%
- signup to ride_request 29.60%



ios platform has 14290 users and conversion rate is better compared to other platform

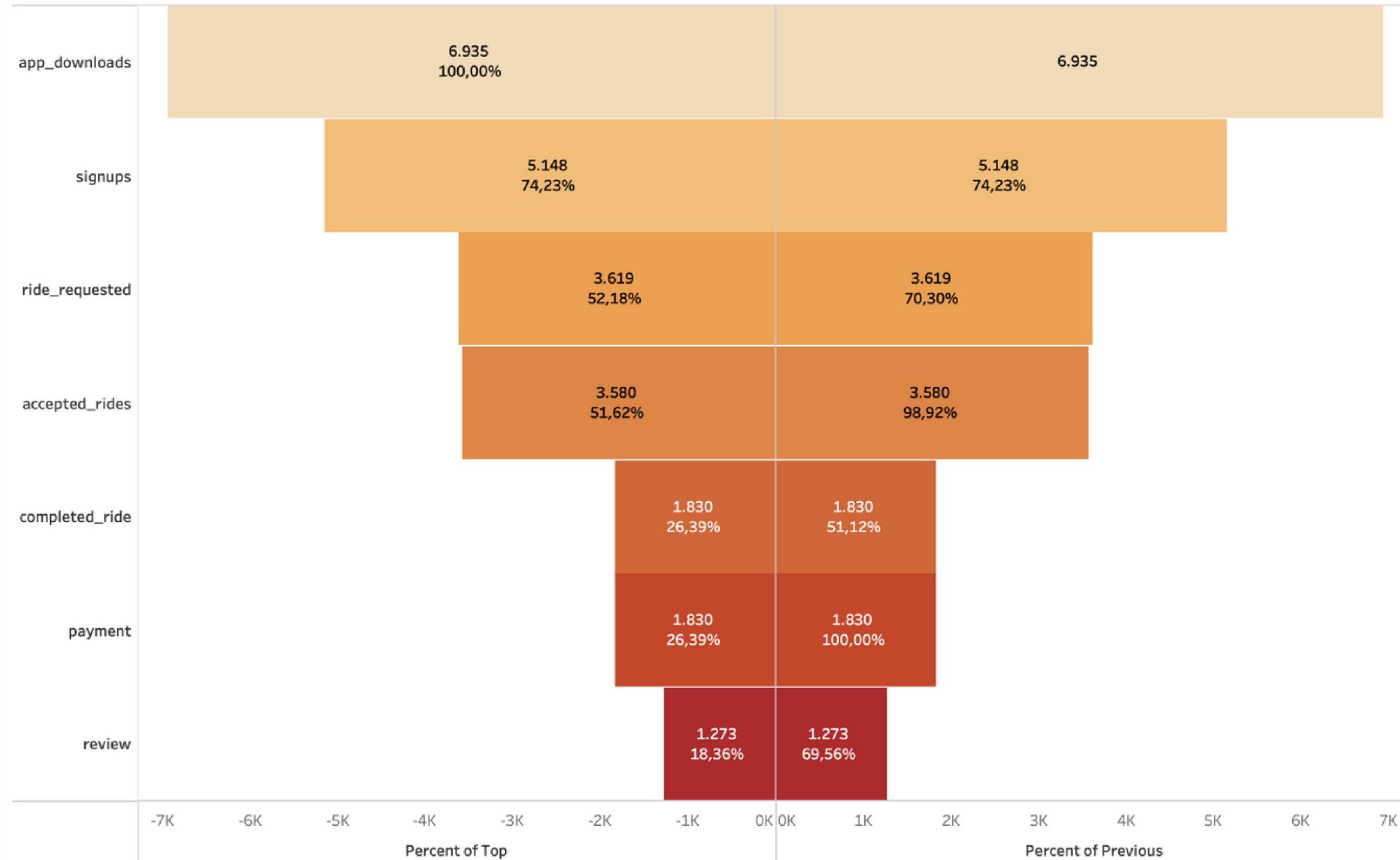
Total users in each platform

| ios | android | web |
