

# Metrocar Funnel Analysis Report

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*Date: 29.10.2023*

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## Summary

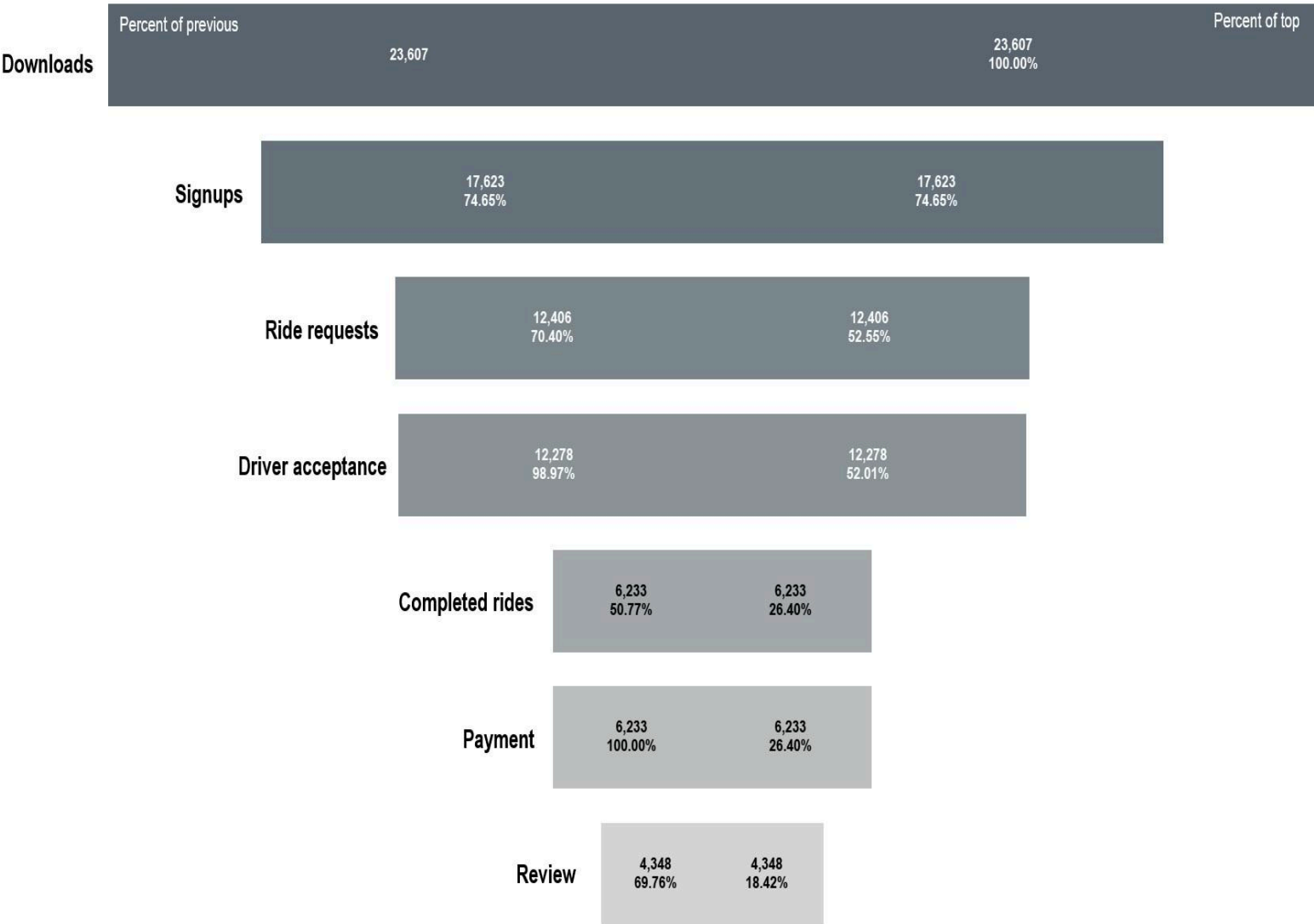
This report presents a comprehensive funnel analysis for Metrocar, a ride-sharing app, with the aim of identifying critical areas for improvement and optimization within the customer journey. Addressing specific business questions from stakeholders, we delve into the data to extract insights and provide actionable recommendations to enhance Metrocar's user experience and drive growth.

