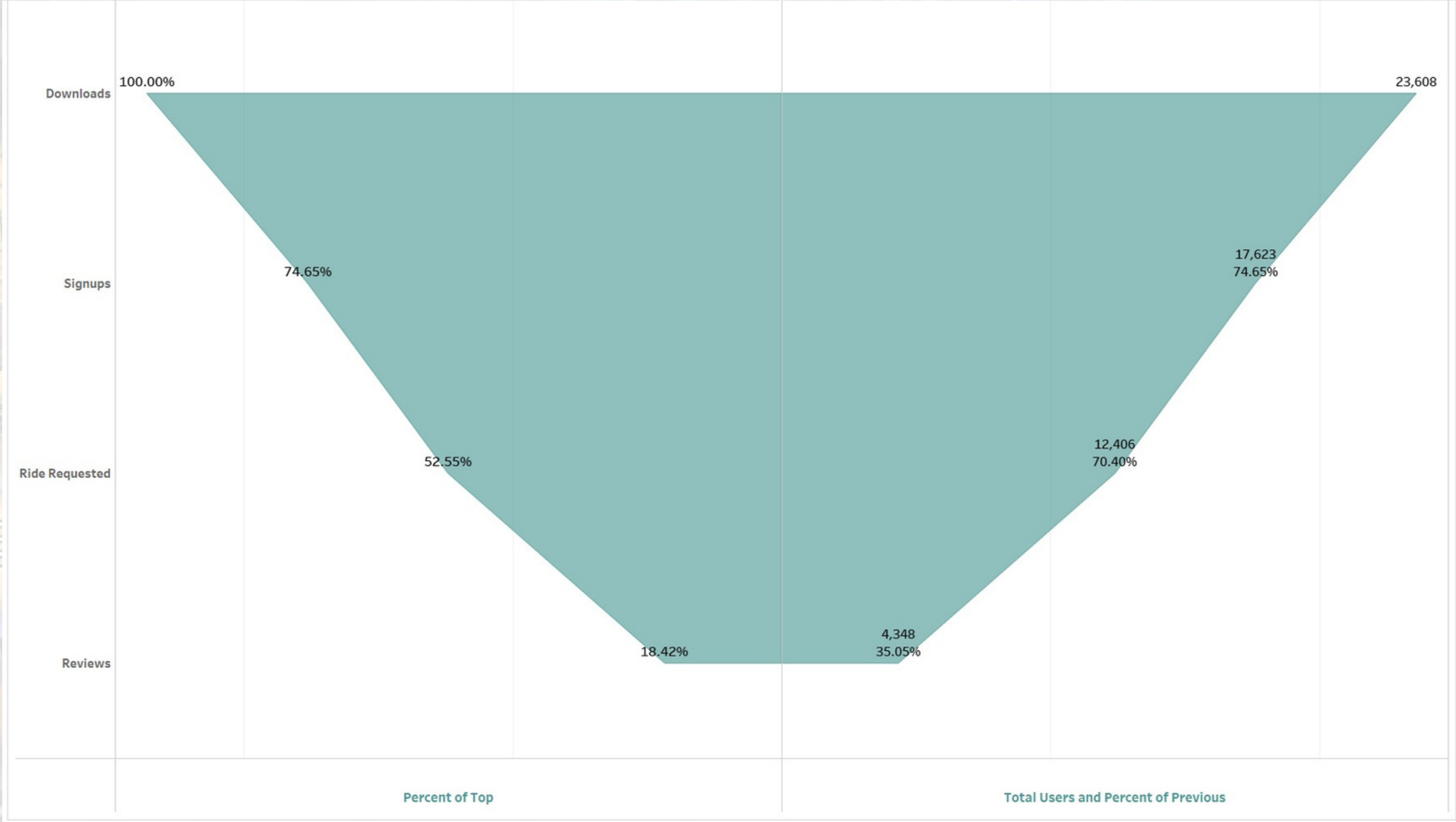


# Metrocar Funnel Analysis

Presented by Nicholas Giddings



# User level funnel



## Analysis

Only 50% of users who downloaded the app reached the point of requesting a ride.

