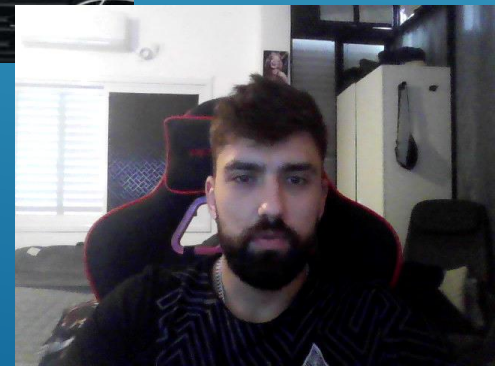
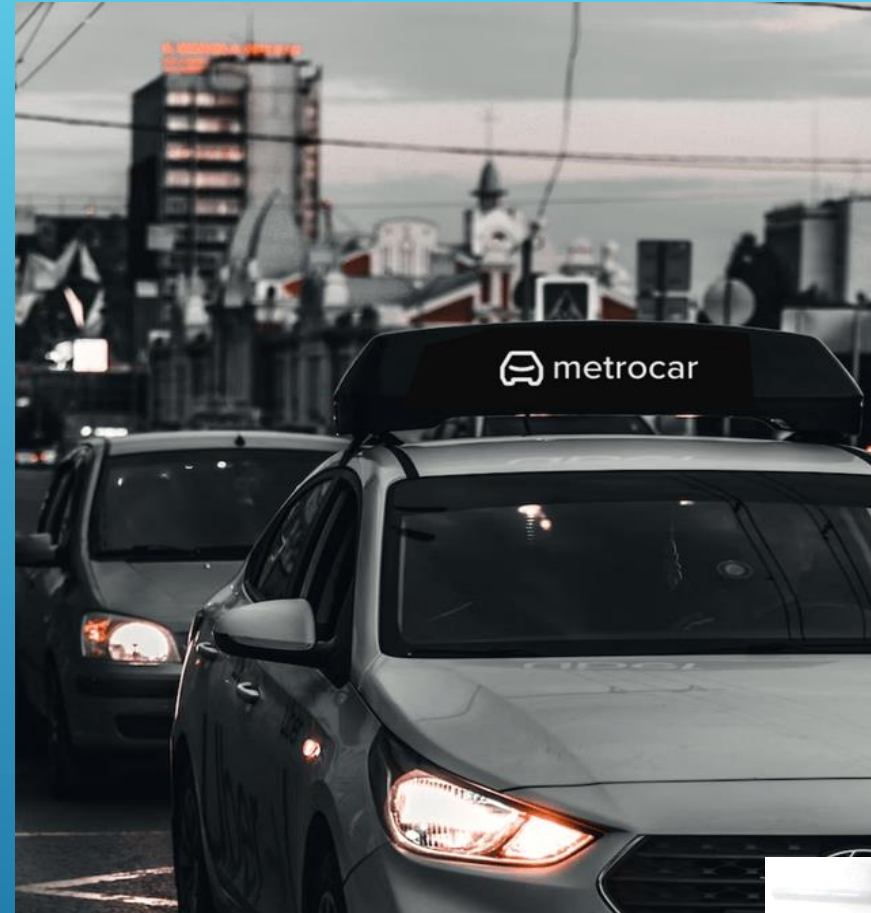


FUNNEL ANALYSIS

For Metrocar Ride Sharing

By: Robert Tiger

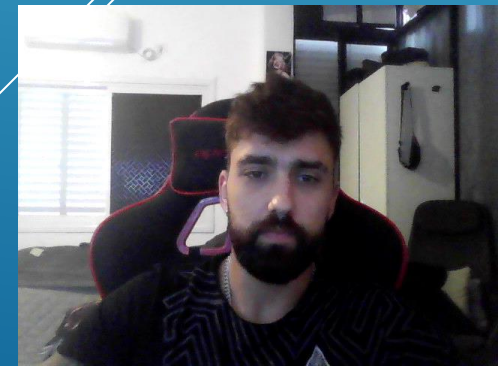
Oct', 23'



► **As part of the analysis we:**

- Used SQL to query the data and Tableau for data visualization.
- Analyzed the customer funnel of Metrocar, to identify areas for improvement and optimization.
- Reveal the funnel analysis and address the business questions.
- Explain our reasoning behind the recommendations based on insights retrieved from the data.

LETS BEGIN



► Prologue: Metrocar's Customer Funnel

OVERVIEW OF METROCAR'S FUNNEL STAGES

Downloads:

Start the journey by downloading the app.

Signups:

Complete user registration.

Request Ride:

Initiate a ride request.

Rides Accepted by Driver:

Driver acceptance.

Customer Picked-Up:

User enters the vehicle.

Customers Dropped-Off:

Completing the ride.

Payment:

Seamless payment.

Rated (1-5):

User ratings by stars.

Left a Review:

Written reviews for insights.



► Funnel Conversion Rates Analysis – User Level

App Download → Signup (74%):

- **26%** of app downloaders didn't complete signup.

• Potential Reasons:

- User confusion
- Difficulties in sign-up process.
- Lack of motivation.

Signup → Request Ride (70%):

- **30%** of signups didn't proceed to request a ride.