## Context

Metrocar operates as a ride-sharing platform, facilitating the connection between riders and drivers through its mobile application. In its pursuit of excellence, the company has recognized the importance of understanding and enhancing the customer journey. The customer funnel for Metrocar consists of seven key stages:

1. **App Download:** Users initiate their journey by downloading the Metrocar app from the App Store or Google Play Store.
2. **Signup:** After downloading, users complete the registration process by creating an account and entering their personal information, including name, email, phone number, and payment details.
3. **Request Ride:** Once registered, users open the app and request a ride by specifying their pickup location, destination, and the ride's capacity (2 to 6 riders).
4. **Driver Acceptance:** A nearby driver receives and accepts the ride request, initiating the ride-hailing process.
5. **Ride:** With the driver's acceptance, users enter the car and embark on their journey to the specified destination.
6. **Payment:** Post-ride, users are automatically charged through the app, and a receipt is sent to their email.
7. **Review:** As a concluding step, users are prompted to rate their driver and provide a review of their ride experience.

# Conversion Funnel Analysis



**Description:** This chart visualises the user counts and conversion rates at each stage of the Metrocar customer funnel. It provides a clear overview of the drop-off points and the percentage of users progressing to the next stage, offering insights into areas that require attention and optimization

## Investigating Key Steps and Addressing Drop-Off Points for Seamless First Ride Experiences

We conducted a funnel analysis to identify potential drop-off points in the customer journey. The key insights are as follows:

### Step 2: Find reasons why 25.35% of users after downloading the app don't proceed to sign up:

1. **Onboarding Process Optimization:** Analyse the onboarding process to identify any potential friction points or barriers that might deter users from signing up. Simplify and streamline the registration process.
2. **Incentives for Registration:** Offer incentives to encourage users to complete the sign-up process, such as discounts, rewards, or exclusive features for registered users.
3. **Clear Value Proposition:** Ensure that users understand the value they will gain from signing up. Make it clear what benefits they will receive as registered members.
4. **User Education:** Provide educational content or walkthroughs within the app to guide users through the registration process and help them understand its importance.

### Step 3: Find reasons why 29.60% of users don't request a ride after signing up:

1. **User Engagement:** Implement strategies to engage users immediately after sign-up, such as personalised welcome messages, notifications, and offers that encourage them to request a ride.
2. **User Preferences:** Understand user preferences and offer tailored ride options based on their location, previous behaviour, and needs.
3. **Clear Call to Action:** Ensure the app has clear and compelling calls to action for requesting a ride. Users should easily find and understand how to request a ride.
4. **Feedback Loop:** Collect feedback from users who signed up but didn't request a ride. This can provide insights into specific pain points or concerns that deter them from using the service.

### Step 5: Find out why only 50.77% of users are completing a ride after driver acceptance:

1. **Improved Driver-User Communication:** Enhance communication features between drivers and users to make it easier for users to coordinate and provide feedback.
2. **User Experience During the Ride:** Focus on improving the in-ride experience, ensuring comfort, safety, and a positive atmosphere. Address any issues related to the ride experience.
3. **Pricing Transparency:** Be transparent about pricing and fees to avoid surprises and disputes during the ride. Users may be deterred if they feel that the cost is unclear.
4. **Rating and Review System:** Encourage users to provide ratings and reviews after each ride. Use this feedback to continually improve the quality of the rides and the overall experience.
5. **User Incentives:** Offer incentives or rewards for users who complete rides, such as loyalty points or discounts on future trips.
6. **User Support:** Provide responsive and effective customer support for any issues or concerns users may encounter during or after their ride.
7. **Quality Control for Drivers:** Continuously assess and improve the quality of your driver pool to ensure professional, reliable, and safe service.

