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Metrocar Funnel Analysis

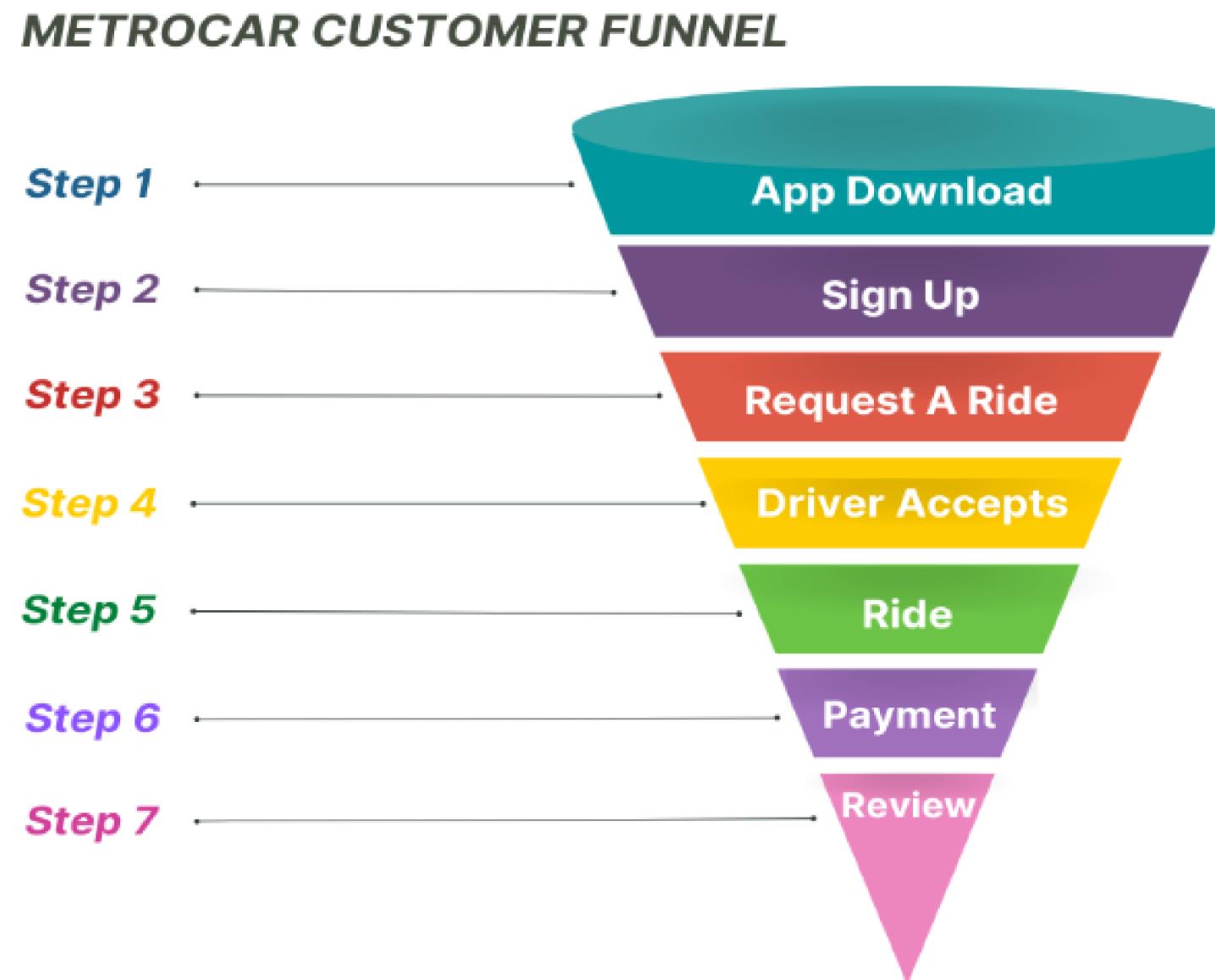


Agenda



- Project Outline
- User-Level Funnel
- Rides-Level Funnel
- Further Insights
- Recommendations

Project Outline



When analysing the sequential steps users take on our ride-sharing platform I identified the drop-off points, finding optimisation opportunities to increase revenue, user base, and improve customer satisfaction and retention.