• Potential Reasons:

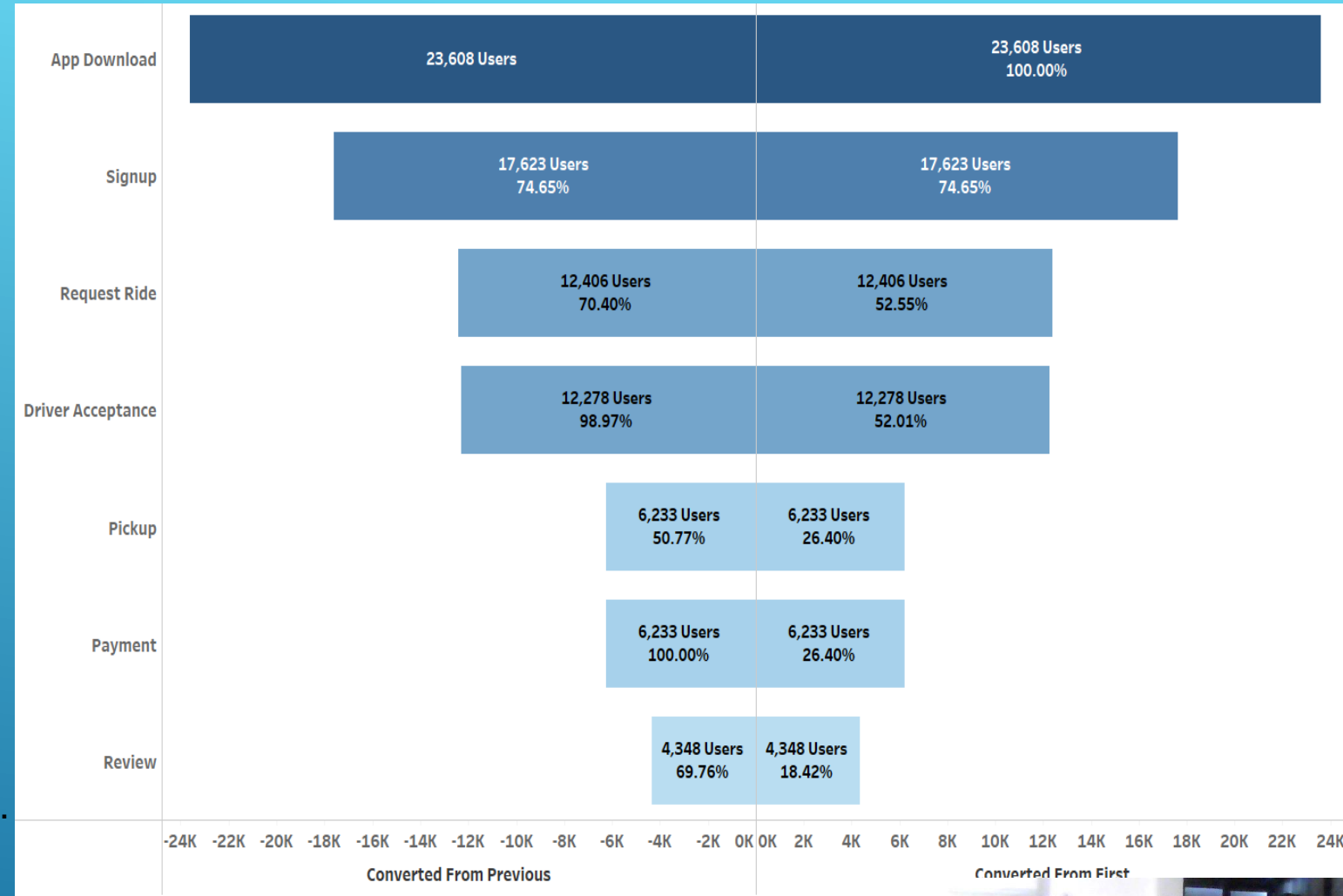
- User trust in safety and reliability.
- Lack of incentives for first-time users.

Driver Acceptance → Pickup (51%):

- **49%** of accepted ride requests didn't get picked up.

• Potential Reasons:

- Lack of pricing transparency.
- Long driver wait times.
- Uncertainty in communication with drivers.

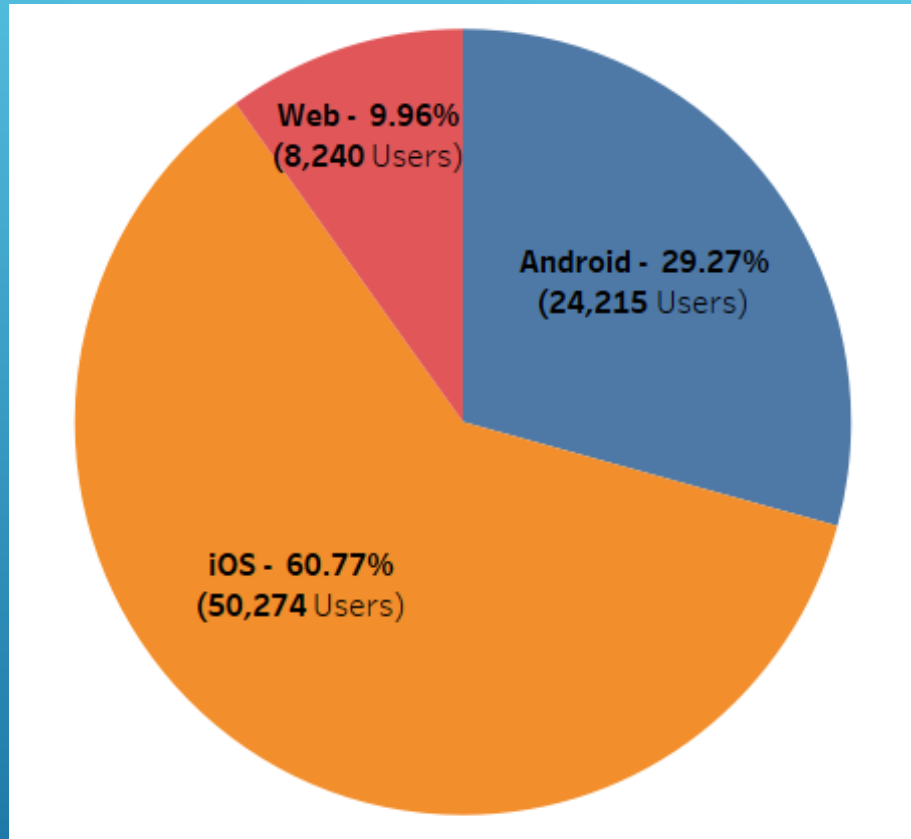


► Platform Level - User Base



8,240 users.
10% of total users.

