Metrocar Funnel Analysis

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Summary

The main objective of this project is to analyze the customer funnel of Metrocar, to identify areas for improvement and optimization. Data analysis was done in SQL and visualization using tableau.
Based on the analysis, it is recommended to research and address the drop-off rate during signup and ride_request steps. The marketing budget should focus on the Android platform. Target the 35-44 age group customers. Implementing a price-surge strategy during peak hours can optimize revenue and meet high ride demand efficiently.

Context

Metrocar's business model is based on a platform that connects riders with drivers through a mobile application. The dataset for this project was inspired by publicly available datasets for Uber/Lyft.
There are 5 tables in the dataset: app_downloads, signups, ride_Requests, transaction and reviews.

The main aim of this funnel analysis is to uncover valuable insights for improving specific areas of the customer funnel and also to identify areas of improvement and optimization.

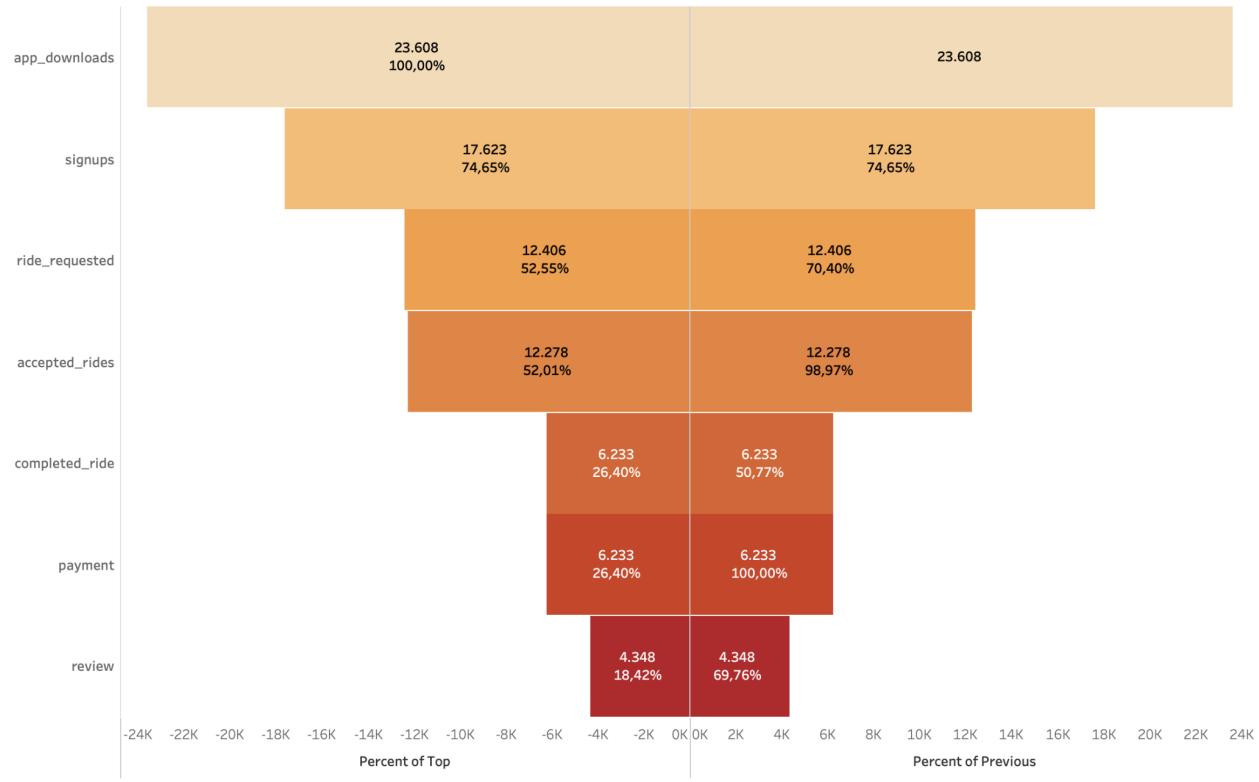
Result

Data analysis was done in SQL and Visualization in Tableau. During the analysis , I found that there were many Null values in the age column.