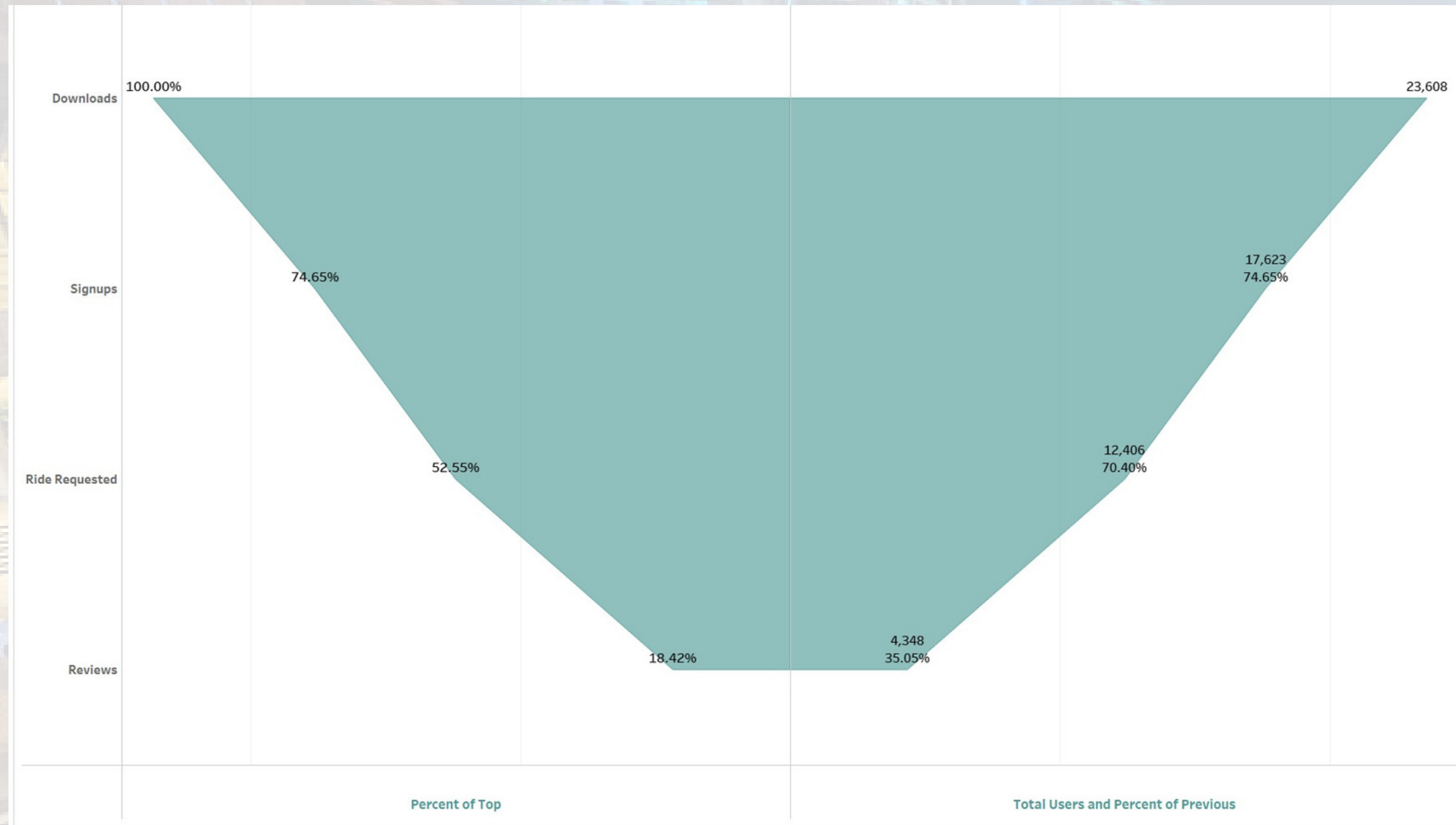
There was a conversion rate of 75% signups from downloads and 70% ride requests from signups.

Only 35% of users left a review after completing a ride.

Bear in mind this is a user level analysis and does not take into account the fact that users may have requested more than one ride.

Filtering for age and platform did not make a notable difference.