|--------|---------|-------|
| 14.290 | 6.935 | 2.383 |



Focus marketing strategy on android platform

Funnel_categorized_by_android platform

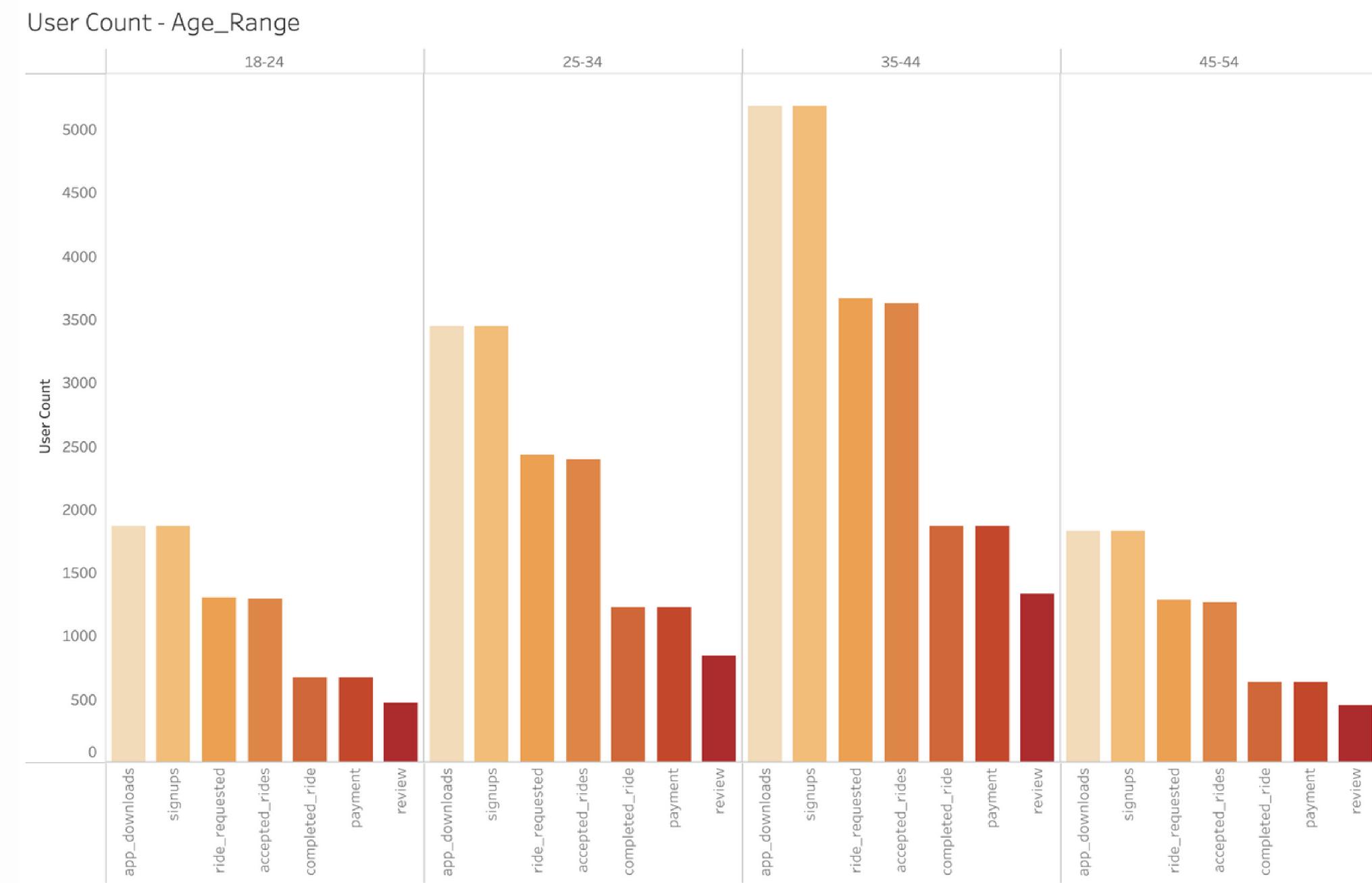
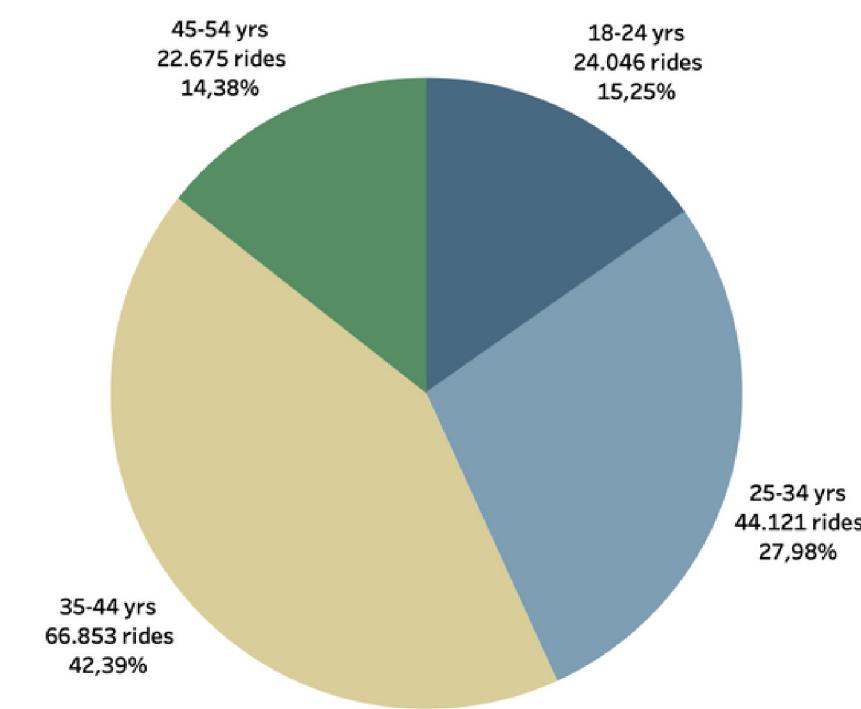


