Metrocar Funnel Analysis Report

Link to dashboard:

https://public.tableau.com/app/profile/sandhya.bamaniya/viz/FunnelDashboard_16884970886220/FunnelDashboard

Introduction:

This report presents the findings of funnel analysis conducted on Metrocar app (ride-sharing app). The goal of this research is to examine the app's user journey and suggest potential areas for improvement to increase user conversion and retention rates. We may get insights into user behavior, identify bottlenecks, and make actionable recommendations to optimize the app's performance by evaluating the phases involved in the user and ride funnel.

Methodology:

To perform the analysis, 1 year data was collected from the app's platform.

    a. Funnel Identification: A user funnel and ride funnel was defined consisting of key steps in the user journey starting from downloading the app.

    b. Funnel conversion rates: The conversion rates were calculated for each funnel step to identify the potential improvements and drop-off rates. Conversion rates were calculated using both Percent from Previous (POP) and Percent from Top (POT) approach.

- Percent of Previous: This calculation involves measuring the conversion rate as a percentage of the users who proceeded to the current stage of the funnel, relative to the number of users who were at the previous stage. In other words, it tracks the progression of users through each stage of the funnel.
- Percent of Top: This calculation involves measuring the conversion rate as a percentage of the total number of users who entered the top of the funnel. The top of the funnel represents the initial stage where users enter or show interest in a particular process or journey.
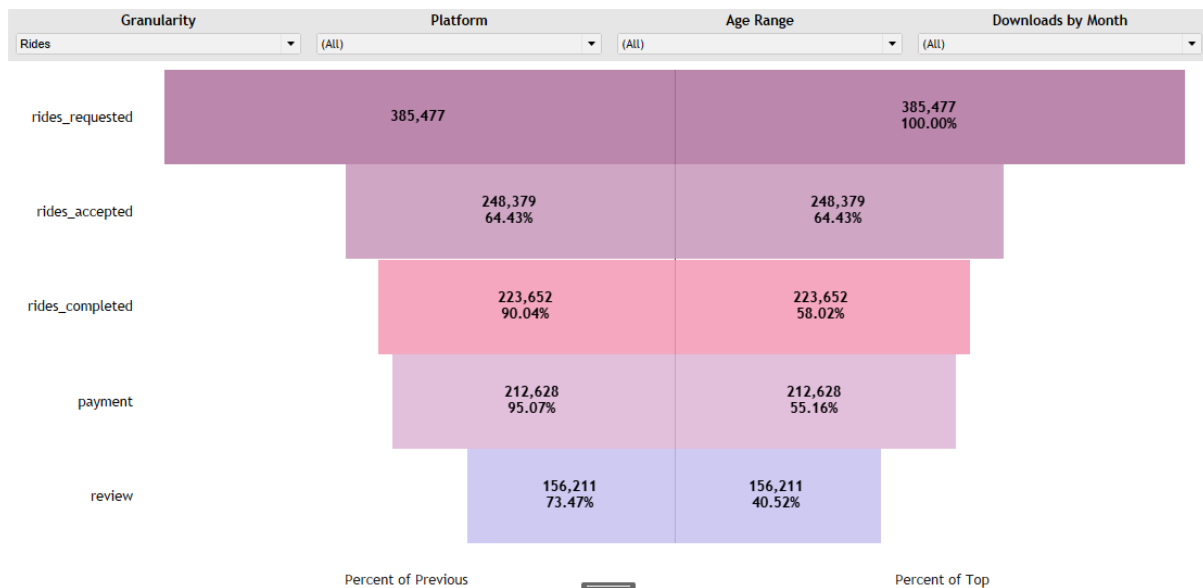
Funnel Analysis Findings:

1. Users Funnel
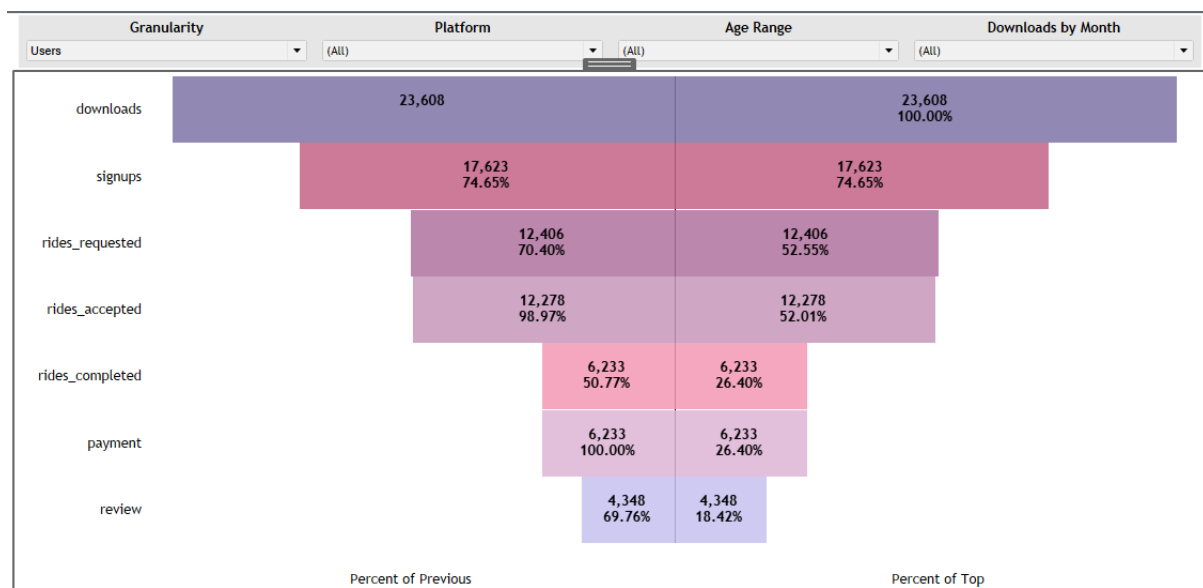
a. Step 1: App download
   Total downloads: 23608 users
b. Step 2: App signups
   Total signups: 17623 users
   POP Conversion rate: 74.65%   POT Conversion rate: 74.65%
   Analysis: Approximately 25.35% of users' drop-off observed at this step. Potential reasons might be CTA optimization/placement and not simplifying the sign-up form.
c. Step 3: Rides requested
   Total rides requested: 12406 users
   POP Conversion rate: 70.40%, POT Conversion rate: 52.55%
   Analysis: Drop off rate is 4.52% at this step according to POP conversion rate and 47.45% drop off for POT conversion rate at this step. The potential reasons of the drop off might be users encounter difficulty in finding suitable rides, unclear pricing variation, experiencing issues with completing the ride booking process.
d. Step 4: Rides accepted
   Total rides accepted: 12278 users
   POP Conversion rate: 98.97%, POT Conversion rate: 52.01%
   Analysis: 1.03% drop off rate observed in comparison to previous step rides requested. 47.99% drop off rate according to POT conversion rate. The drop off rate depends on both users and ride-sourcing drivers as both can reject. Reasons might be if a ride is requested and the user got other alternative, this can lead to ride cancellation. Drivers might cancel due to location and travelling time.
