



Funnel Analysis:

To identify areas for improvement and optimization

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Context:

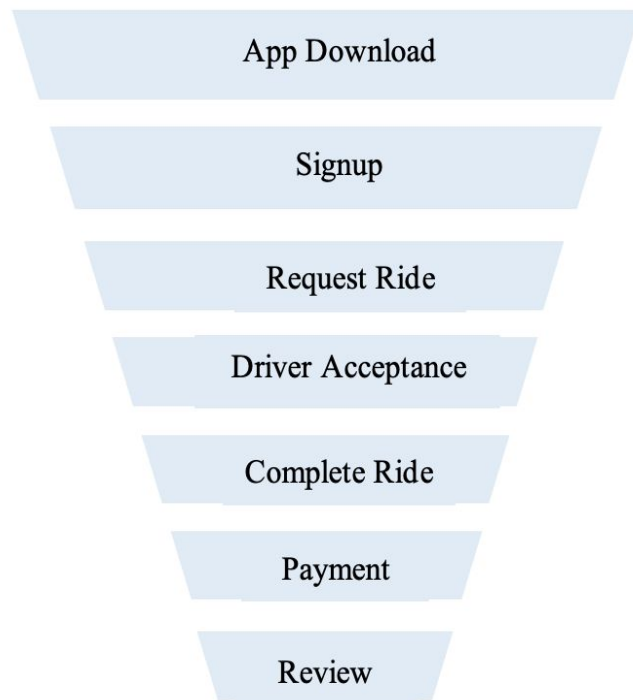
- Metrocar is a ride-sharing app
- Funnel analysis was conducted :
 - To understand the drop off at every stage customer journey &
 - To identify areas for improvement and optimization



Figure 1 metrocar mobile application home screen

- **Funnel analysis:** Is a method in data analysis used to track and understand the sequential steps or stages that users or customers go through when interacting with a product, service, or website.
- Two types of granularity level used for the funnel analysis.
 - **User level** granularity
 - **Ride request** granularity

Metrocar's customer funnel stages





Funnel Analysis result:

Funnel improvement analysis:

There are three critical user drop-off points along the funnel.