Substantial user base across all platforms.



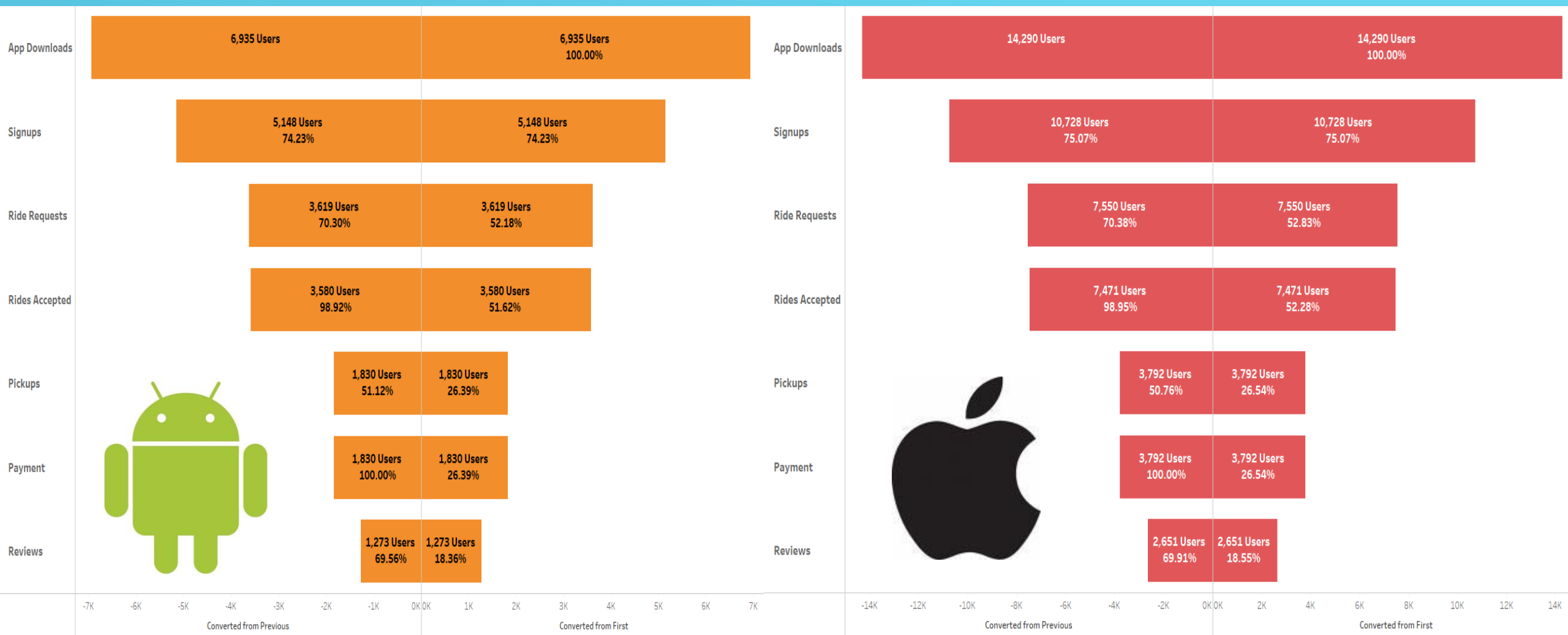
24,215 users.
30% of total users.



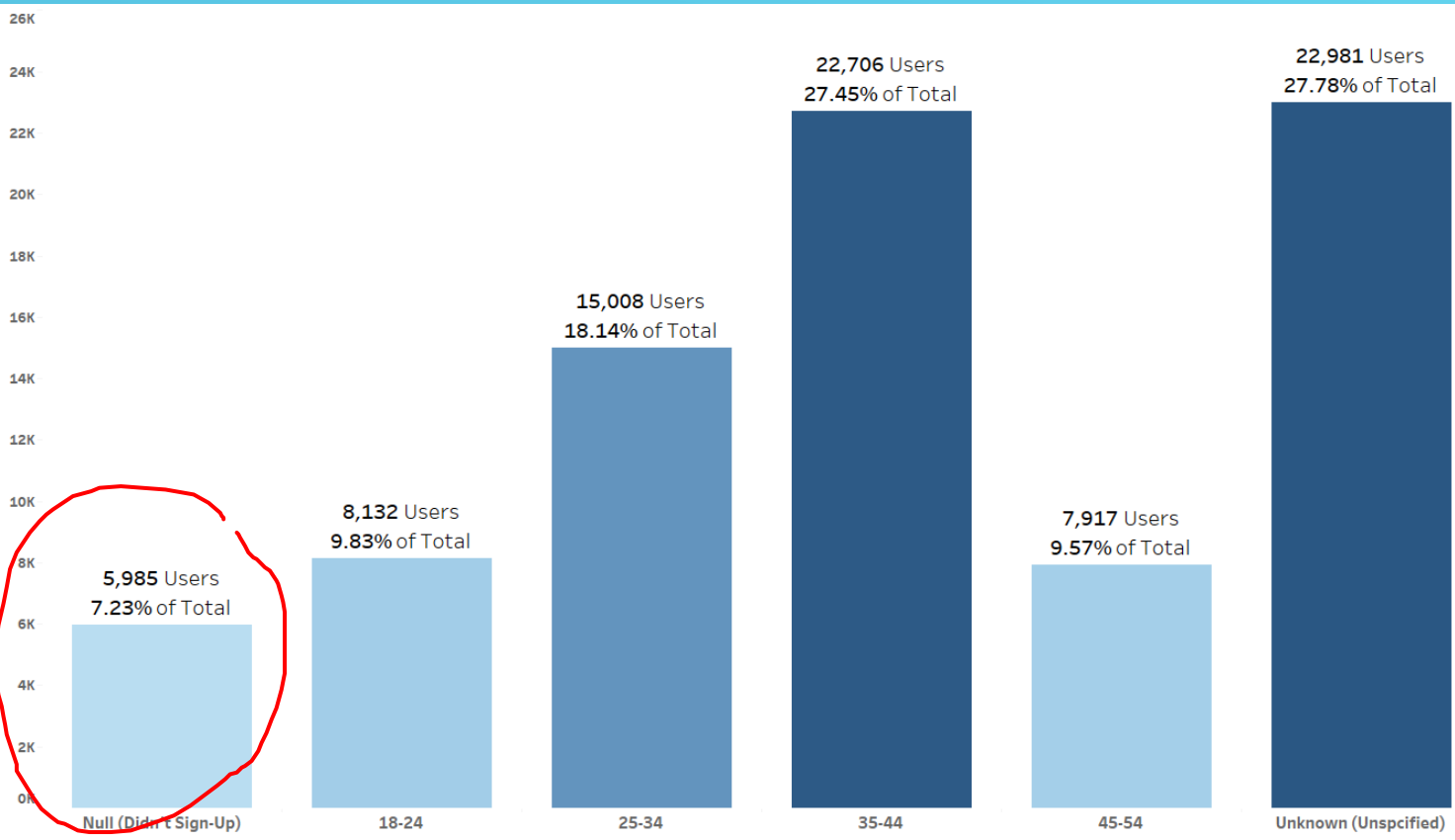
Largest user count.
50,724 users.
60% of total users.