# User level funnel



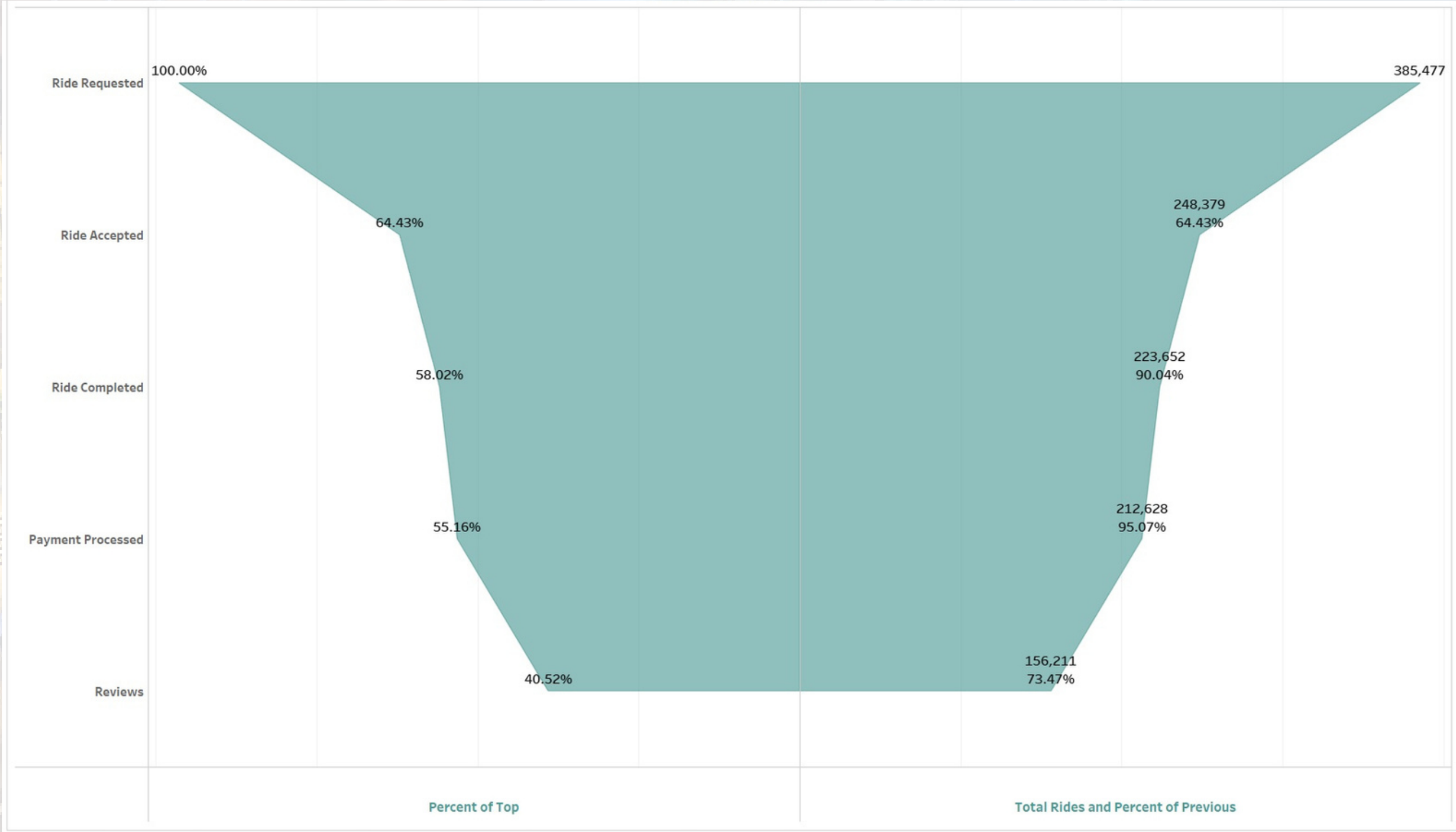
## Recommendations

As the drop-off at each level is pretty consistent on the user level, some incentive could be added to encourage users to progress further down the funnel. Some examples could be:

- Use an attractive app icon and write a clear description of the app in the app store.
- Discount on the first ride completed within x amount of days after signup.
- Popups to remind users to leave a review after completing a ride.