1. From Ride Accepted to Ride completed:

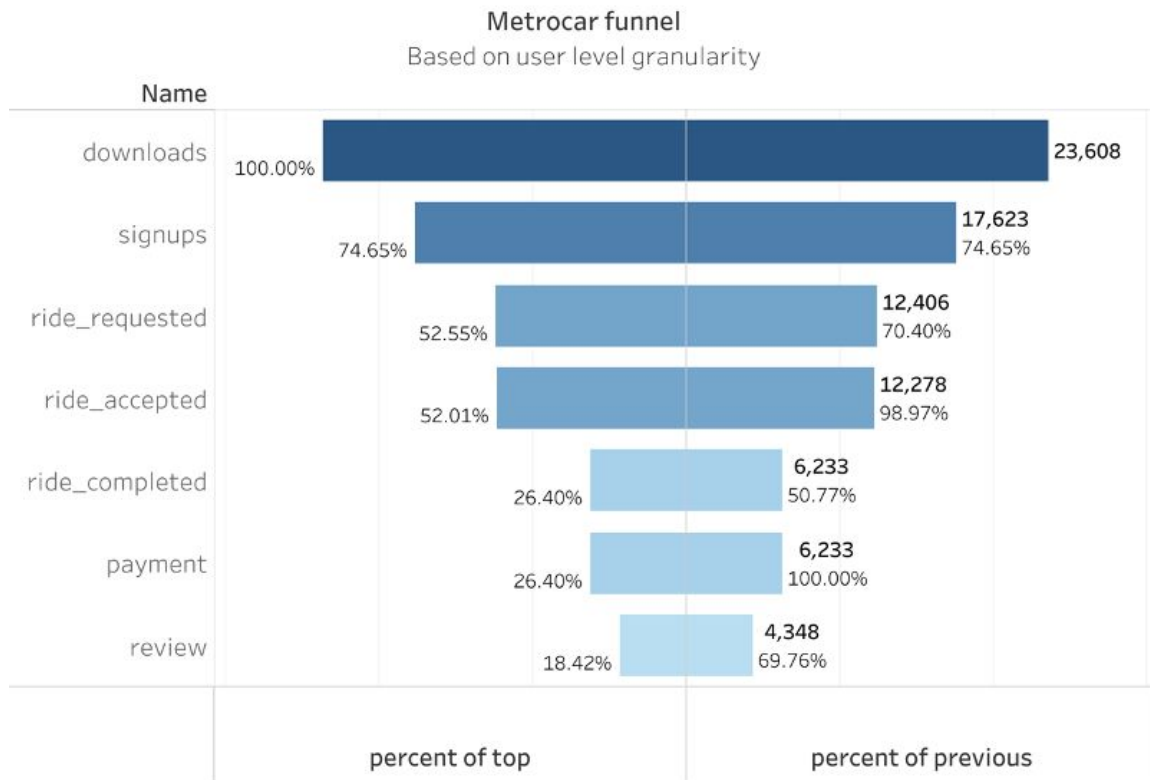
Conversion rate : 50%

2. Signup to Ride Requested:

Conversion rate : 70%

3. Download to Signup:

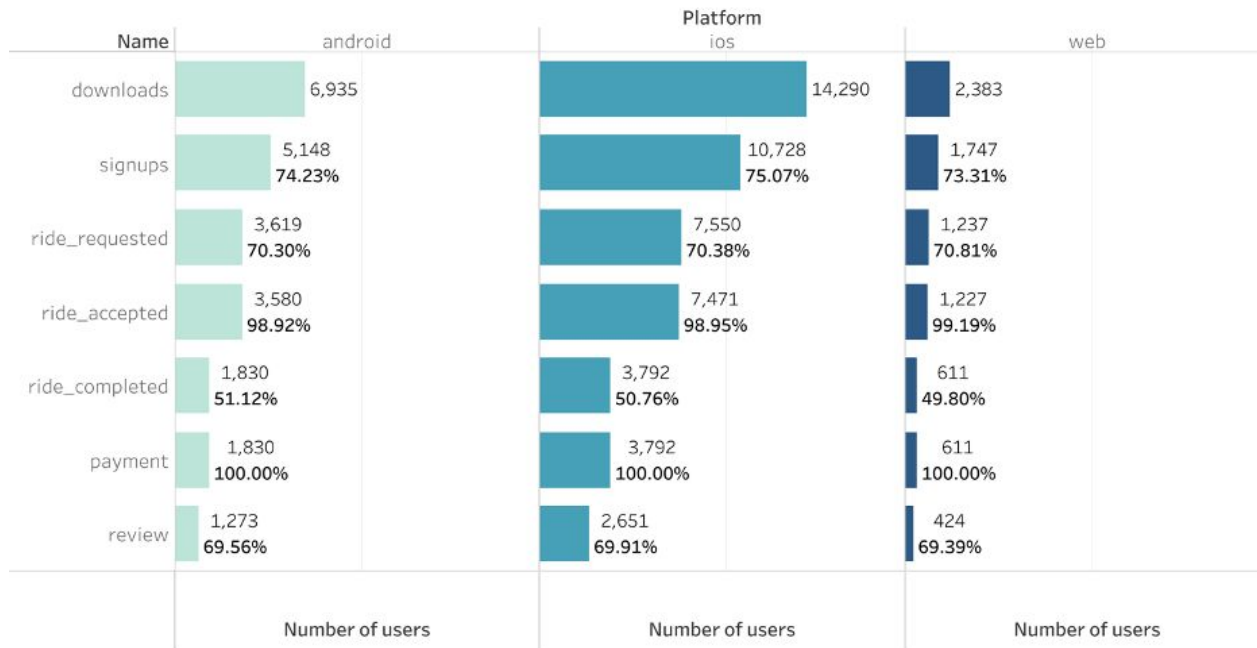
Conversion rate : 75%



Platform based marketing insight:

The **IOS platform** generated the highest number of ride requests, which, in turn, led to the highest purchase amount, accounting for **approximately 60%** of all ride requests.