e. Step 5: Rides completed
   Total rides completed: 6233 users
   POP Conversion rate: 50.77%, POT Conversion rate: 26.40%
   Analysis: Approximately 48.2% drop off rate from previous stage and 73.6% drop off rate according to POT conversion. Potential reasons might be the app provides fails to provide estimated arrival times, suggests inefficient routes, surge in prices, difficulties in payment process or having alternate option of the ride such as public transport.
f. Step 6: Payment
   Total user payment: 6233 users
   POP Conversion rate: 100%, POT Conversion rate: 26.40%
   There was no drop off as this step is payment which is the same as rides completed.
g. Step 7: Review
   Total reviews: 4348 users
   POP Conversion rate: 69.76%, POT Conversion rate: 18.42%
   Analysis: Drop off 30.24% is observed and 81.58% drop off for POT conversion rate. Reasons include users not getting reminders or prompts for reviews, dissatisfaction towards app or issues facing during completing the review section.
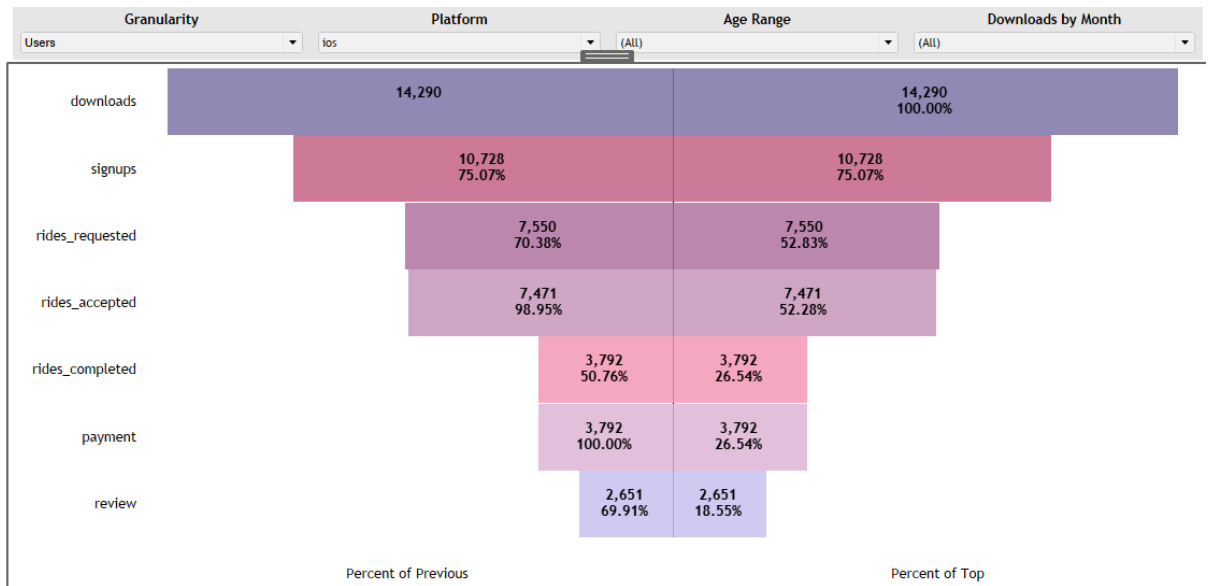
2. Rides Funnel