# Ride level funnel



## Analysis

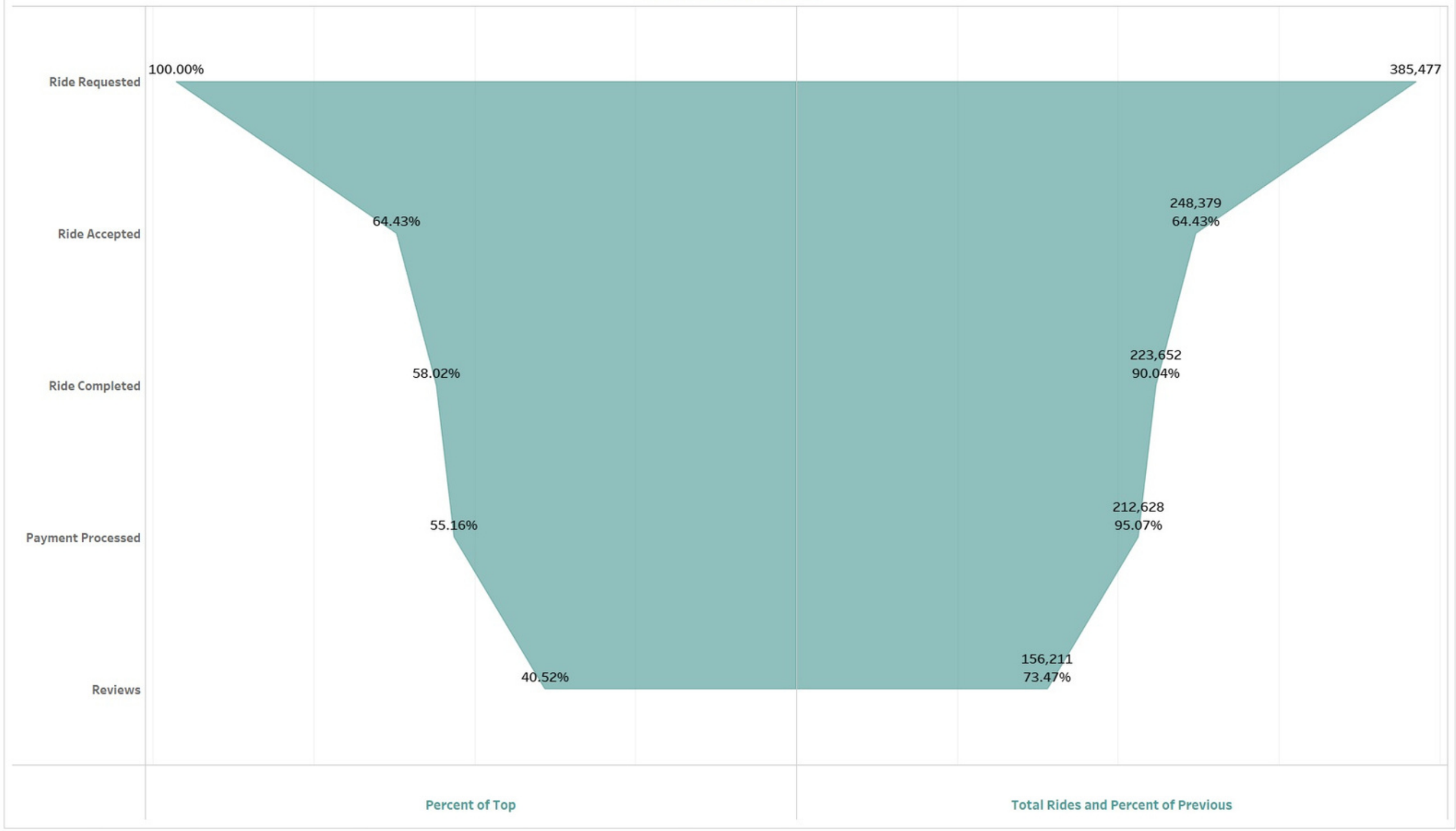
Only 64% of rides requested were accepted. This could be difficult to tackle as it suggests a lack of available drivers and increasing the number of drivers could be more costly than it is beneficial.

10% of rides that were requested were not completed and 5% of rides completed where not approved for payment.

73% of rides paid for got a review.

Filtering for age and platform made no significant changes in the funnel.

