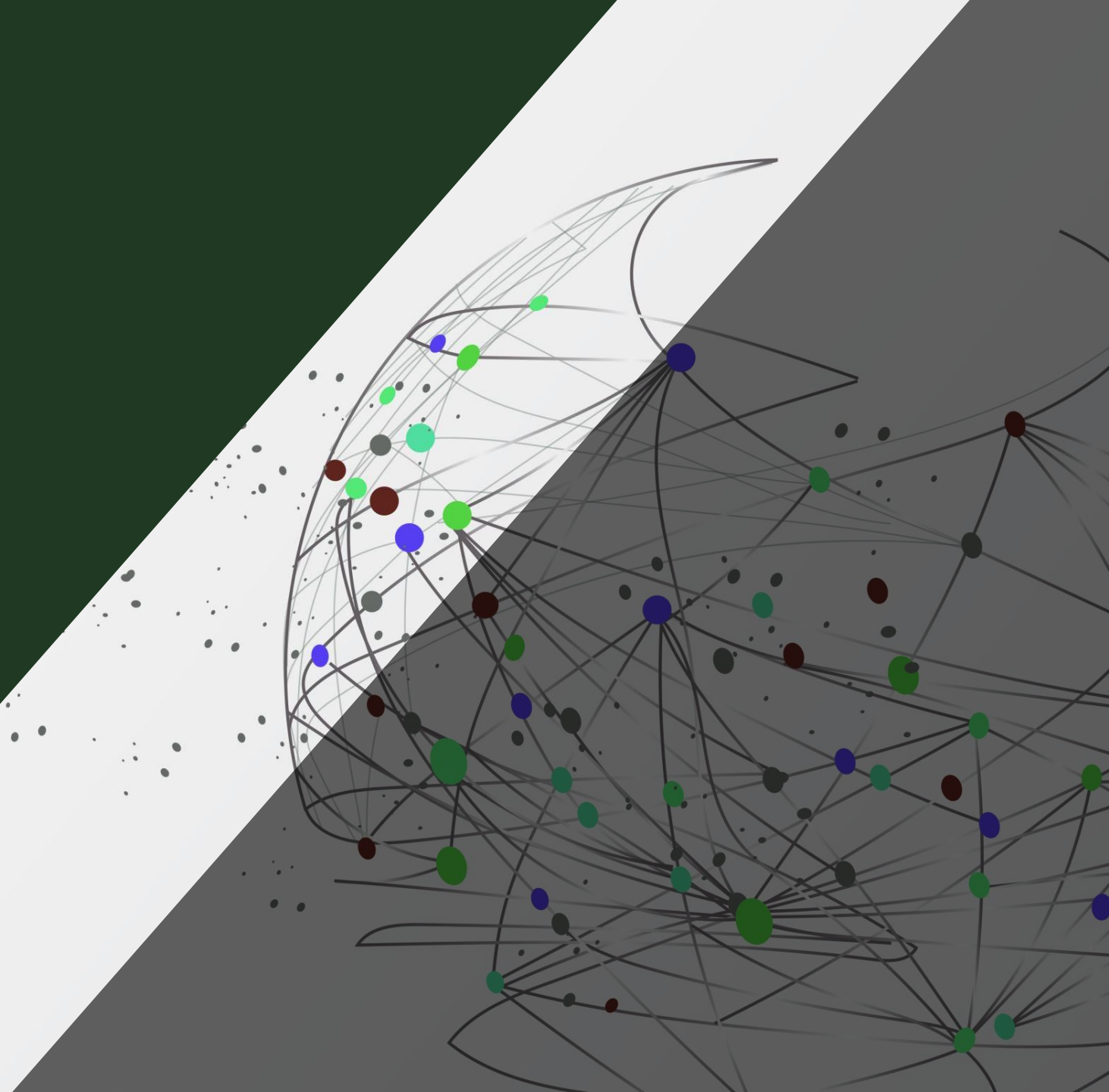# METROCAR FUNNEL ANALYSIS

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DATE: 07/07/2023

Topics:

- Background

- Business Questions

- Approaches for analysis

- Funnels

- Analysis

- Recommendations

BACKGROUND

- Metrocar (ride-sharing app) business model is based on platform that connect riders with drivers through mobile application.