Valuable insights were also discovered to provide data-driven recommendations based on key business questions.

User Level Funnel

FUNNEL STEP NAME

Downloads



Signups



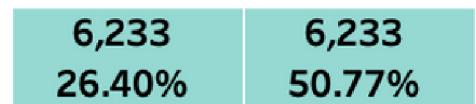
Rides Requested



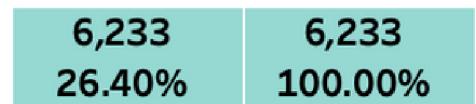
Rides Accepted



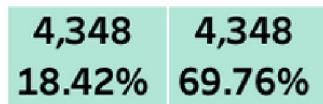
Rides Completed



Payments



Reviews



% of Top

% of Previous

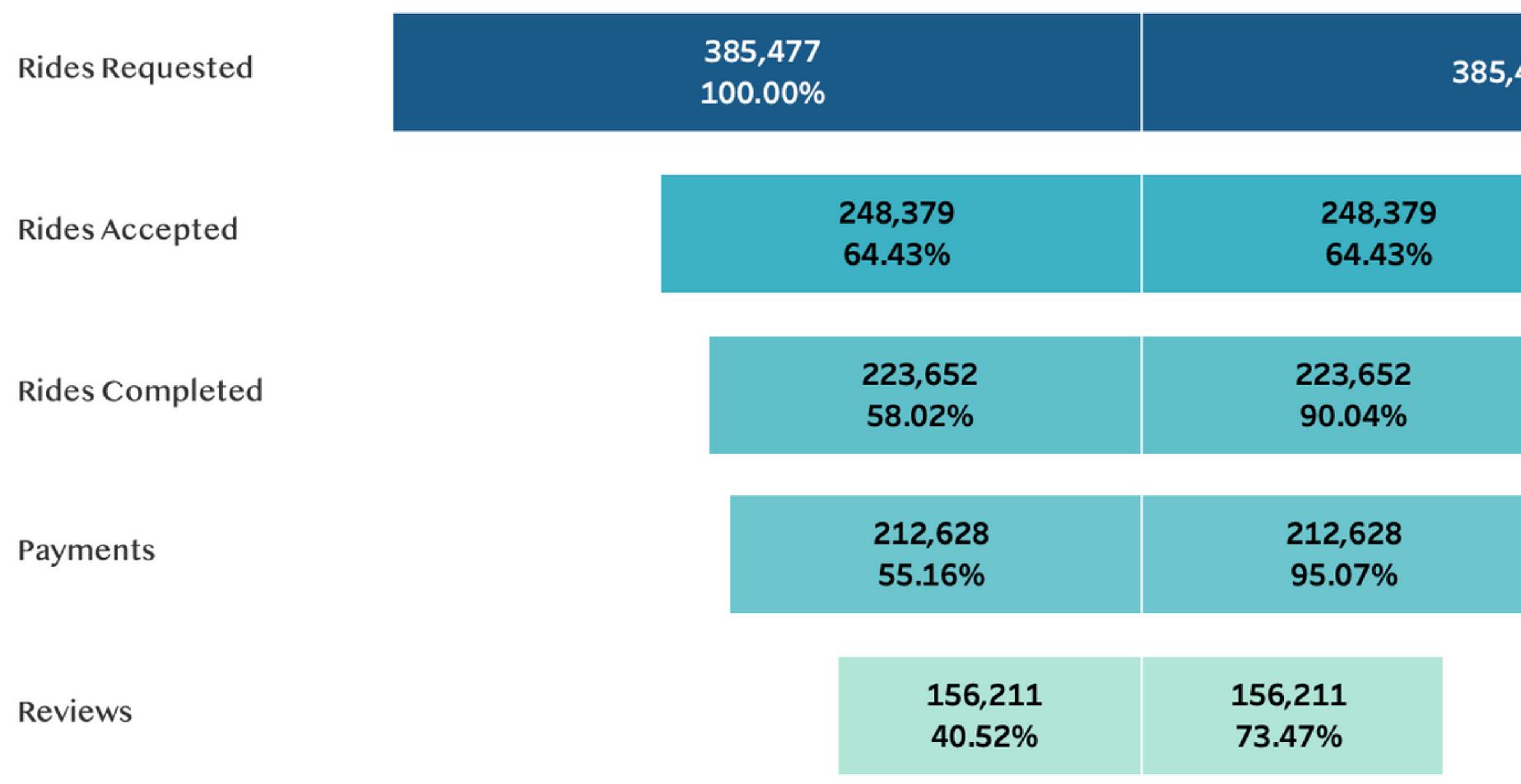
Dropoffs Requiring Investigation

- 25.4% drop-off from app_downloads to signups
- 29.6% drop-off from users signing up to requesting a ride.
- 49.23% user dropoff from the 'Ride Accepted' to the 'Ride Completed' stage of the User Funnel

- User Funnel counts by unique user_id. Payments and Rides Completed are equal here as it's based on the number of Users that completed and paid for [a] ride/s. Here we only see that each user has paid for at least one ride during this time frame.