1. What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?

With the Percent of Previous approach the people who have signed up after downloading the app is **74.65%**. Also from sign up to ride_requests is **70.40%** and completing first ride is just **50.77%**

With the Percent of Top approach the people who have requested a ride after downloading an app is **52.55%** and also the completing first ride is **26.40%.**



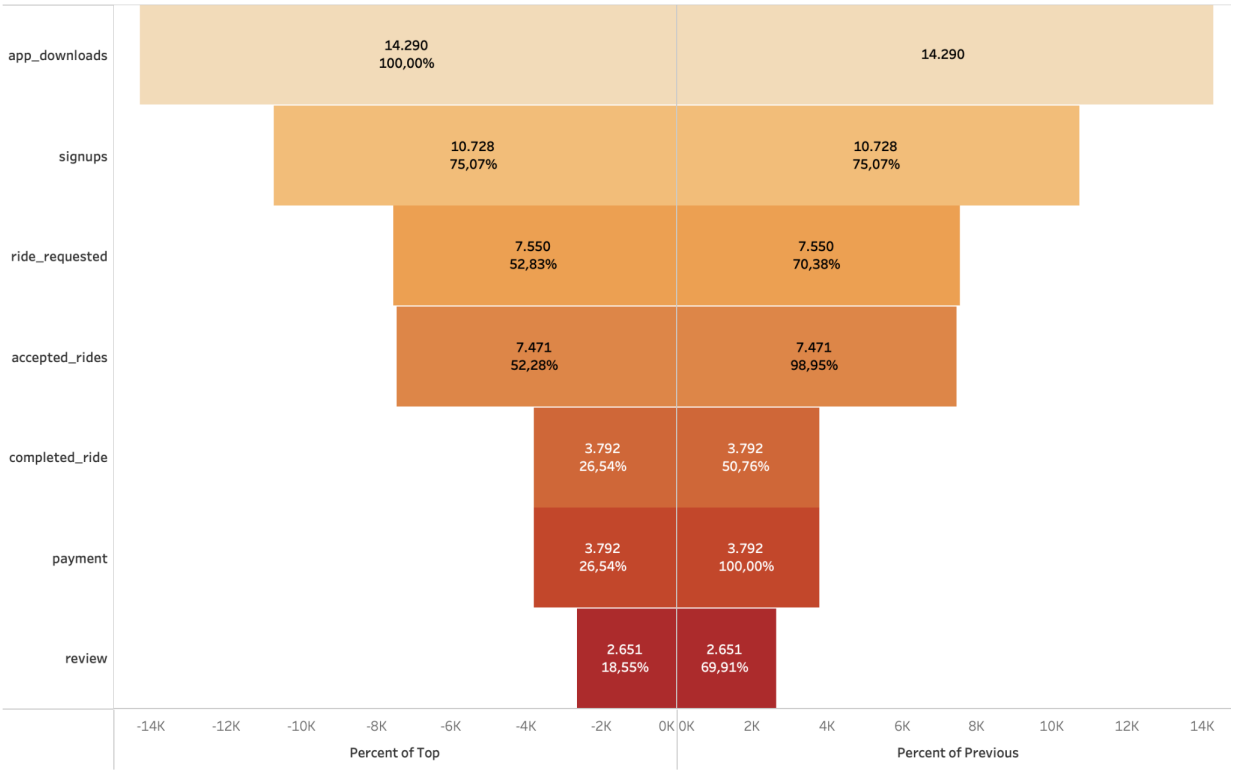
2. Metrocar currently supports 3 different platforms: ios, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?

The users in ios platform are more with **14290** users compared to android and web platforms with **6935** and **2383** users respectively.
But in general we see that there are a lot more android users everywhere than ios. So we can focus marketing budget on android platform