- Metrocar acts as an intermediary platform between riders and drivers, providing a user-friendly platform to connect and facilitate the ride hailing process.

- This presentation is based on the analysis of customer through every step of the funnel, to identify areas of improvement.

BUSINESS QUESTIONS

- What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?

- Metrocar currently supports 3 different platforms: iOS, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?

- What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

- If we want to adopt a price-surging strategy, what does the distribution of ride requests look like throughout the day?

- What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

APPROACHES FOR ANALYSIS

- PERCENT OF PREVIOUS:

- Measuring the conversion rate as a percentage of users who proceeded to the current stage of the funnel, relative to the no. of users at the previous stage. Track users' progression through each funnel step.

- PERCENT OF TOP:

- Measuring the conversion rate as a percentage of the total no. of users who entered at the top of funnel. The top of the funnel represents the initial stage where users enter or show interest in a particular process or journey.

USERS FUNNEL
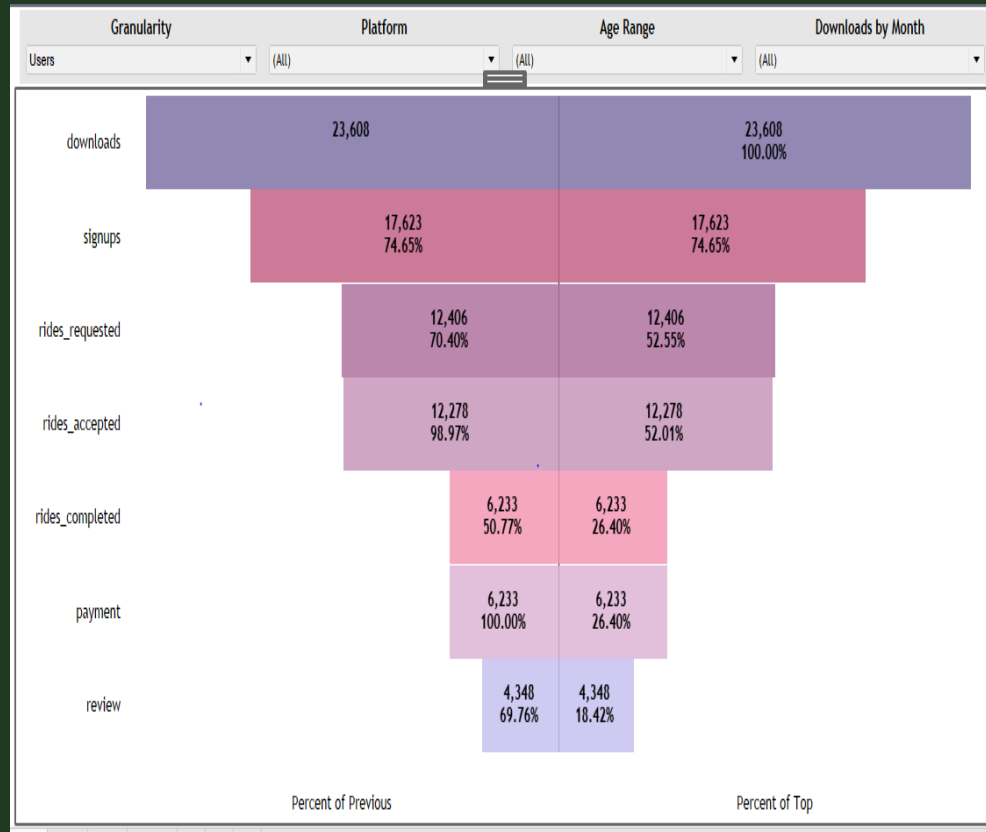
Step 1: App downloads
Step 2: Signups
Drop off 25.35%
Step 3: Rides requested
Drop off 4.52%
Step 4: Rides accepted
Drop off 1.03%