► Recommendations for Marketing Budget Focus



► Age Range Analysis



Recommendation:

- Thoroughly examining the signup process to understand why users download the app but do not complete the registration.

This examination is essential for a more accurate representation of our funnel and to improve user acquisition strategies.

Null Age Group Users:

- **5,985** users downloaded the app and didn't proceed to sign-up
- Therefore, no age is registered with those users.



► Key Findings - Age Group Analysis in the Funnel

App Downloads:

- Leading Age Group: **35-44** (5,181), followed by 25-34.

Ride Requests:

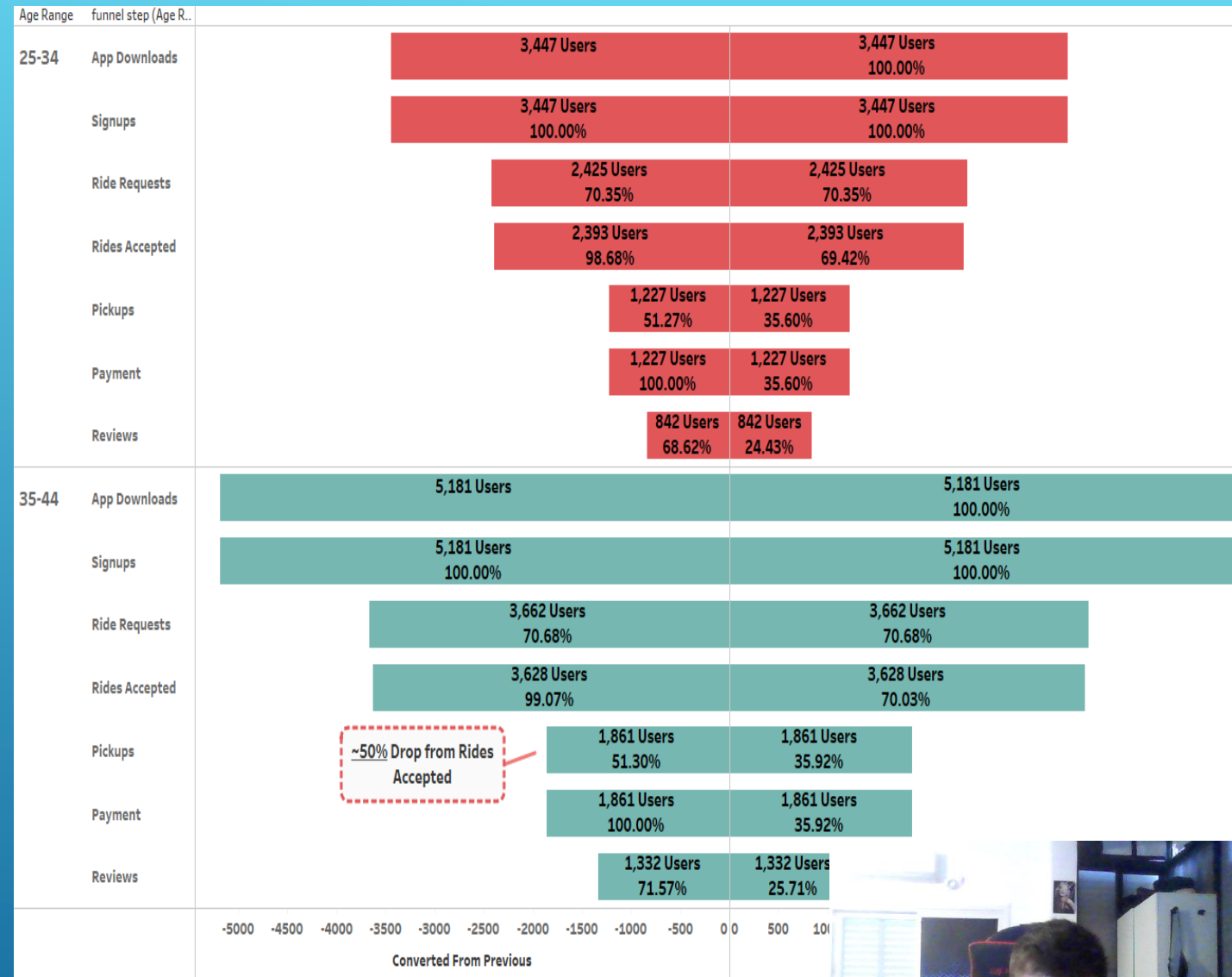
- Leading Age Group: **35-44** (3,662), followed by 25-34.
- Drop-off:** Signup → Ride Requests (-30%)

Rides Accepted:

- Dominant Age Group: **35-44** (3,628), followed by 25-34.