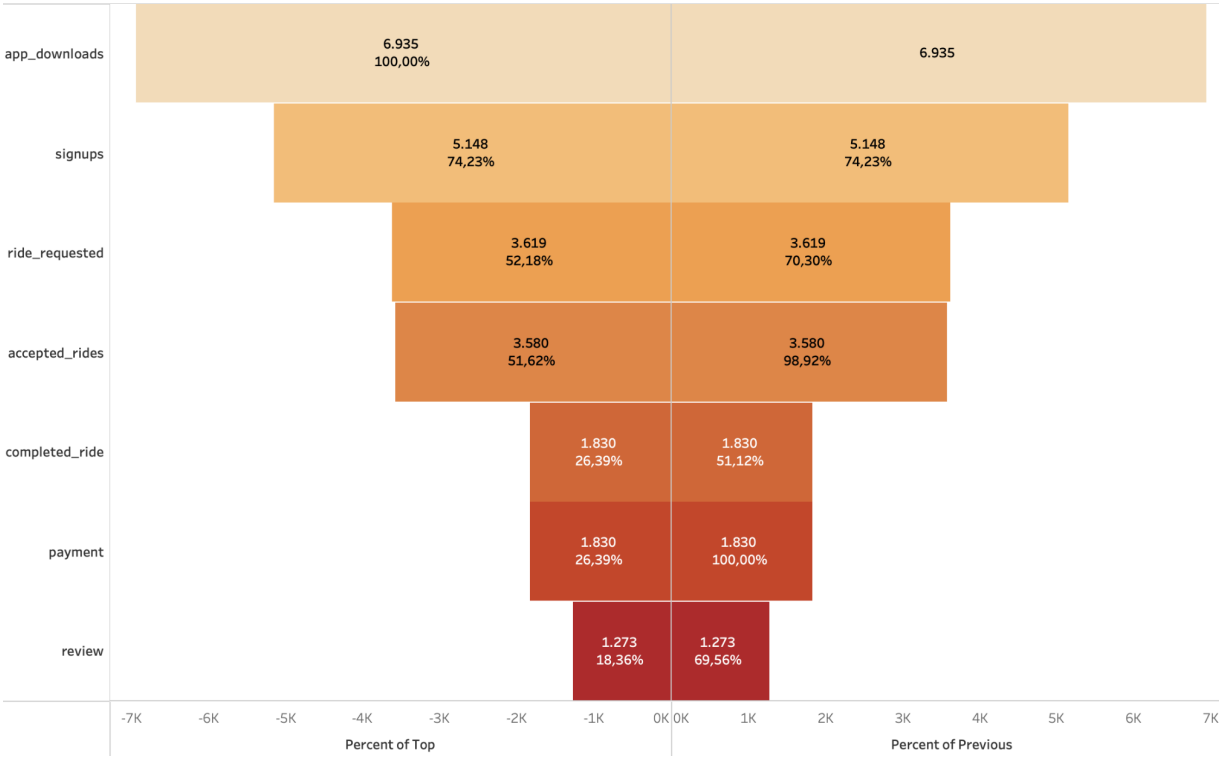
Total users in each platform

ios	android	web
14.290	6.935	2.383

Funnel_categorized_by_ios platform



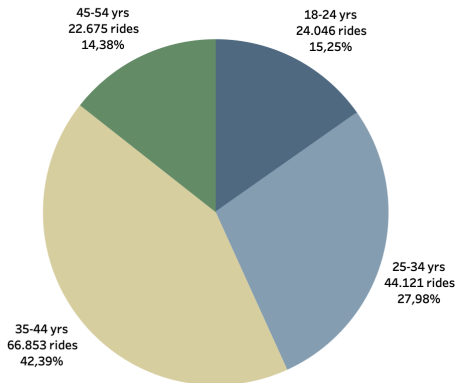
Funnel_categorized_by_android platform



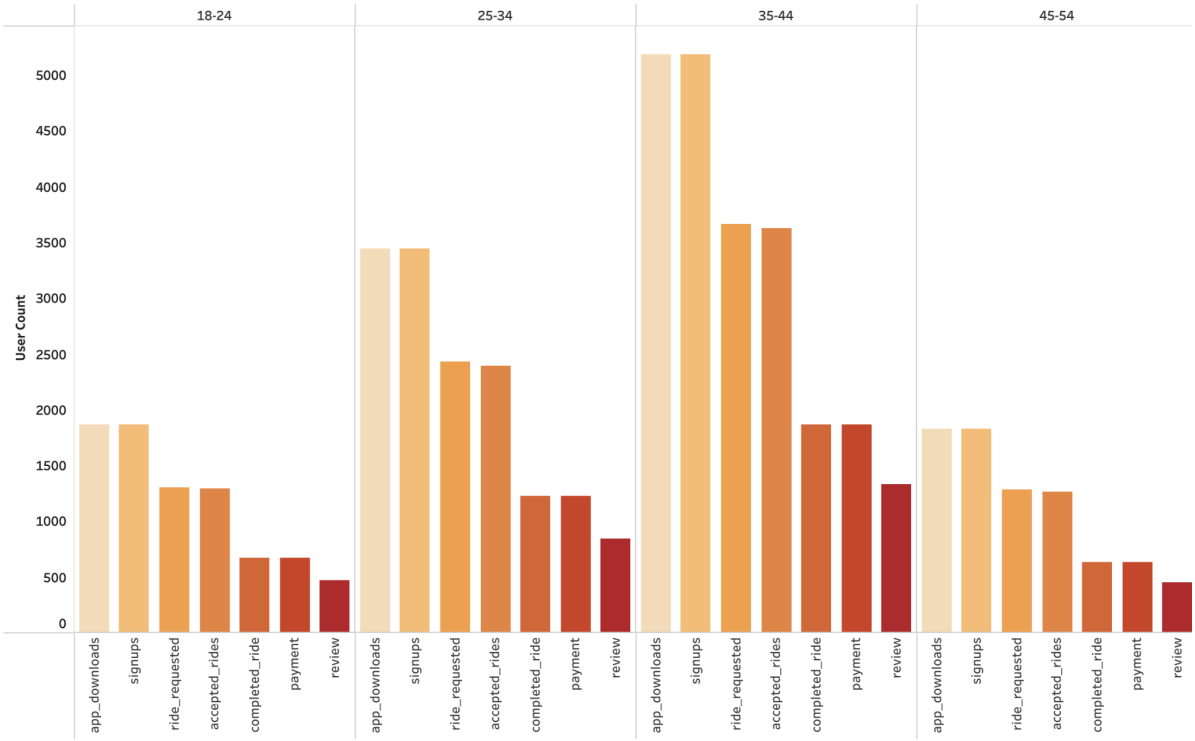
3. What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

The highest number of users are in the age-range of **35-44 yrs** with a total of **5181** users. Also there were a lot of NULL values for age-range and there were a lot of users in that group.
42.39% of the the total completed rides were in the age_range of **35-44 yrs**