Metrocar's user platform distribution
Through the user funnel

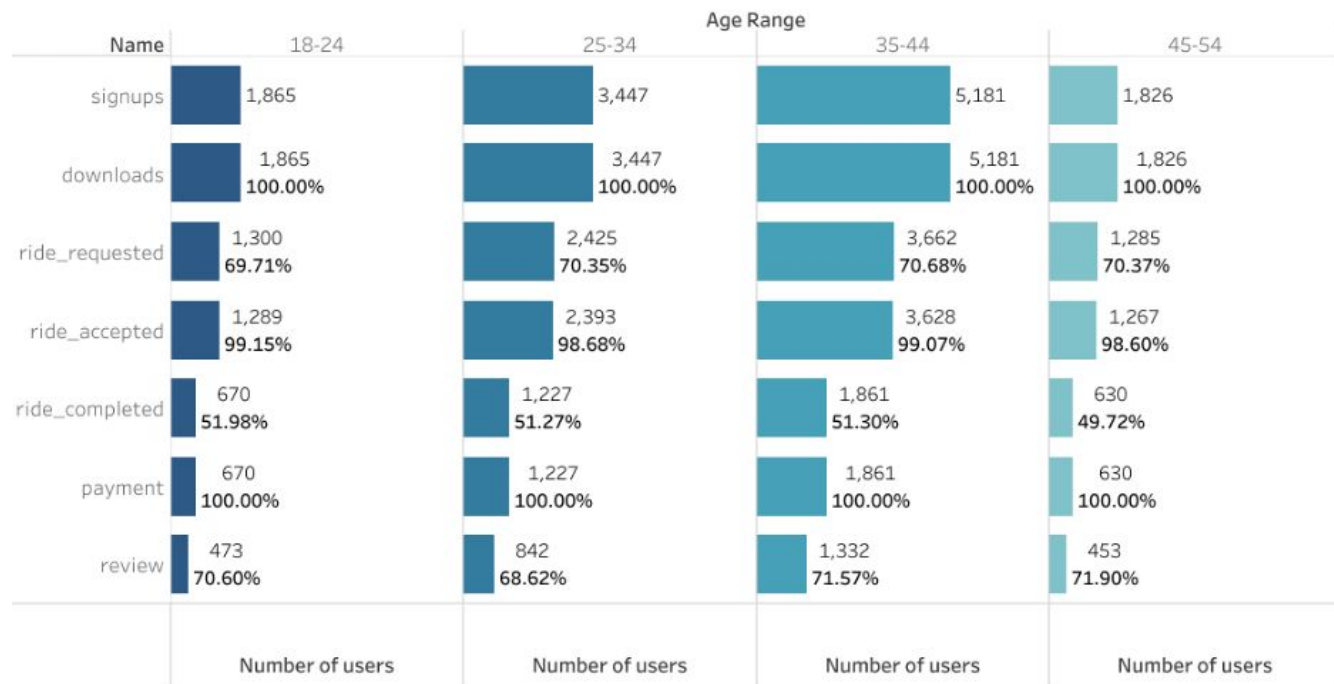


Age group performance insights:

Metrocar's primary target customers are individuals aged 35-44, followed by those in the 25-34 age group.

Metrocar's user age range distribution

Through the user funnel

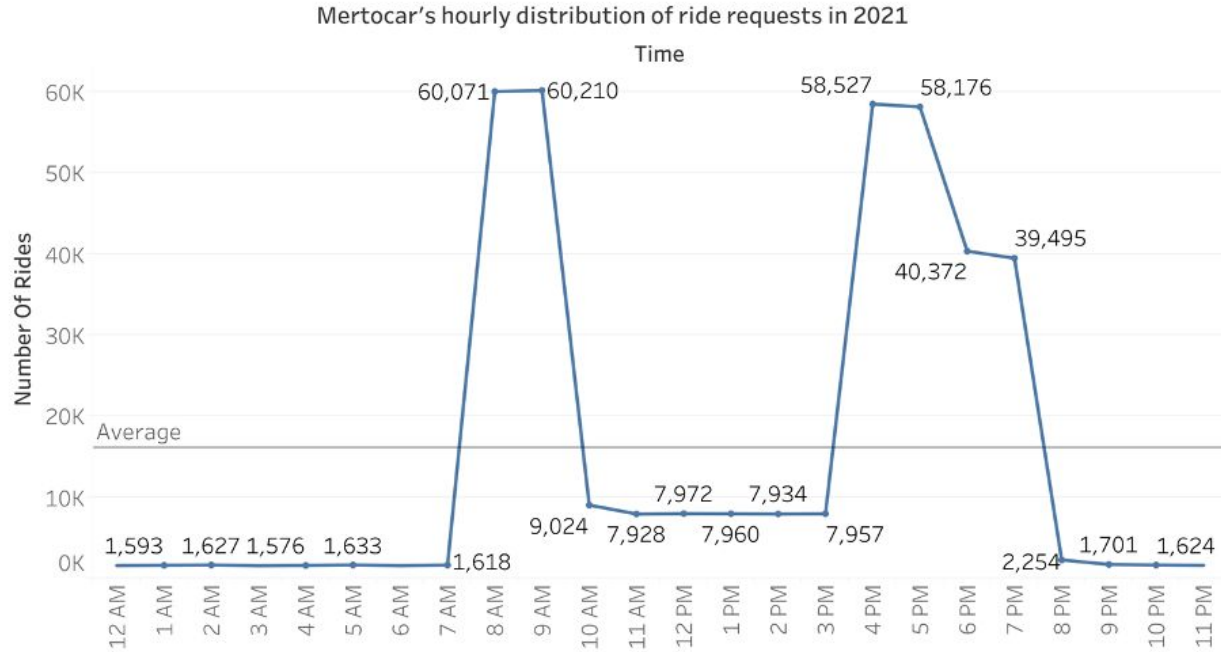




Ride request high demand hours:

1. Morning (8AM – 10AM):
2. Afternoon (4PM – 6PM):
3. Early Evening (6PM – 8PM):

To implement surge pricing effectively, Metrocar can typically increase the prices during this very high demand hours.



Conclusion:

Metrocar's funnel analysis offers valuable insights into user behavior and ride dynamics, emphasizing critical areas for improvement and optimization.

- Improving the conversion rate from "ride accepted" to "ride completed" is crucial for increasing the efficiency of metrocar's service.
- Addressing these drop-off points and catering to peak-hour demand could enhance service efficiency and customer satisfaction.