Pickups, Payment, and Reviews:

- Leading Age Group: **35-44** in pickups, payments, and reviews.
- 25-34 closely follows.



► Age Analysis: Major Conversion Rates and Drop-offs

Signups → Ride Requests (Drop-off):

- Significant drop, especially in the **18-24** age group. A drop of **~30%**.

Ride Requests → Rides Accepted:

- High conversion rate across all age groups, in the high **90s%**.

Pickups → Payment:

- 100%** of users who took a ride completed the payment process.

Leaving a Review:

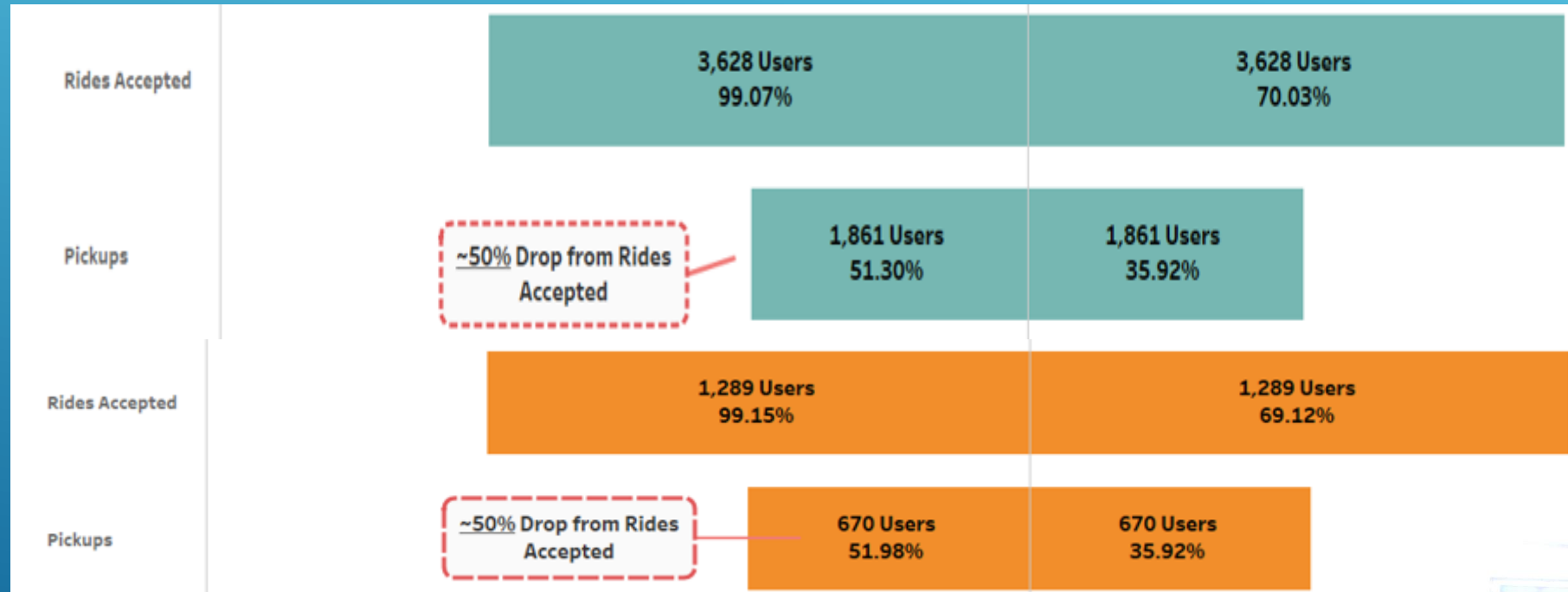
- About a **30%** drop.



► Major Drop-Off – Rides Accepted → Pickups

- Strong commitment at the "Rides Accepted" stage.
- Significant drop in user or driver engagement at the "Pickup" stage.
- **35-44** age group: **3,662** users at "Rides Accepted"
1,861 at "Pickups"
51% conversion rate.

35-44



18-24

18-24 age group: **1,289** users accept rides.
670 at pickups.
Conversion rate - **52%**.



► Recommendations for Enhancing Rides Accepted → Pickups Transition



Real-time Driver Communication



Timely Notifications



Driver Scheduling and Predictability



In-App Features



Driver Incentives



► Identifying Target Customer Age Groups

•25-34 Age Group:

- **15,008** users, substantial in user base.
- Strong conversion rates and engagement.

