

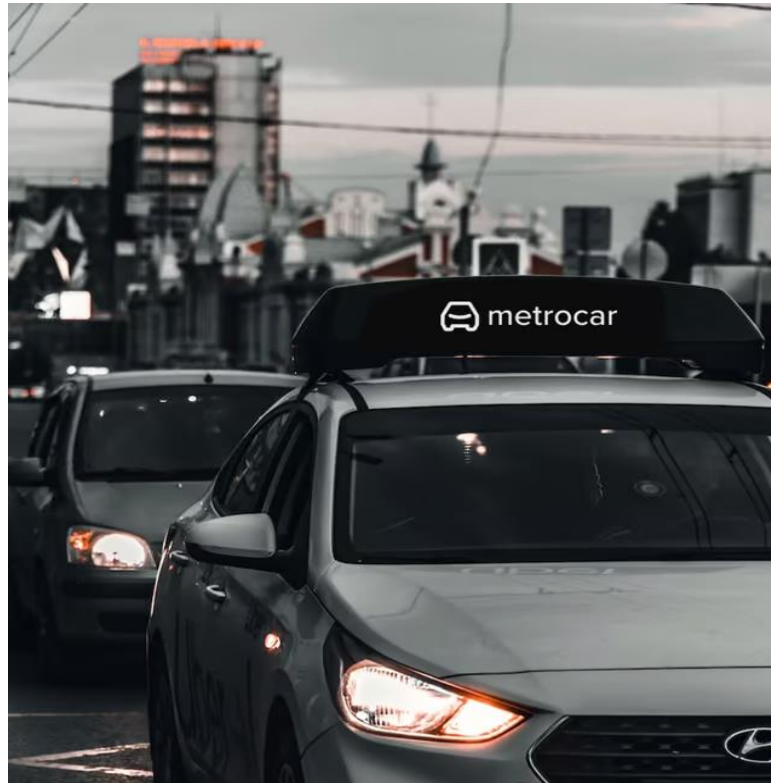
METROCAR-RIDE SHARING APP FUNNEL ANALYSIS

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Project Overview:

- The Funnel Analysis Mastery Project for Metrocar aims to comprehensively analyze the customer funnel of the ride-sharing app, identifying areas for improvement and optimization.



Funnel Analysis Overview:

- Funnel analysis is a method that tracks and analyzes the sequential stages users go through when interacting with a product or service.
- Represented as a funnel, it helps visualize the user journey, pinpointing areas for improvement, and optimizing the customer experience.



About Metrocar:

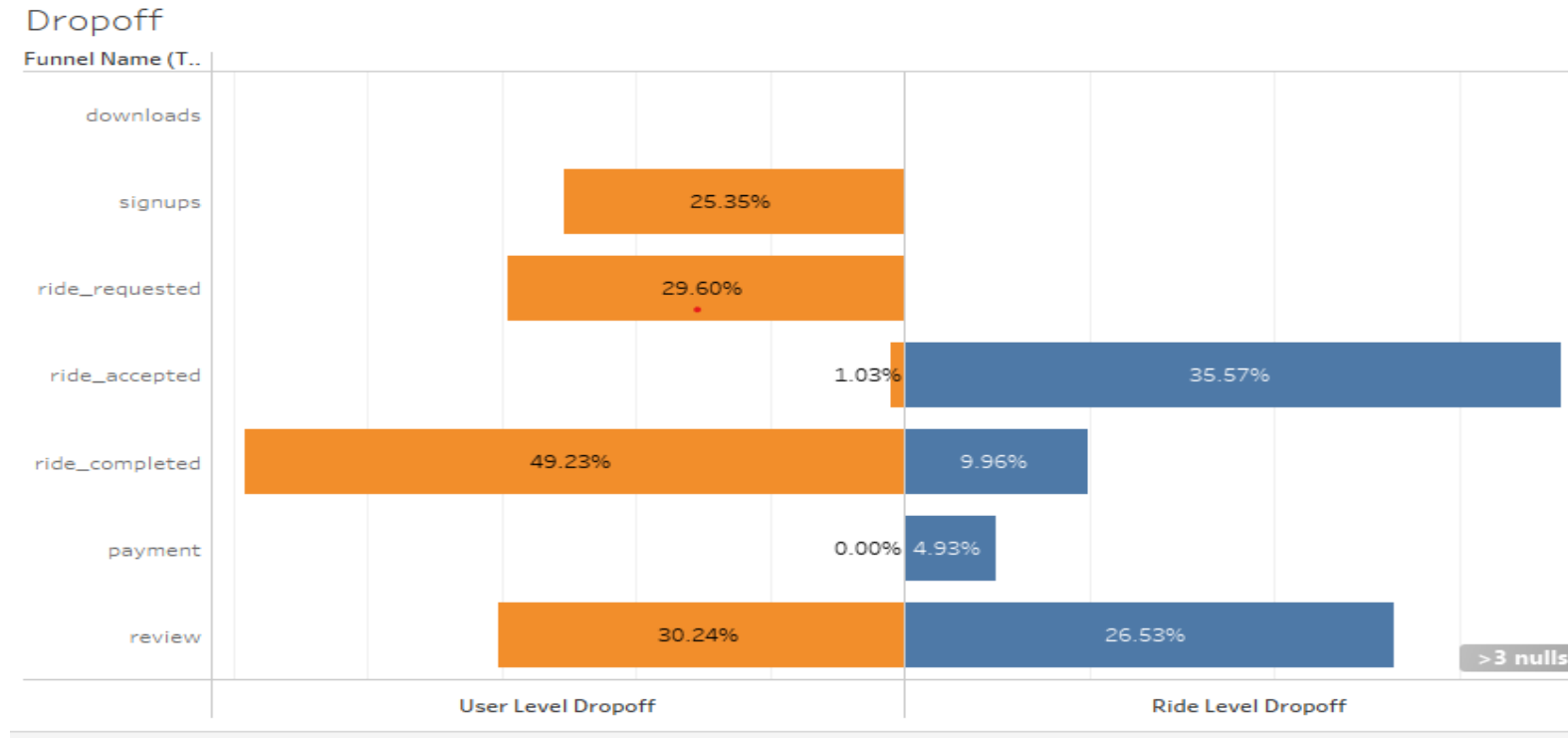
- Metrocar operates as a ride-sharing platform, connecting riders with drivers through a user-friendly mobile application.
- The customer funnel involves stages such as app download, signup, ride request, driver acceptance, the ride itself, payment, and review, facilitating a seamless ride-hailing process.

BUSINESS QUESTION 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?

Funnel Optimization With Ride-Accepted Step:

Within the Ride-Accepted to Ride-Completed funnel step, we have a severe dropoff of 49.23%

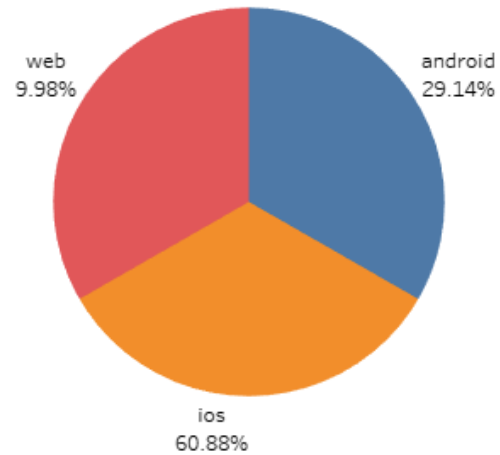


BUSINESS QUESTION 2:

- 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?

Targeted Platform Marketing with iOS platform:

- Significantly, the iOS platform yielded the highest revenue share at 60.88%.

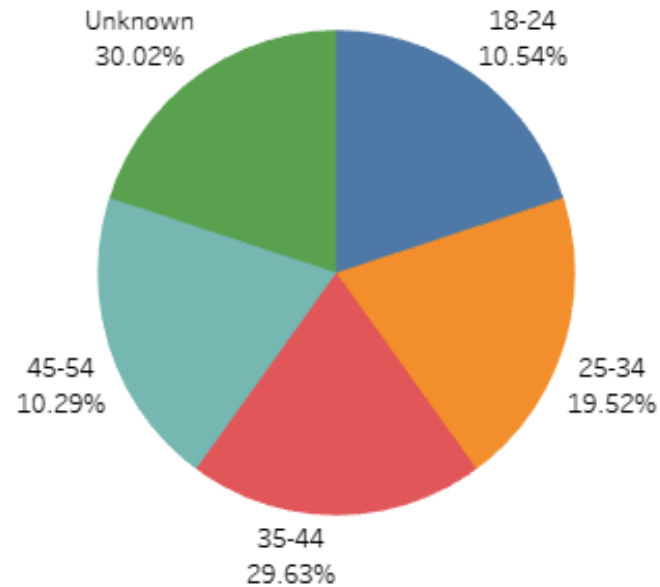


BUSINESS QUESTION 3:

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

Age-Targeted Enhancements with 35-44 age group:

- Age group 35-44, demonstrated the highest revenue contribution, accounting for 29.63%.