Rides Level Funnel

FUNNEL STEP NAME



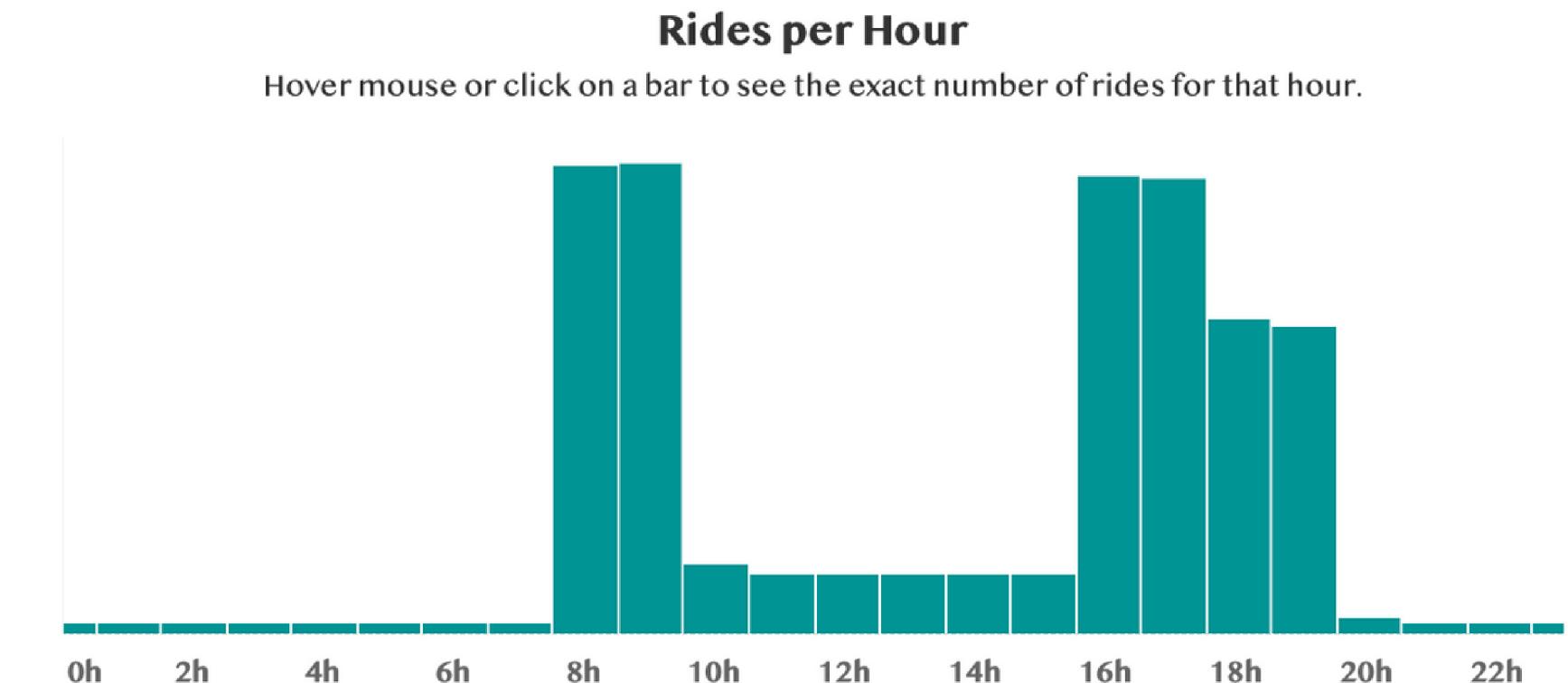
Details & Dropoffs

- 385,477 rides were requested from 12,406 Unique Users
- 41.98% of rides requested were cancelled before or after driver accepts.
- 5% of payments declined leading to a discrepancy between rides and payments.

- Rides Funnel counts by ride_id. Payments and Rides Completed are different here as it's based on the number of Rides that were completed **and** were successfully paid for. A user may complete more than one ride but have a declined payment on one or some rides.

Further Insights

- **Rides by Hour:** High Peak Hours are 8 a.m. - 10 a.m. and 4 p.m. - 6 p.m., with lower peak hours from 6 p.m. to 8 p.m.