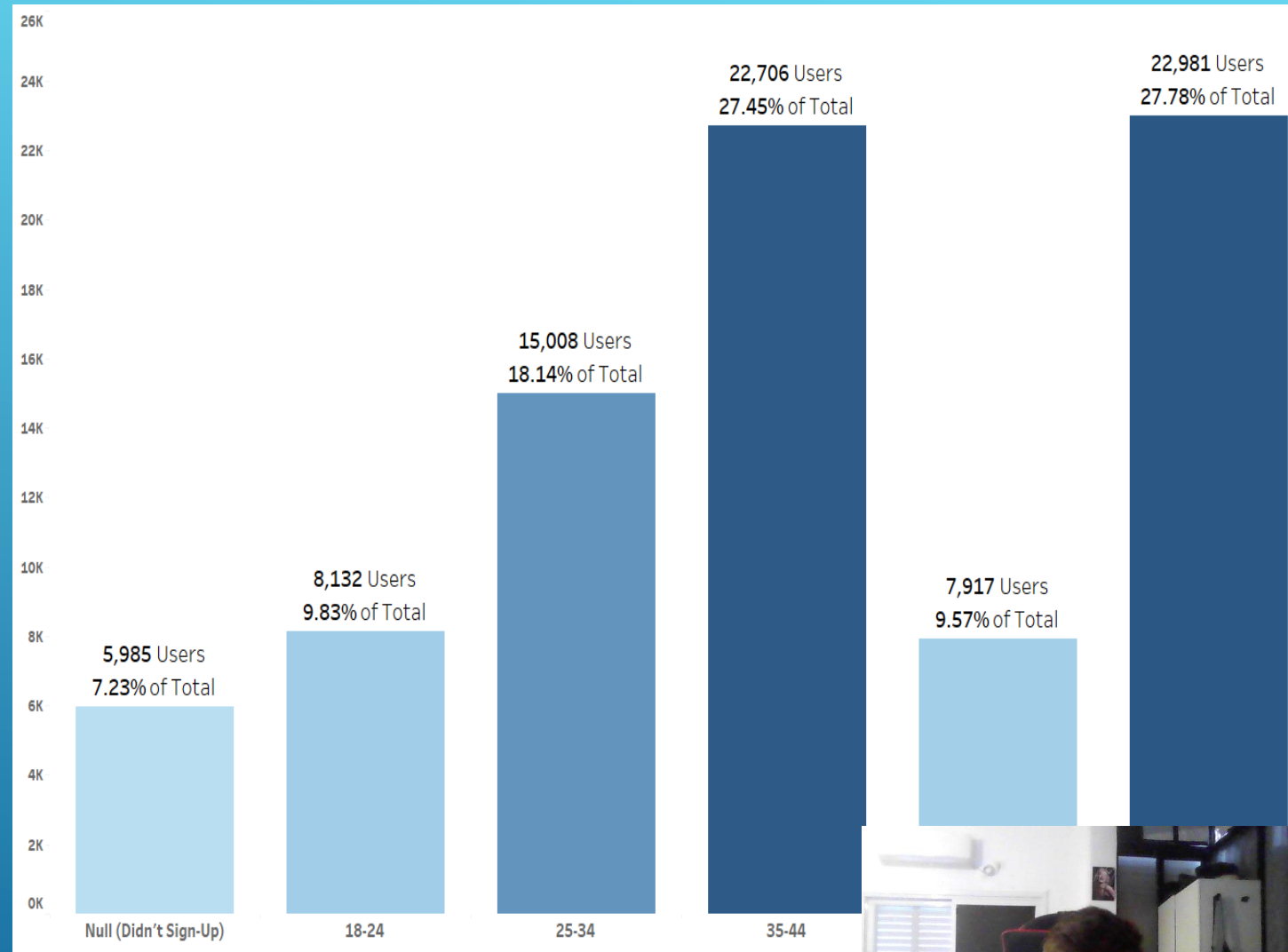
•35-44 Age Group:

- **Largest** user segment with **22,706** users.
- Consistently high conversion rates.

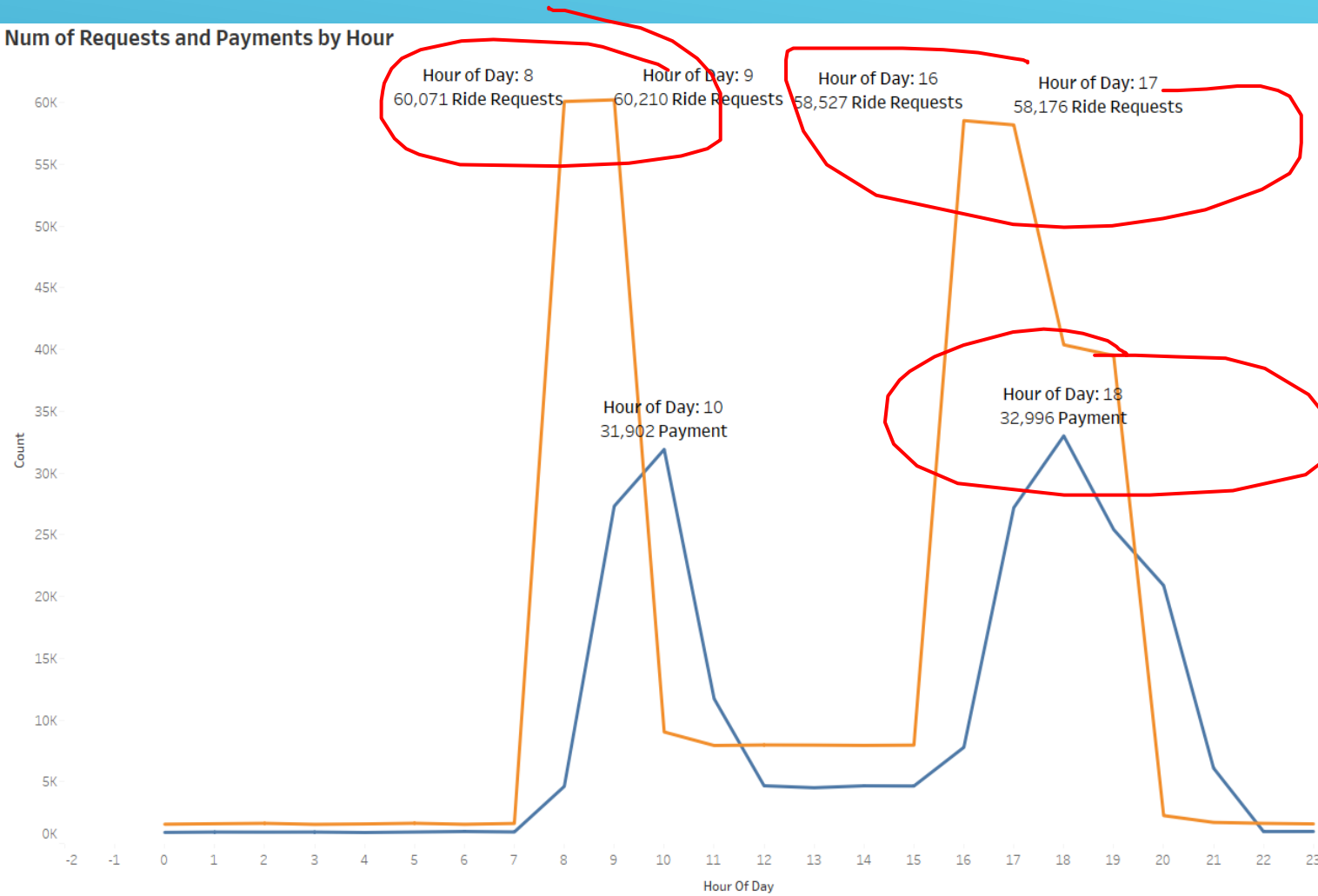
Target Customer Base:



- Both groups, **25-34** and **35-44**.
- Strong user engagement.
- Numerically significant.
- Ideal for tailored marketing and service enhancements.



► Analysing Ride Request Distribution for Surge Pricing Strategy



Morning Rush Hours (8 AM and 9 AM):

- 60,071 to 60,210 ride requests at 8 AM and 9 AM.

Afternoon Rush Hours (4 PM and 5 PM):

- 58,527 to 58,176 ride requests.

Evening Hours (6 PM to 8 PM):

- 40,372 to 39,495 ride requests



► Recommendations for Surge Pricing Implementation

Peak Hours: 8-9 AM, 4-5 PM

Semi-Peak Hours: 7-8 PM



Data-Driven Algorithms



Peak Hour Rates

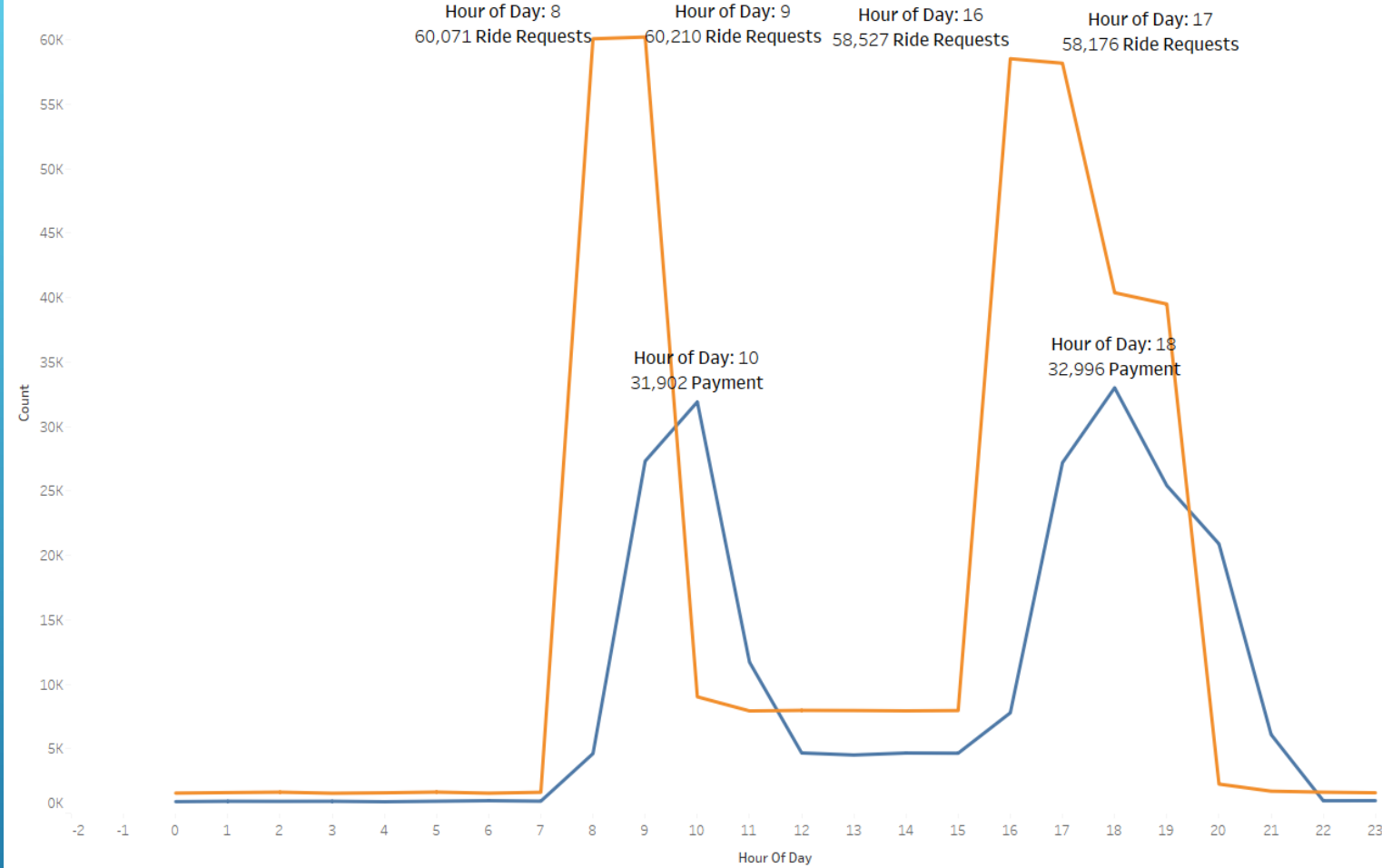


Gradual Adjustments



Clear Communication

Num of Requests and Payments by Hour



► Improving Conversion Rates in the Funnel

- "Pickups" stage - lowest conversion rate.
- **6,233** users have proceeded to the "Pickup" stage out of **12,406** users who requested rides.
- "Driver Acceptance" → "Pickups"
Significant drop-off ~**49%**.
- **75%** drop-off from "Downloads" → "Pickups".
- **26%** of users who downloaded the app reached the pickup stage.