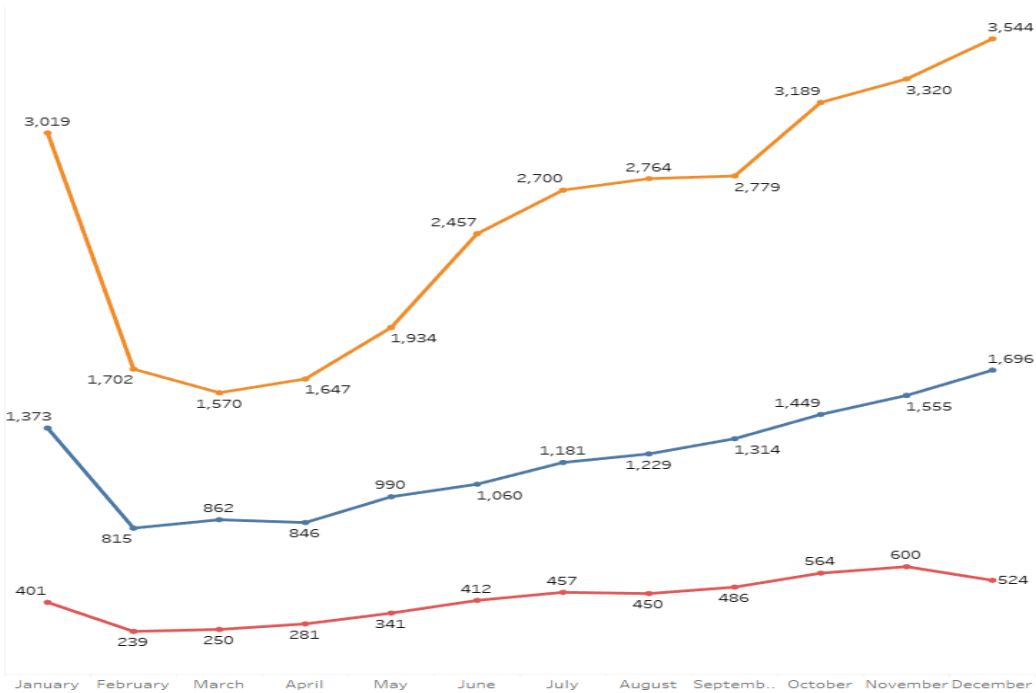
# Strategic Marketing Budget Planning: Unveiling Key Insights to Optimise Focus for the Upcoming Year

We analysed user behaviour by platform (iOS, Android, and web). The insights are as follows:

- The majority of users are on iOS, followed by Android and web

Platform	User count
IOS	11796
ANDROID	9594
WEB	5560

- Ride request behaviour chart by month and the iOS platform has the highest conversion rate, indicating it's a valuable channel.