# Ride level funnel



## Recommendations

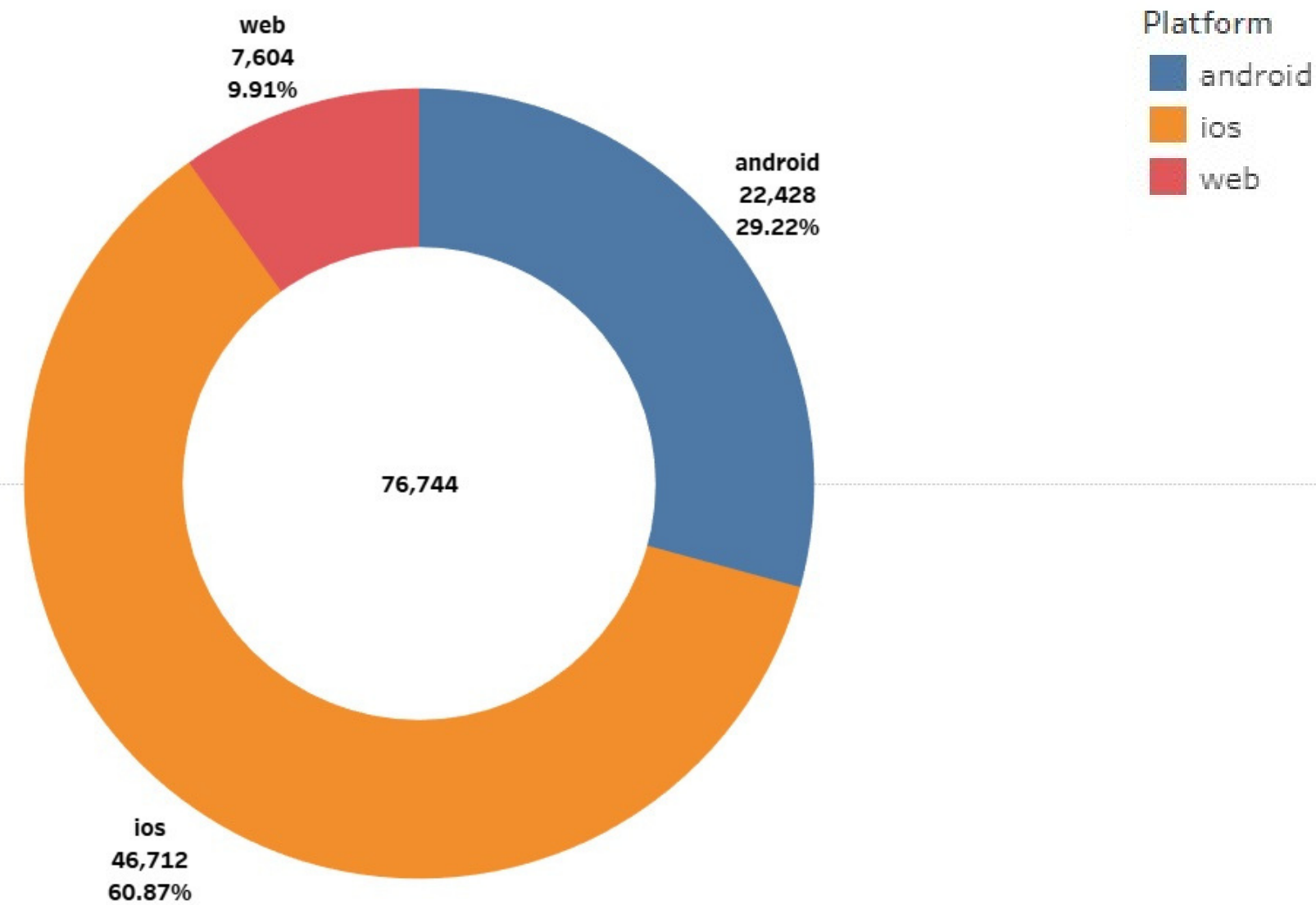
Investigation should be done regarding the number of drivers available and the viability of increasing that number.

Asking the users to give a reason for cancellation could be useful for further analysis of cancelled rides.

While 5% non-payment is not very high, it is still a loss of revenue. A prepayment system could be useful to avoid this but should be implemented with care as it may cause customers to choose a different app.