 In this funnel, app downloads and signup step won't be there as rides cannot be requested during these steps.

Granularity	Platform	Age Range	Downloads by Month
Rides ▼	(All) ▼	(All) ▼	(All) ▼

rides_requested	385,477	385,477 100.00%
rides_accepted	248,379 64.43%	248,379 64.43%
rides_completed	223,652 90.04%	223,652 58.02%
payment	212,628 95.07%	212,628 55.16%
review	156,211 73.47%	156,211 40.52%

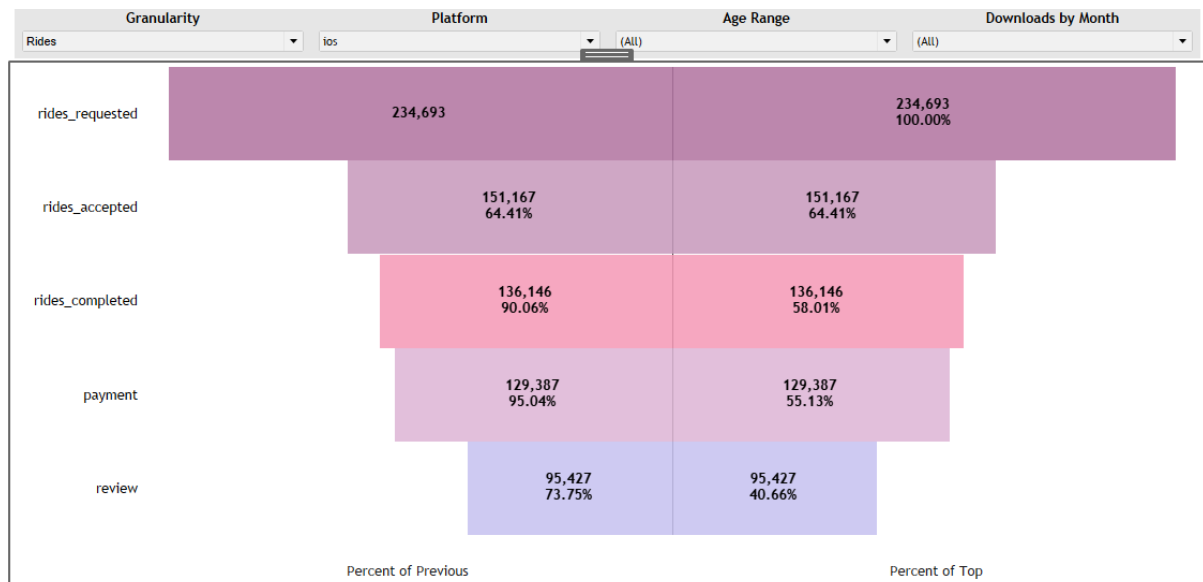Percent of Previous   Percent of Top

a. Step 1: Rides requested - Total rides: 385477
b. Step 2: Rides accepted - Total rides: 248379
   POP conversion rate: 64.43%, POT conversion rate: 64.43%
   Analysis: Drop off rate is 35.57% in comparison to previous step. Reasons might be users got the alternative option such as public transport, lack of preferred vehicle, waiting time etc.
c. Step 3: Rides completed - Total rides: 223652
   POP conversion rate: 90.04%, POT conversion rate: 58.02%
   Analysis: Approximately, 9% drop off rides is observed in this funnel step. This can be due to ride availability, price surging, safety concerns and many more
d. Step 4: Payment - Total rides: 212628
   POP conversion rate: 95.07%, POT conversion rate: 55.16%
   Analysis: 5% difference or drop off can be seen in this funnel step and reasons might be payment problems and technical glitches
e. Step 5: Review - Total rides: 156211
   POP conversion rate: 73.47%, POT conversion rate: 40.52%
   Analysis: Approximately 21.53% drop off rate. Reasons include users not getting reminders or prompts for reviews, dissatisfaction towards app or issues facing during completing the review section.

Analysis by platform and age range

- When filtering the dashboard according to platforms, we can see from the funnel below that iOS platform performs better than android and web. According to the number of users, iOS platform has more users as well as rides.

downloads	14,290		14,290 100.00%	
signups	10,728 75.07%		10,728 75.07%	
rides_requested	7,550 70.38%		7,550 52.83%	
rides_accepted	7,471 98.95%		7,471 52.28%	
rides_completed	3,792 50.76%		3,792 26.54%	
payment	3,792 100.00%		3,792 26.54%	
review	2,651 69.91%		2,651 18.55%	
	Percent of Previous		Percent of Top	

Users Funnel by platform

rides_requested	234,693		234,693 100.00%	
rides_accepted	151,167 64.41%		151,167 64.41%	
rides_completed	136,146 90.06%		136,146 58.01%	
payment	129,387 95.04%		129,387 55.13%	
review	95,427 73.75%		95,427 40.66%	
	Percent of Previous		Percent of Top	

Rides funnel by platform

- In the user funnel, 35-44 age has highest number of users (5181) among all age range and it was noted that only 35% (1861) users completed the ride. There are total of 11289 users with null value as age. In the rides funnel as well, 35-44 age has highest number of rides requested (114209) and 66853 rides were completed which is around 58.54%. This age group is likely the target customers for Metrocar. The ride count throughout the day is highest with 5644 ride counts and lowest with 1499 and both the highest and lowest ride counts happened in January. If we consider the ride counts by month then June is having highest number of ride counts whereas February with the lowest number of ride counts.

Recommendations:

1. Improve CTA (Call to Action) and signing up process as the in the user funnel 25% users dropped after downloading the app, this might be preventing the users from completing their first ride.

2. Focus mainly on signup step and rides completed as there is considerable drop offs. Highest drop off rate was observed in the ride completion step. By providing clear pricing information upfront and minimizing price variation the drop off rates can be lowered.

3. According to Percent of Top approach, review step has the lowest conversion rate in both user and ride funnel. To have more reviews there should be personalized prompts and reminders for the users. There could be quick and straightforward review process and rewards should be introduced.

4. According to Percent of Previous Approach, rides completed has the lowest conversion rate in user funnel. To improve that funnel step, there should be efficient route suggestion, less waiting times, clear price variation and provide arrival times of the ride.

5. For rides funnel with percent of previous calculation rides accepted has the lowest conversion rate. By simplifying the ride acceptance step, optimizing the driver's communication, providing more ride options, transparent pricing and optimizing matching algorithms we can enhance user experience and ride acceptance rate.

Appendix:

Metrocar SQL
code.sql