| | Conversion Rate from the Previous Stage: | Conversion Rate from the First stage: |
|-------------------|--|---|
| Driver Acceptance | 12,278 Users 98.97% | 12,278 Users 52.01% |
| Pickup | 6,233 Users 50.77% | 6,233 Users 26.40% |



► Lowest Conversion Rate: Factors Vs. Recommendation

Factors to Investigate:



User Feedback Analysis

Usability Examination

Communication Clarity

Competitor Insights

Data-Driven Recommendations:



Real-Time Driver Location



Enhanced Communication



In-App Alerts

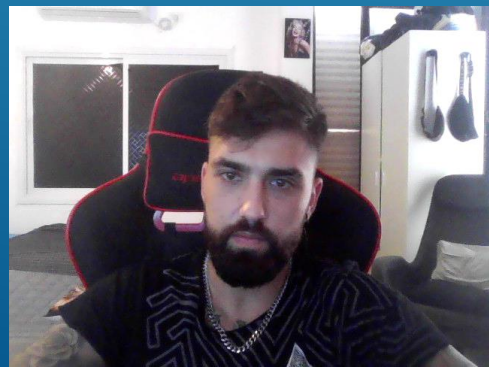


User Feedback Integration



Streamlined Payment Handling

A/B Testing



► Lowest Conversion Rate: Factors Vs. Recommendation

Enhancing User Experience at Pickup Stage:



Simplified User Interface:

Optimize the user interface for a seamless transition from driver acceptance to pickups.



User Education:

Provide clear instructions and tips to guide users through the pickup process effectively.



Driver Training:

Invest in driver training programs to ensure drivers offer a smooth pickup experience.

Continuous Improvement Recommendations:

Data Analysis:

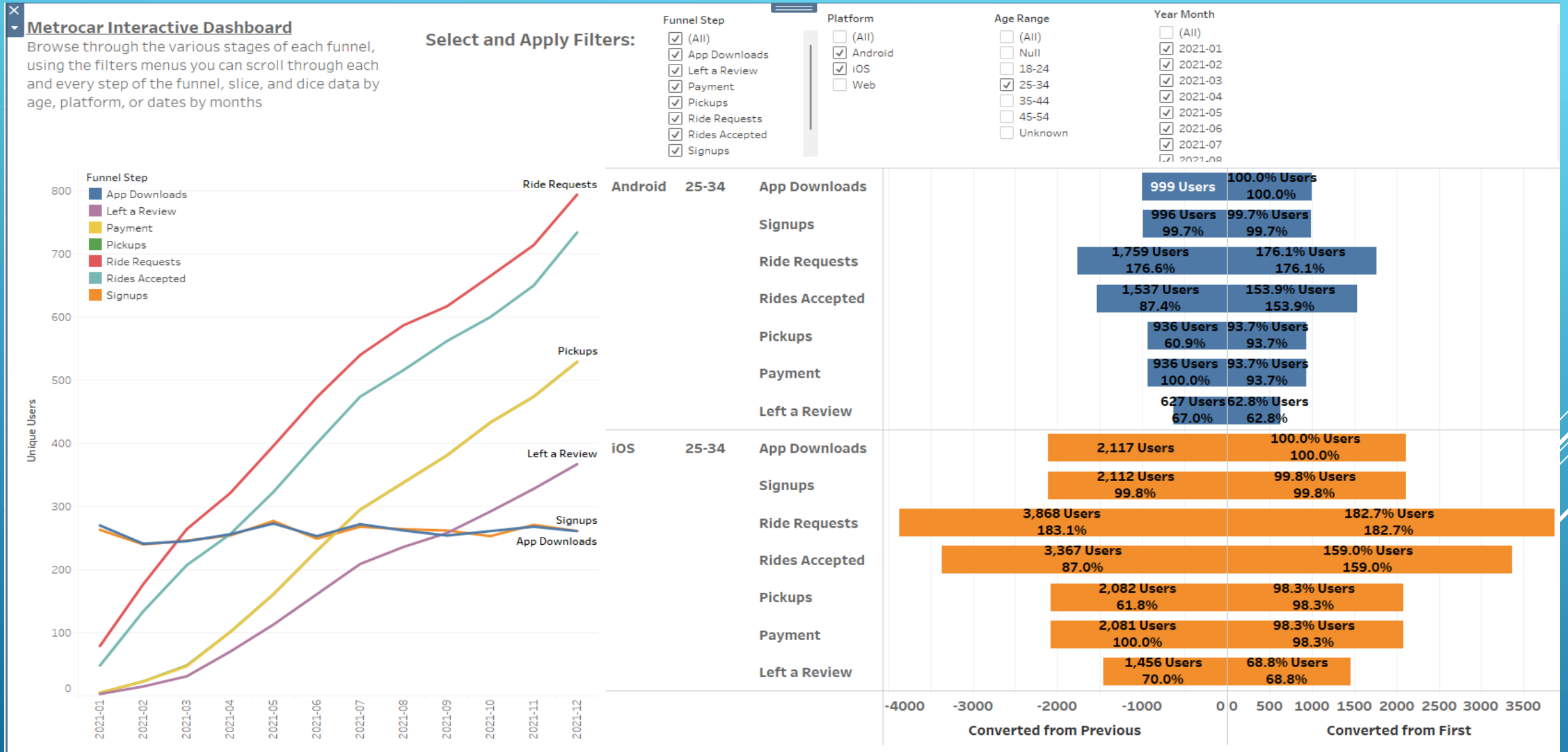
Continuously monitor data for the driver acceptance to pickups transition to assess implemented changes and identify areas for further improvement.

User Feedback:

Encourage users to provide feedback and suggestions to refine the pickup process continuously.



► Interactive Dashboard



Link for Dashboard (Click Here):

https://public.tableau.com/views/InteractiveDashboard_16975368891870/Dashboard1?:language-US&publish=yes&:display_count=n&:origin=viz_share_link