# Platform Distribution

Distribution by Platform



## Analysis

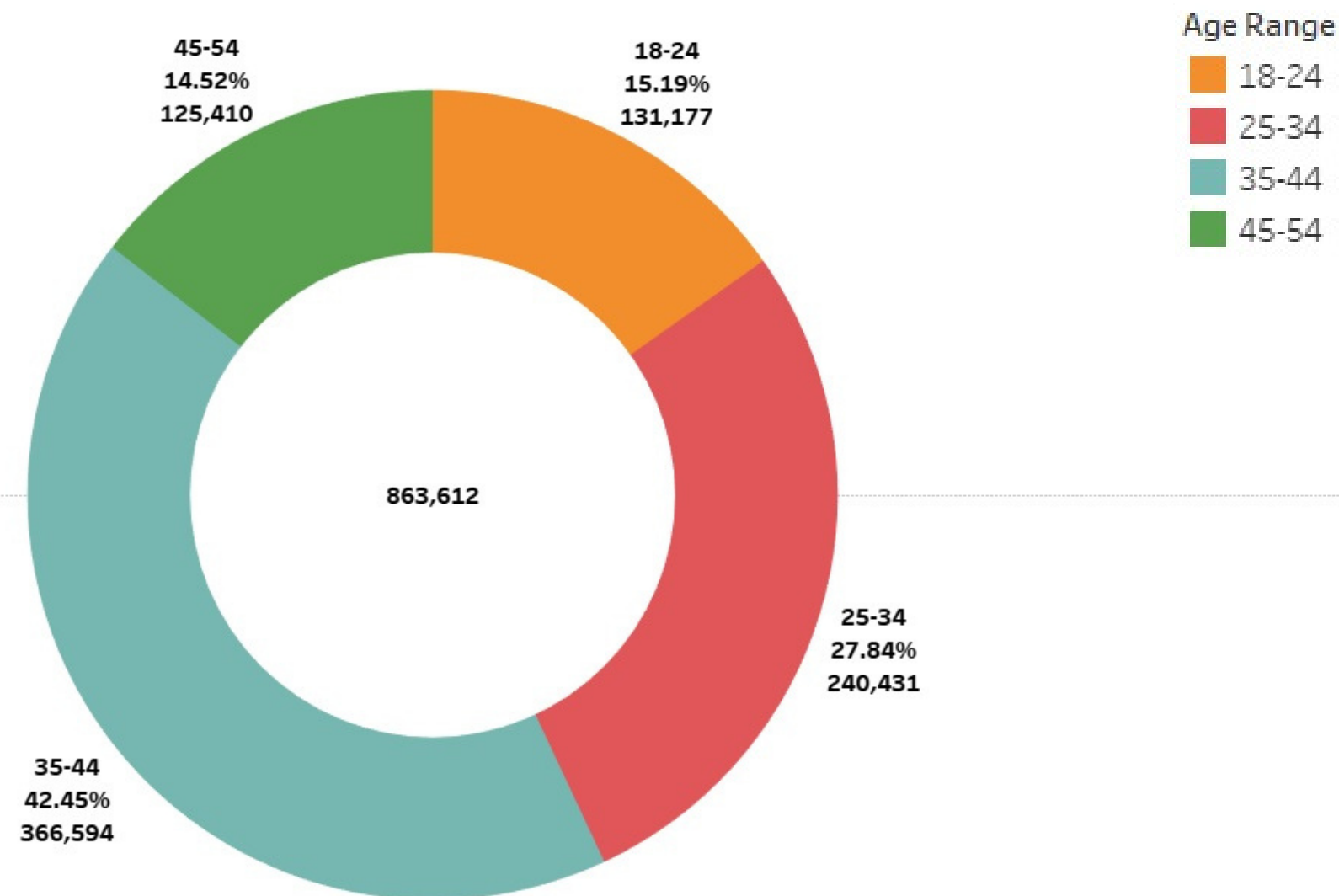
ios is the most popular platform, having a 60% share, followed by android with 29% and web with 10%.

## Recommendations

While we could focus our marketing towards web, being the lowest, I would recommend focusing on the android market as people are far more likely to request a car from their mobile phones.

# Age Distribution

Ride Distribution by Age



## Analysis

35-44 year olds had the highest share, with 42%, followed by 25-34 year olds with 28%.