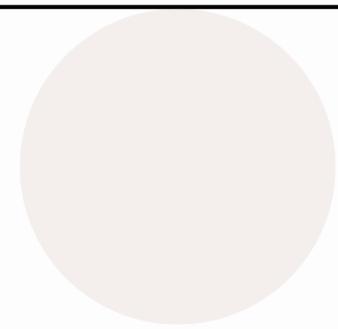
- download to signup 74.23%
- signup to ride_request 70.30%

Age_range of 35-44 yrs have more number of users and also the 42.39% of total completed rides

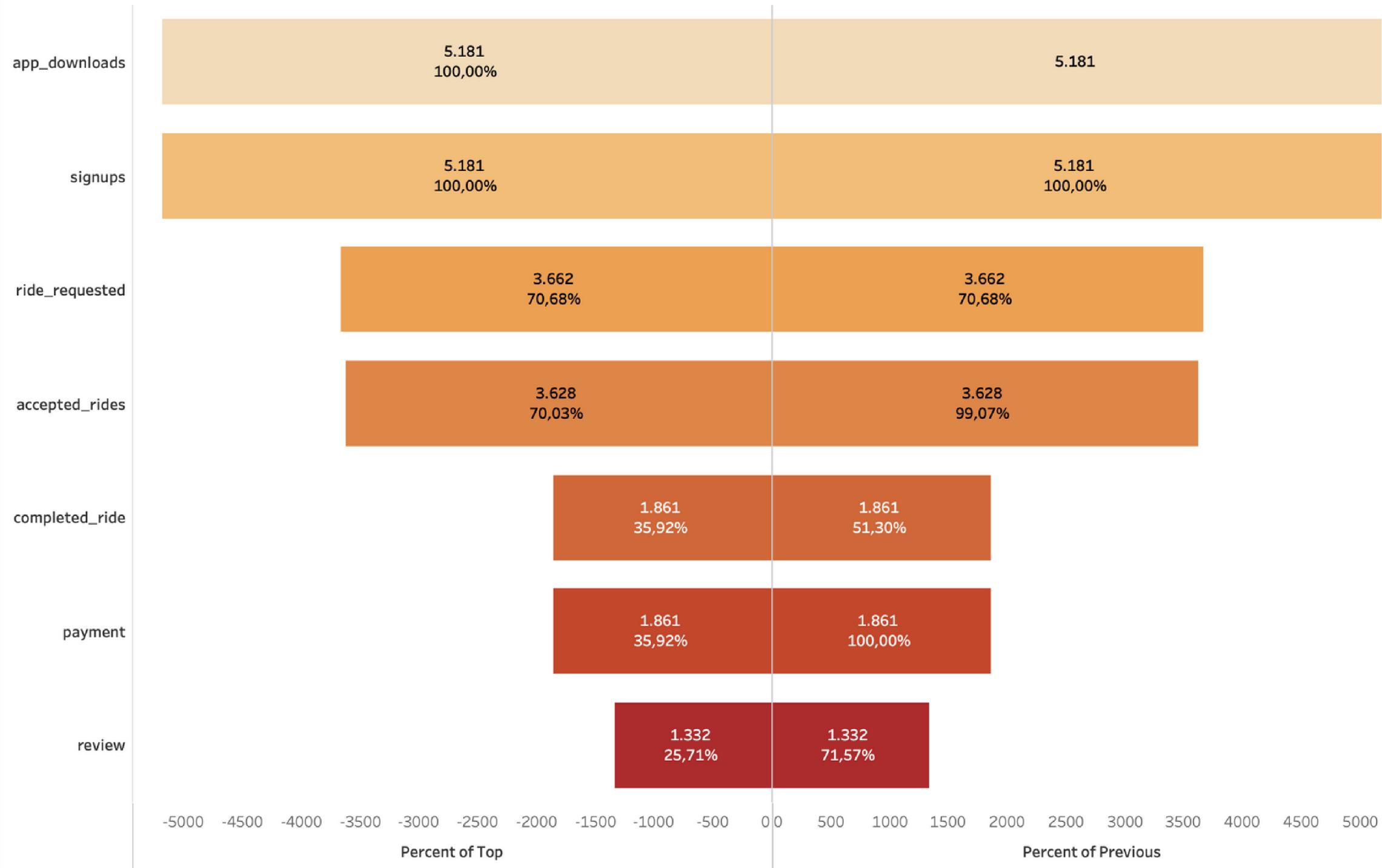
- Users: 5181

Total completed rides- age_range

