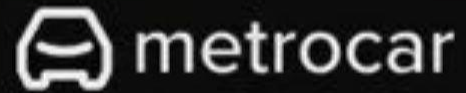


Metrocar

Funnel Analysis



Understanding the Power of Funnel Analysis

- Quantifying Drop-off: Identify where users exit the funnel and understand bottlenecks.
- Identifying Causes: Uncover the reasons behind attrition and address root causes.
- Taking the Right Actions: Develop data-informed strategies to improve user engagement and conversion.



Metrocar User Funnel

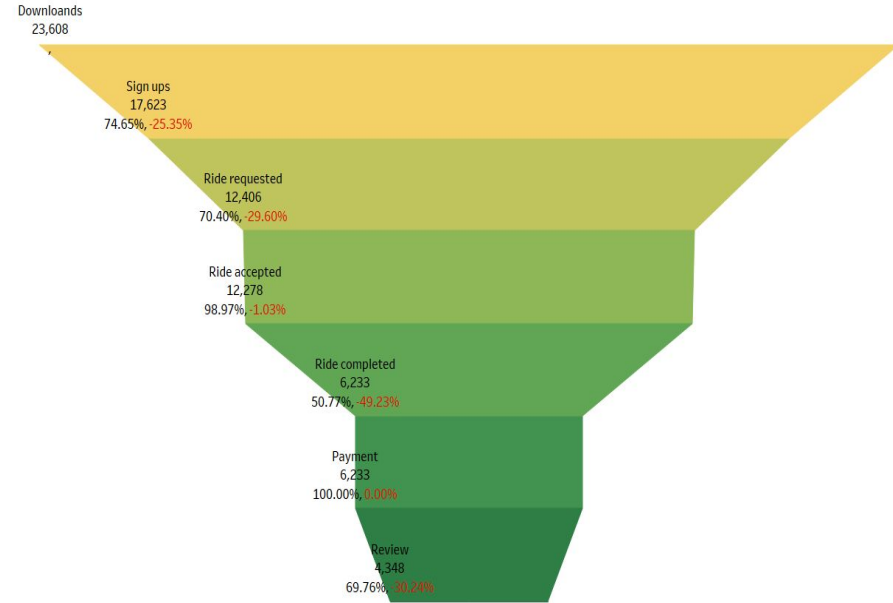
- App Download
- Signup
- Request Ride
- Driver Acceptance
- Ride Completion
- Payment
- Review



What steps of the funnel should we research and improve?

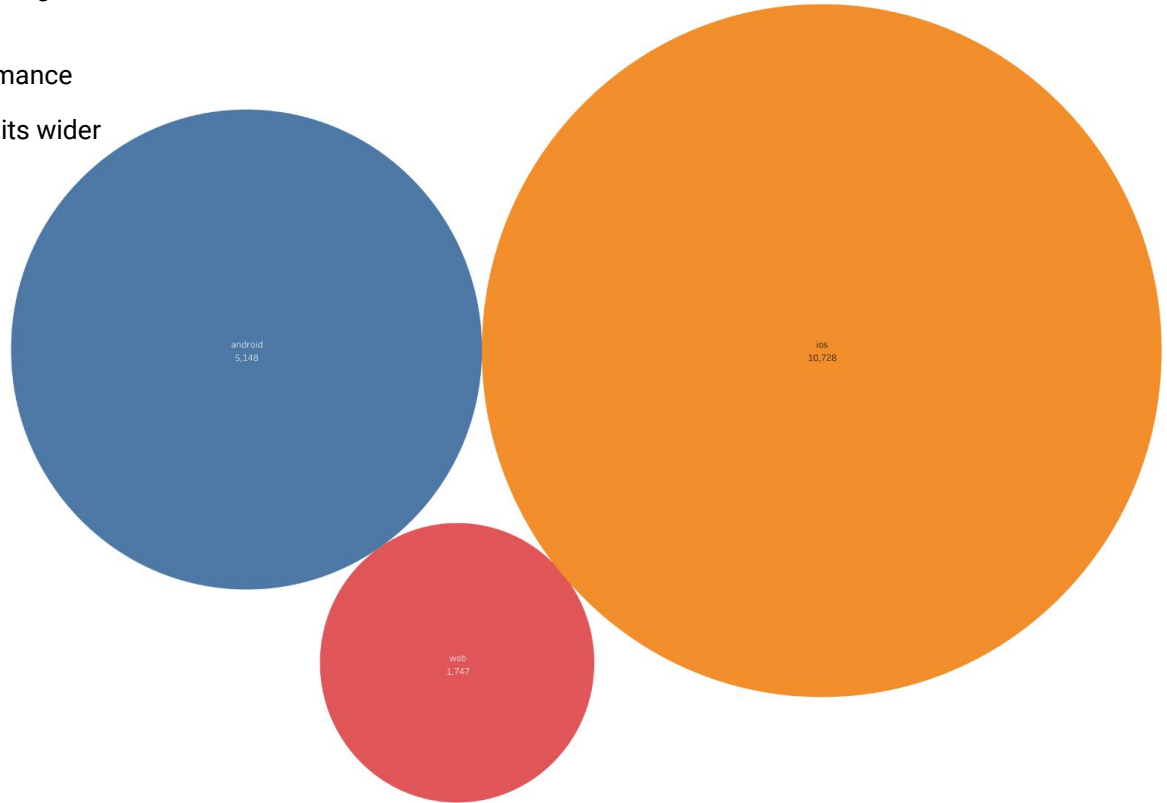
- Drop-off between "Rides Accepted" and "Ride Completed" is significant (50% drop).
- Waiting time impacts cancellation rates.
- Recommend better understanding of underserved areas, promoting ride-sharing.