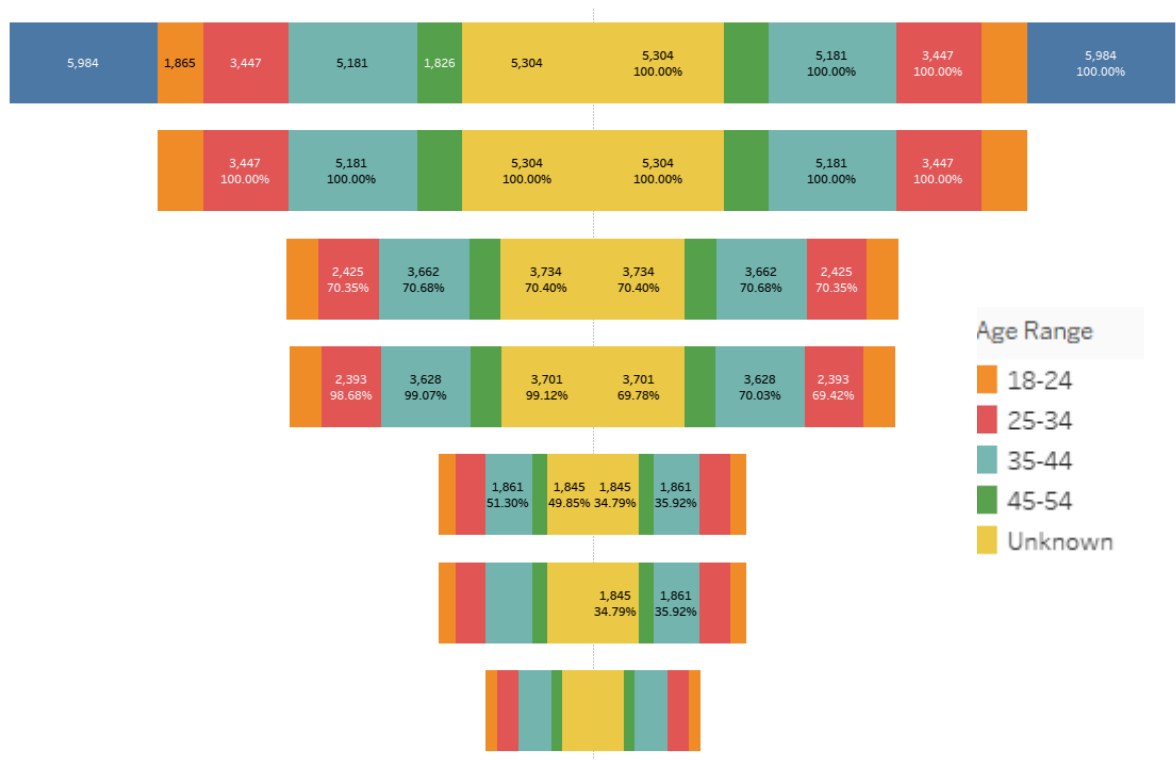


- We recommend allocating a significant portion of the marketing budget to iOS, with targeted campaigns to improve the other platforms' conversion rates.
- To address lower Android and web performance: Tailor marketing for Android users enhance the web user experience, ensure consistent branding and messaging, analyse data for informed decisions.

## Identifying Optimal Age Groups Across Funnel Stages for Targeted Customer Engagement

We segmented users into age groups and analysed their behaviour at each stage. The insights are as follows:

- Middle-aged adults (age 35-44) are most active in all funnel stages, making them a significant user group.



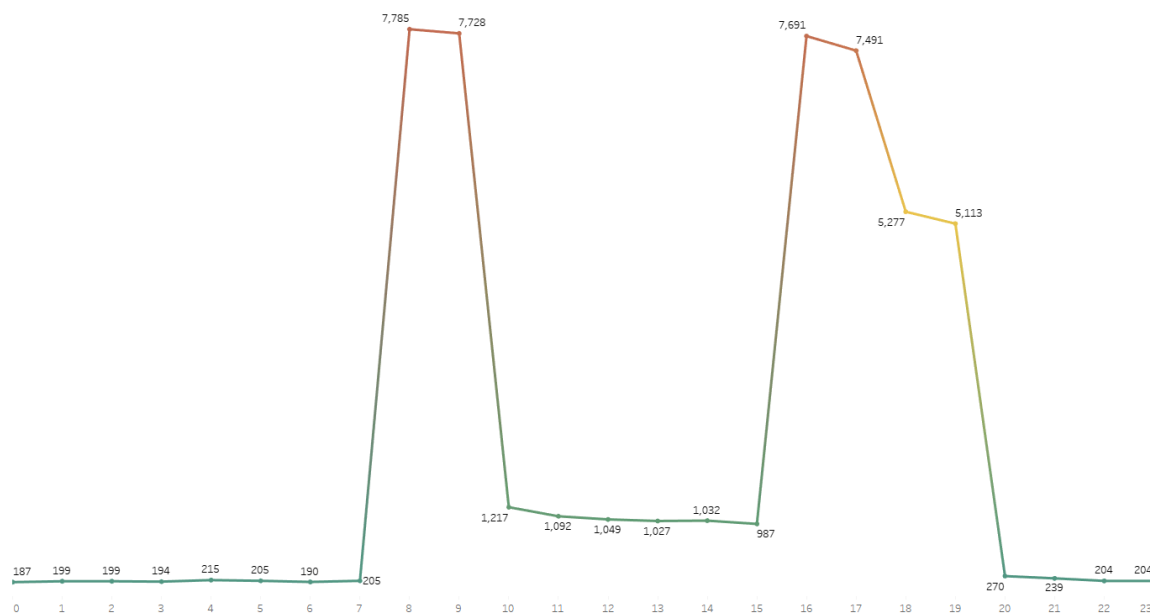
To optimise Metrocar's marketing strategies, it is paramount to customise these efforts to cater to the unique preferences and requirements of both the prevalent 35-44 age group and, crucially, take steps to eliminate the 'Unknown' age group to work with more accurate and well-defined data.