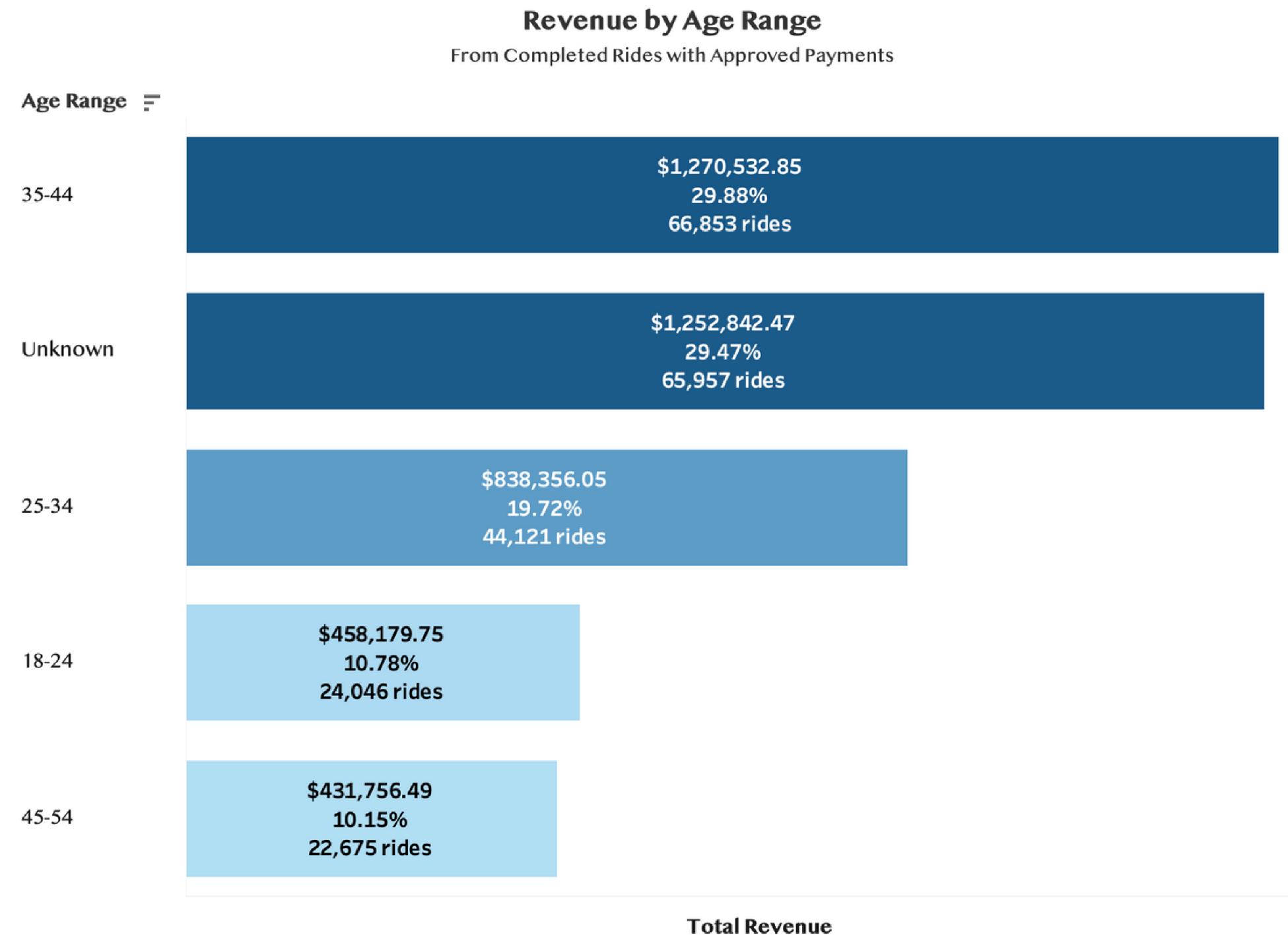


- **Platform Performance:**
- iOS generated 60.84% of Revenue from 129,387 rides.
- Android with 29.25% from 62,223 rides, and
- Web users brought 9.91% of the revenue from 21,018 rides.

Total Revenue: \$4,251,667.61 Total Paid Rides: 212,628			
Platform	Rides	Revenue	Percentage
iOS	129,387	\$2,586,628.81	60.84%
Android	62,223	\$1,243,623.61	29.25%
Web	21,018	\$421,415.19	9.91%