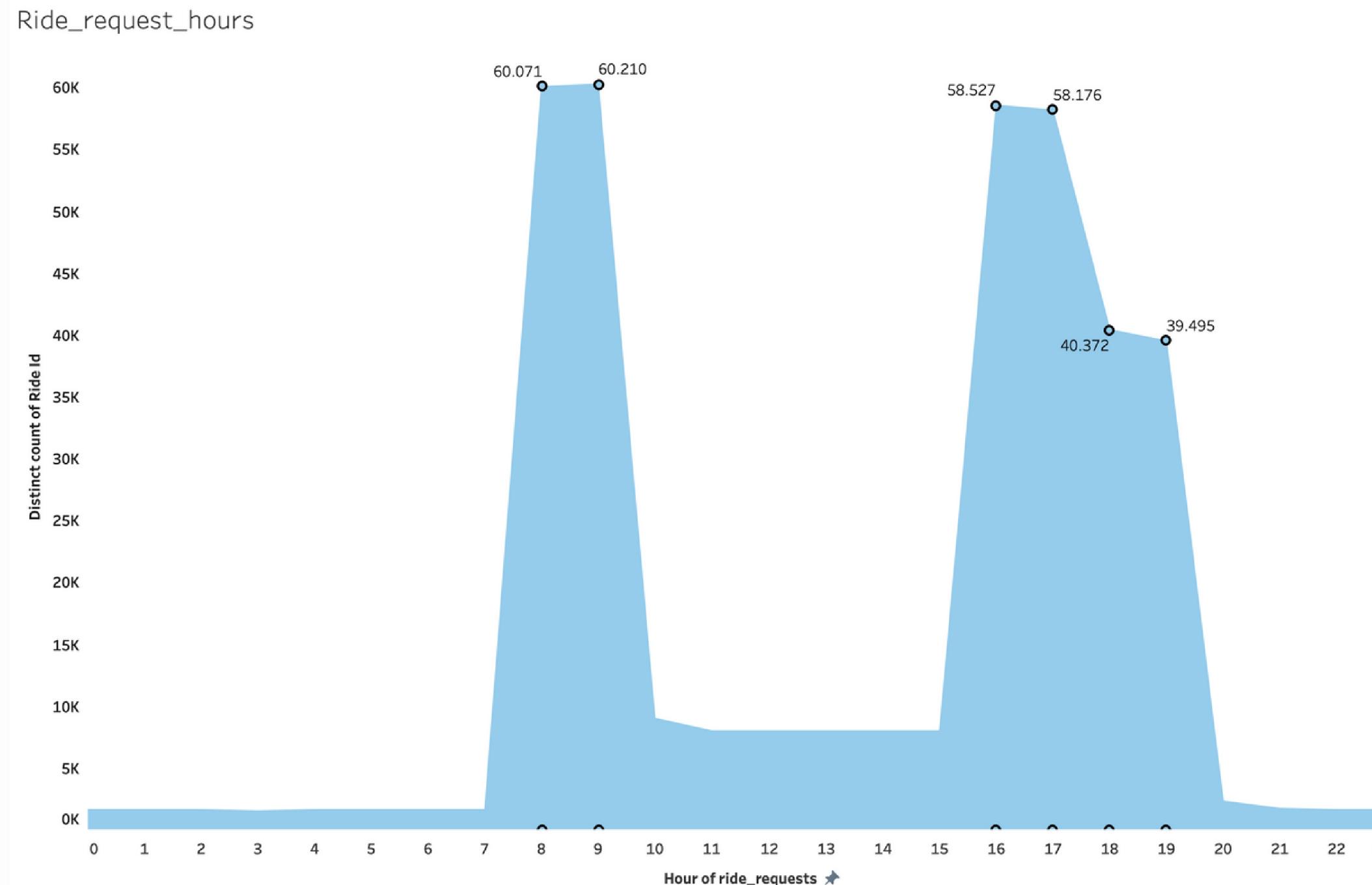




Funnel_categorized_by_35-44 age_range



Peak time for ride requests is between morning 8 - 9 am and evening from 4 -7 pm.



RECOMMENDATIONS

- Marketing strategy on android platform
- Target customers 35-44yrs
- Price-surging strategy :8-9am and 4-7pm