Age Range	User count	Rides requested	Rides completed	User activity rate	Ride completion rate	AVG rides per user
18-24	4150	40620	24046	9.78	1.689	5.79
24-34	5329	75236	44121	14.11	1.705	8.27
35-44	6155	114209	66853	18.55	1.708	10.86
45-54	4125	39683	22657	9.60	1.751	5.49
Unknown	6102	115729	65957	18.96	1.754	10.80

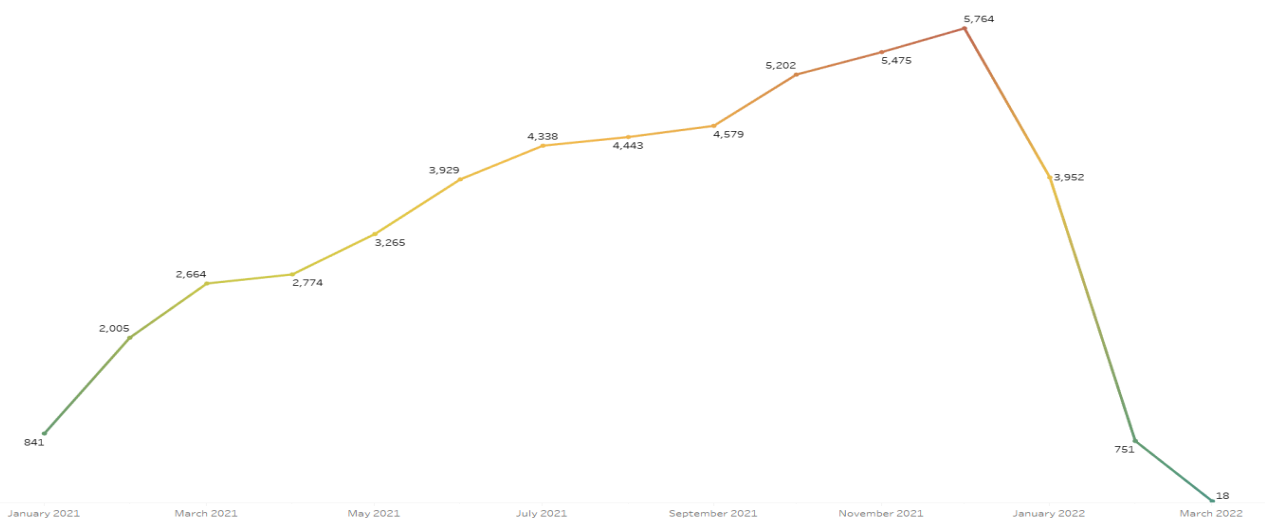
## Analysing Ride Request Distribution for Effective Price-Surging Strategy Implementation

We examined the distribution of ride requests throughout the day to consider surge pricing. The insights are as follows:

- Ride requests are relatively consistent throughout the day, with slight peaks during morning and evening rush hours.
- Surge pricing may be most effective during these peak hours, maximising revenue without causing user dissatisfaction during low-demand times.



However, it's advisable not to increase prices during the first 3-4 months of the year. Further analysis is needed to determine the optimal months for price adjustments. This approach aims to balance profitability and customer satisfaction.



## Pinpointing and Enhancing the Weakest Link in Our Funnel

Rating	Review count
1	4248
2	1416
3	1423
4	3603
5	3566

Ride completed

49.23%

Review

30.24%

Ride requested 29.60%

Ride completed step have the lowest conversion rate some suggestions how to improve it based on low ratings what is **AVG 2.98**

To boost step 5 performance, 'Completed Rides,' consider these steps:

- Enhance driver training and incentives.
- Reduce cancellations and no-shows with stricter policies and technology.
- Improve communication and feedback mechanisms.
- Implement tech upgrades for better matching.
- Focus on responsive customer support.
- Prioritise app improvements to enhance user experience and improve app ratings and sign up stage conversion rate

## APPENDIX

[Tableau](#)

[Tableau Dynamic Funnel](#)

[Google slides](#)