Customer Funnel



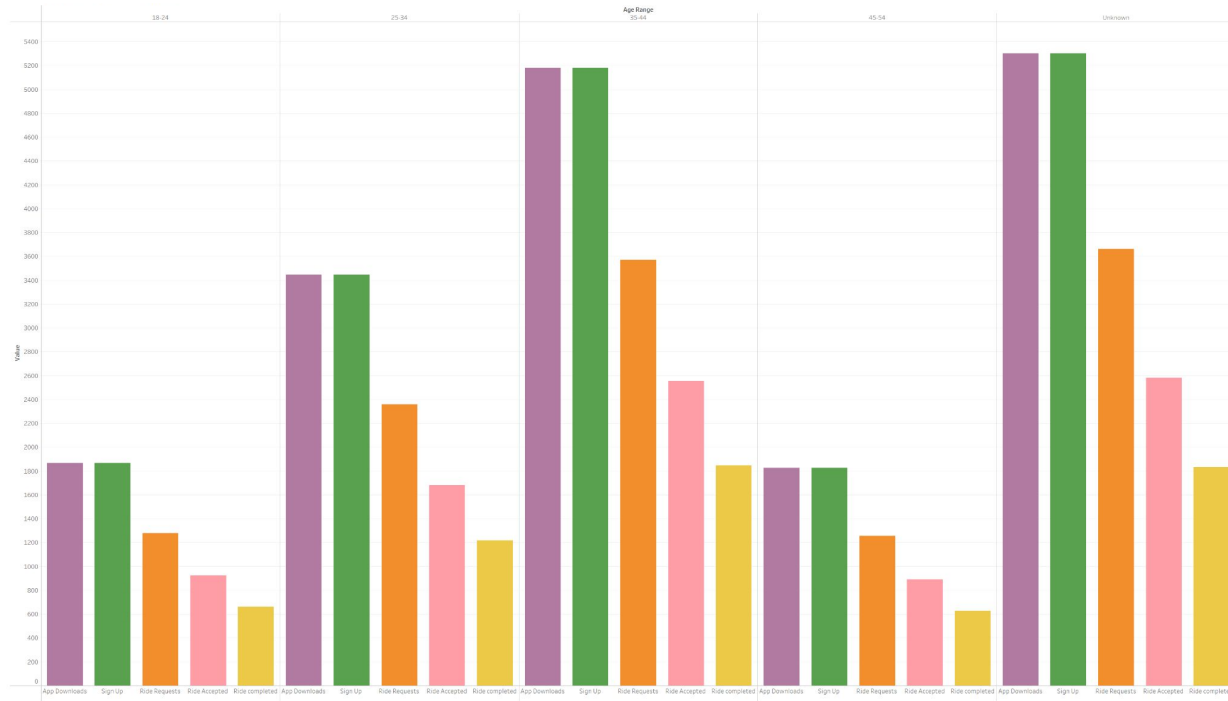
Where to focus marketing budget based on platforms?

- Allocate budget primarily to iOS, the best-performing platform
- Reduce web channel budget due to underperformance
- Consider allocating resources to Android due to its wider user base