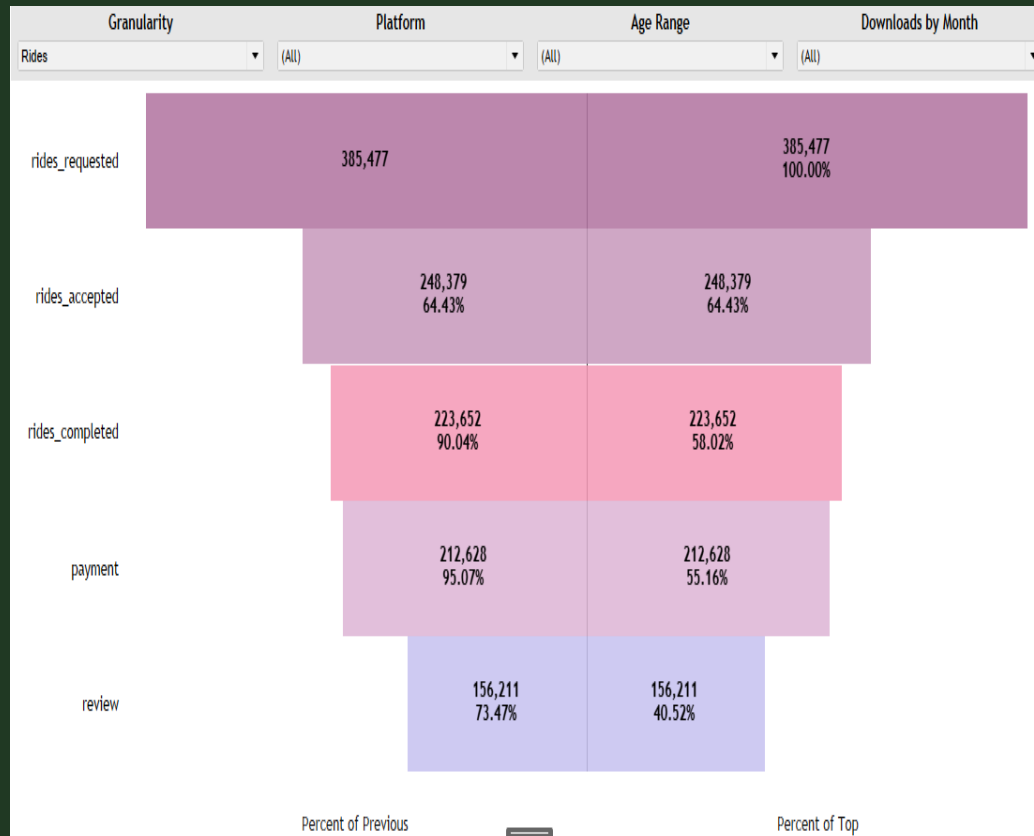Step 5: Rides completed
Drop off 48.2%
Step 6: Payment
No drop off
Step 7: Review
Drop off 30.24%

RIDES FUNNEL

Step 1: Rides requested
Step 2: Rides accepted
Drop off 35.57%
Step 3: Rides completed
Drop off 9%
Step 4: Payment
Drop off 5%
Step 5: Review
Drop off 21.53%

ANALYSIS:

- There is significant drop down from downloads to rides completed which is 26.40% out of 23608 users in user funnel.

- Potential reasons might be CTA optimization/placement or difficulty/ adding card details in signup forms as almost 25% users were dropped from downloads to signups.

- Another drop off is about 50% which is from rides requested to rides completed in user funnel.

- Potential reasons might be inefficient routes suggestion, hidden prices, payment process difficulty, less ride options or long waiting times.

ANALYSIS

- When filtering the dashboard according to platforms, iOS platform performs better than android and web. According to the number of users, iOS platform has more users as well as rides.

- 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 rides.

- 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

- 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.
- 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.
- 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.

RECOMMENDATIONS

- 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.
- 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.

THANK YOU.