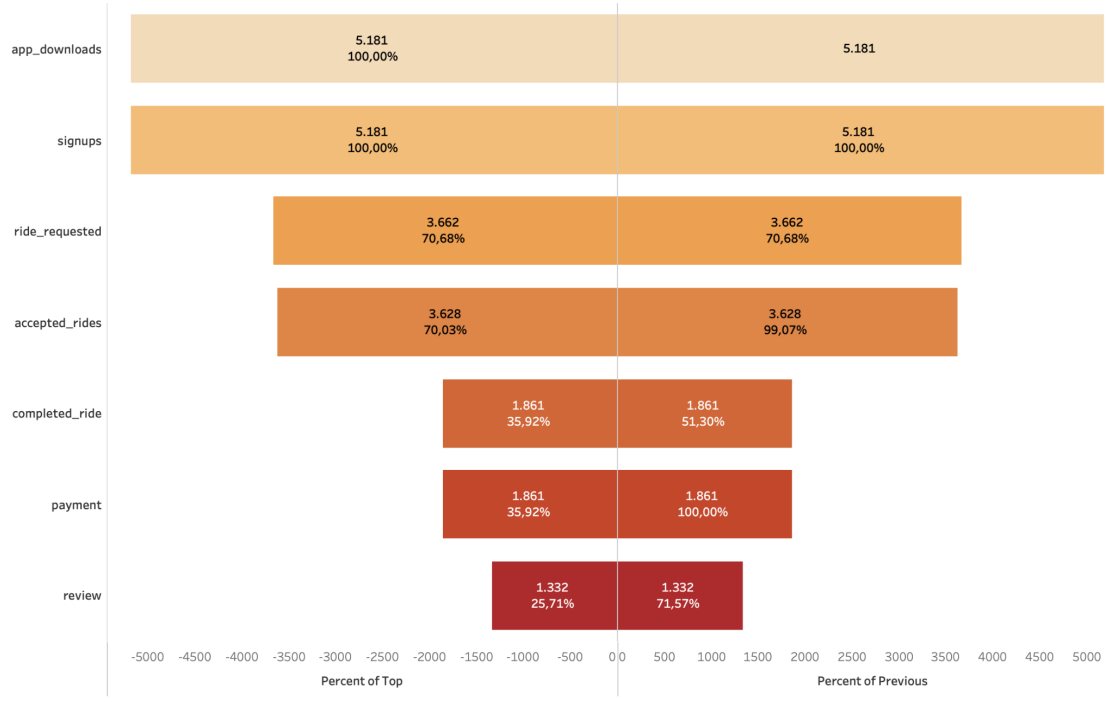
Total completed rides- age_range



User Count - Age_Range

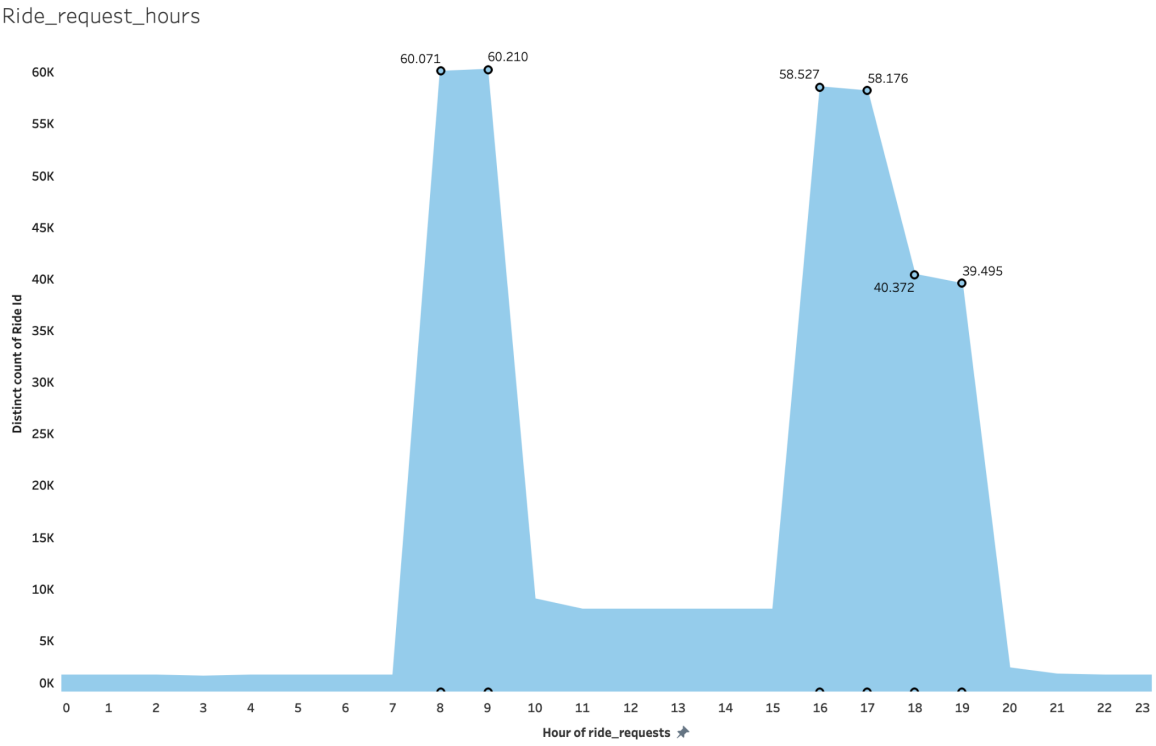


Funnel_categorized_by_35-44 age_range



4. Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surging strategy, what does the distribution of ride requests look like throughout the day?

The peak time for ride requests is between morning **8 - 9 am** and evening from **4 -7 pm**. The highest is at **9am** with **60210** rides requested. So a price-surging strategy can be adopted at these hours as the demand is more.



Recommendations

- Based on the above analysis it would be good to research what are the reasons for the drop off rate at signup and ride_request steps and improve on that.
- The marketing budget for the upcoming year can be focused for the android platform.
- Also 35-44 age group is a target customer and also we could look into the NULL values in the age range as there were a large number of users.
- Price-surge strategy can be adopted at hours where the demand for rides is more.

Appendix:

Link to Tableau:
https://public.tableau.com/app/profile/jayanthi.rao.hosbett.ramesh/viz/funnel_analysis_16878758743780/Story1?publish=yes