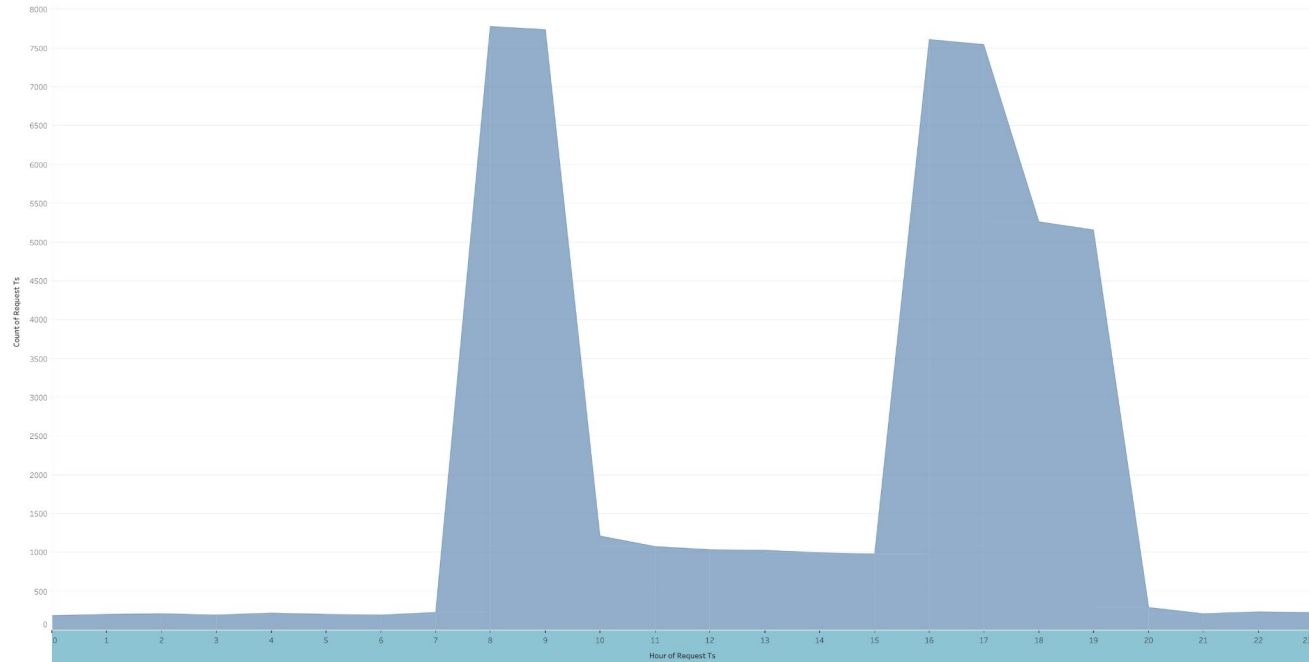
Which age groups perform best at each stage?

- Ages 35-44 have the highest user performance.
- Consider focusing on age groups 25-34 and 35-44.
- Note that many users did not share their age.



What does the distribution of ride requests look like throughout the day?

- Two daily peaks: 8-10 AM and 4-8 PM.
- Surge pricing can help balance supply and demand.
- Be cautious about negative impacts on reputation and customer churn.

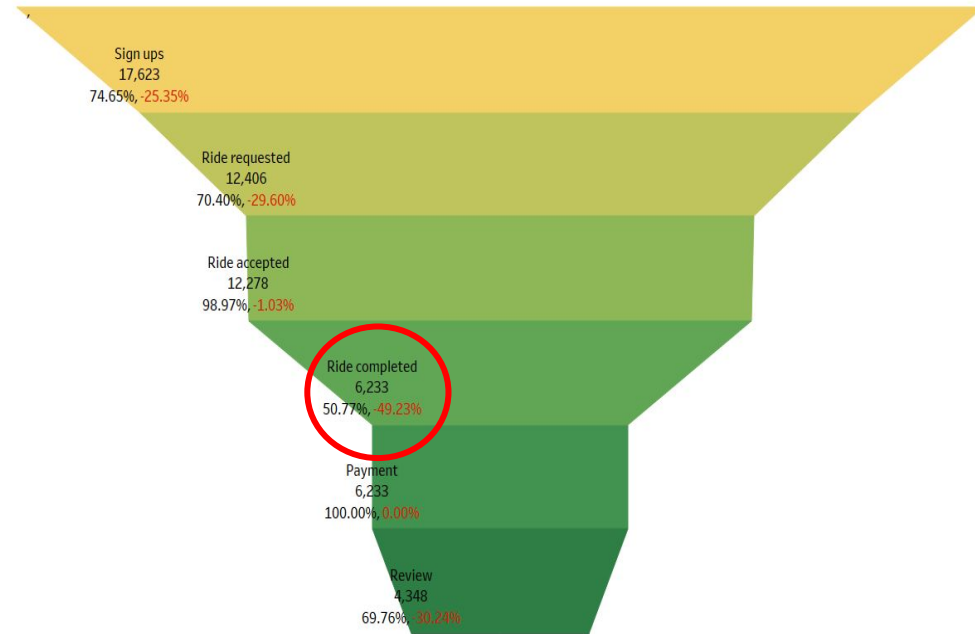


What part of our funnel has the lowest conversion rate?

- Lowest conversion rate at the "Ride Completed" stage.
- Suggest offering a discount after the first ride.
- Implement previous recommendations for improving this stage.

Customer Funnel

Downloads
23,608



Final Recommendation

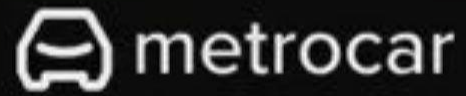
Reduce Ride Cancellation Rate:

- Price Surging
- Ride-Share Option
- Understand areas not well covered
- Discount after first ride
- Implement a systematic process to track and differentiate between drivers-initiated and user-initiated ride cancellations. This will help metrocar understand reasons for cancellations and take appropriate measures to minimize them.

Marketing Focus:

- iOS platform
- Age Group 35-44 and 25-34





Thank You!