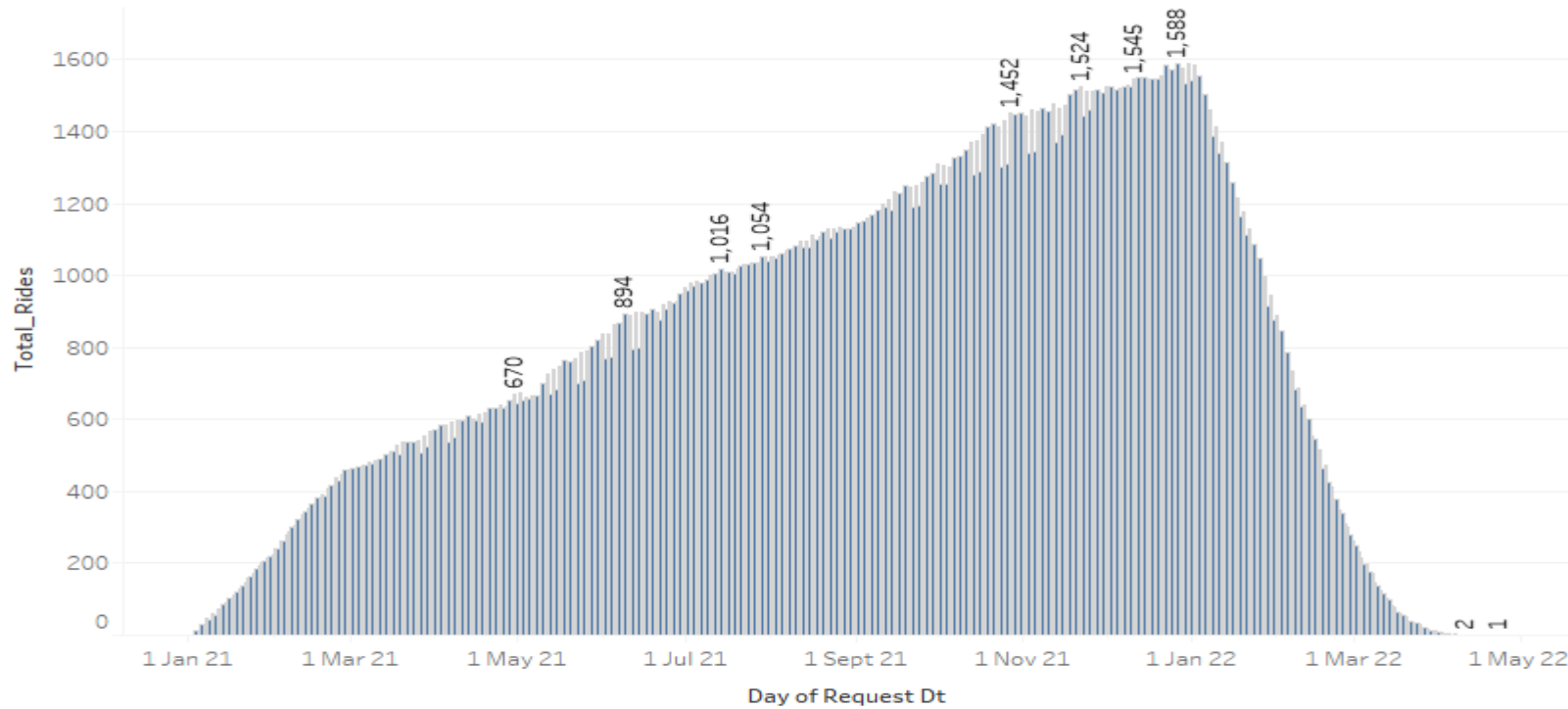


BUSINESS QUESTION 4:

- 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-surfing strategy, what does the distribution of ride requests look like throughout the day?