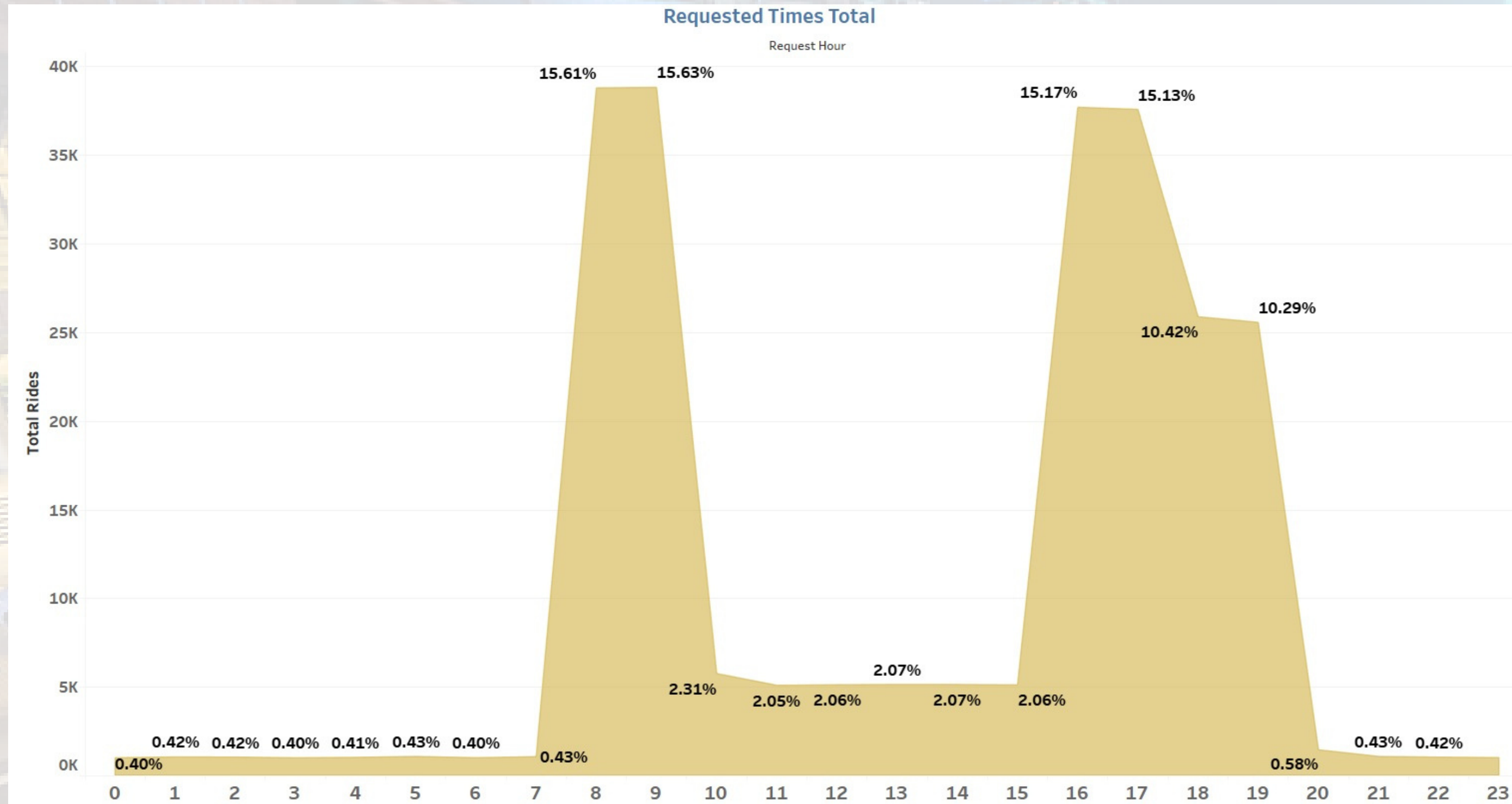
Rides without a known age were not included.

## Recommendations

Our target market here is clearly the ages 25-44 years. The older ages tend to have their own transportation and the younger ages tend to have less money so would more often choose public transport options.



# Hourly Requests Analysis



## Analysis

The hours that had the most requests were from 8 to 9 in the morning and from 4 to 5 in the afternoon, with these hours representing 60% of the total amount of rides requested. We can also note another 20% from 6-7 in the afternoon.

## Recommendations

Surge pricing at these hours would be a great way to reduce loads on drivers during peak times as well as to incentivize more drivers to operate at these hours, which may also increase ride acceptance rate.



# Metrocar Funnel Analysis

Questions?