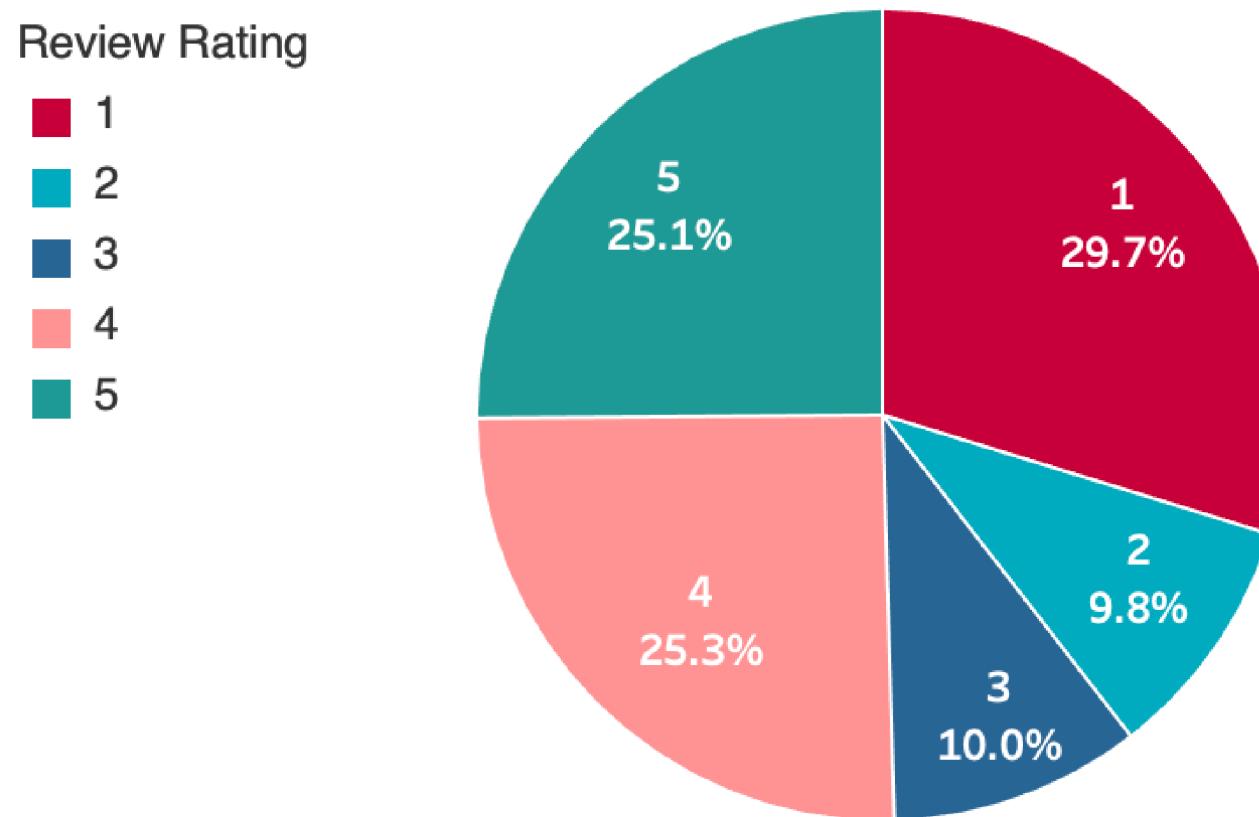
Further Insights

- **Age Range:** Our 2 key identifiable age ranges for both revenue and rides completed are 35-44, and the 25-34 customers.
- **35-44** age range generated \$1,270,532 from 66,853 paid rides bringing in 30% of our 2021 Revenue.
- **25-34** age range user base generated \$838,356 from 44,121 paid rides, bringing in 20% of our 2021 Revenue.
- **Unknown Age:** Bringing in nearly 30% of the Revenue, we need to motivate these users to input their age range to optimize marketing allocation.



Further Insights

- **Review Ratings:**
1 = Very Poor - 5 = Excellent



Word Cloud from Negative Reviews

driver

disgusted late horrible issue absolutely
location refused speed
terrible disappointed vehicle disrespectful

experience rude rectify last
disaster metrocar condition crashed
minute showed leaving
car unacceptable reckless
overcharged limit route
unfamiliar canceled poor
repeatedly ever took unprofessional
complete unreliable service extremely app
uncomfortable drove stranded skills worst
dirty nightmare

- Almost 50% of ratings are below desired 4 and 5 Stars.
 - 39.72% = 1 and 2 Stars.
 - 10% = 3 Stars

Recommendations

- Driver Incentives and Disincentives Programs to improve driver scores, ratings, & off-platform customer experience.
- On-Site Driver Training before Onboarding. Ongoing online interactive training & quizzes targeted by driver based on scores to improve service.
- Further investigation into the 3 dropoffs in the User Funnel, being: app_downloads to signups; signups to request a ride; and ride accepted to ride completed (cancellations).
- App crashes, glitches and bugs are reported in the reviews over 9,000 times. Ensure updates are done in off-peak hours.



Recommendations

- Surge pricing to be implemented in hotspot locations during peak hours of 8 a.m. to 10 a.m. and 4 p.m. and 6 p.m.
- Marketing Budget recommended allocation is 50% to 35-44 age range, 40% to 25-34 age range, and 10% split allocation to the 18-24 and 45-54 groups.
- Unknown age range group to be motivated / incentivised to input their age range.
- Marketing Budget recommended allocation by Platform is 55% to iOS, 40% to Android, 5% to Web.



Thank You
For Your Attention

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