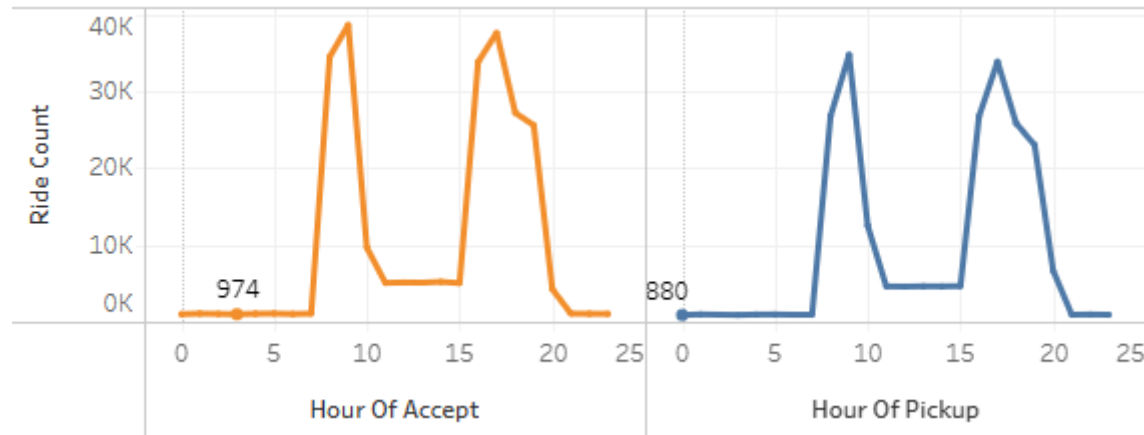
Surge Pricing Optimization During Winter Season:

- We got more revenue between November - January month.



Surge Pricing Optimization During Peak Hours:

- We got more rides between 7 AM - 10 AM and 3 PM – 8 PM

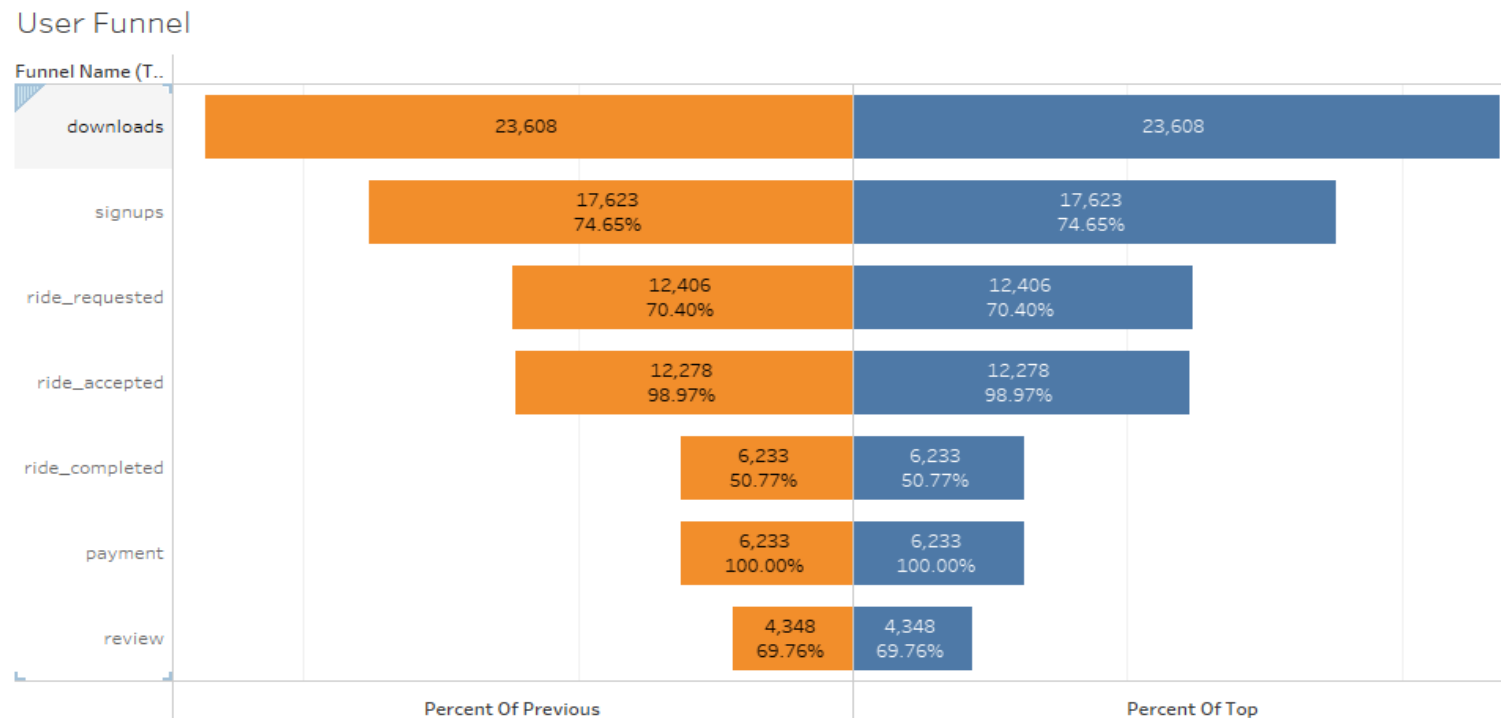


BUSINESS QUESTION 5:

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

Lowest Conversion Rate in Ride-Completed Step:

- In this user funnel, we had the lowest conversion rate from the Ride-Accepted step to the Ride-Completed step(50.77%).



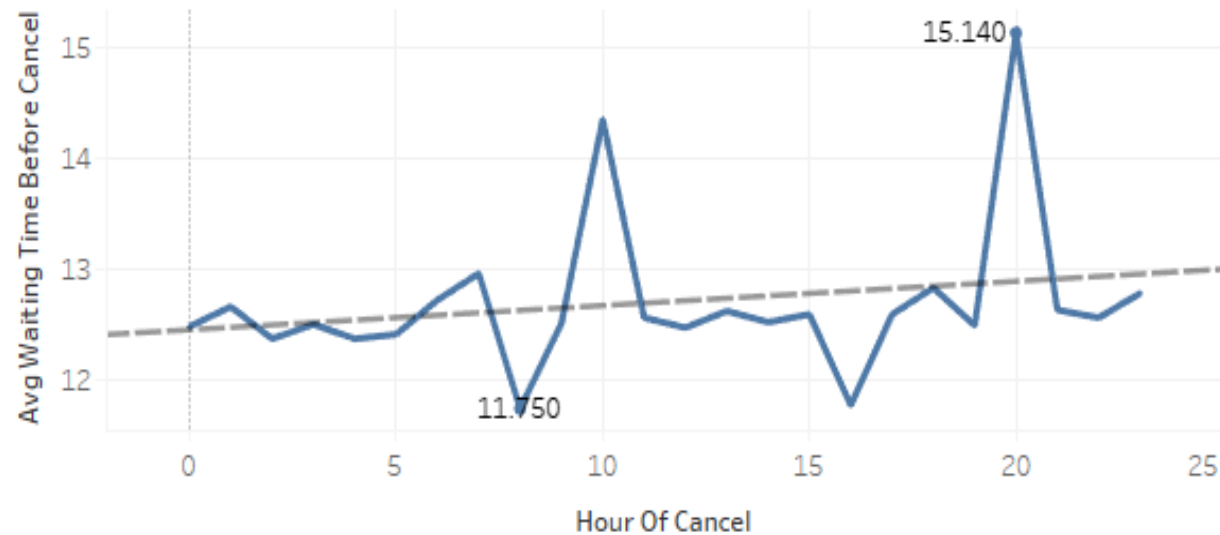
Conversion Rate Improvement:

- **Communication Improvements:** Implement features that improve communication between users and drivers, reducing uncertainty and potential friction points.
- **Incentives and Rewards:** Introduce incentives for both users and drivers to encourage positive behavior and completion of the ride process.
- **Continuous Monitoring:** Regularly assess and iterate on the implemented enhancements based on ongoing data analysis.
- **Encouraging Gratitude:** Introducing Passenger Tips as a Token of Appreciation to Drivers.

Recommendation of Optimizing Driver Allocation :

- Optimize driver allocation algorithms or provide real-time updates on driver arrival to reduce the waiting time of the user

Average_Cancel_Waiting_Time



THANK YOU