



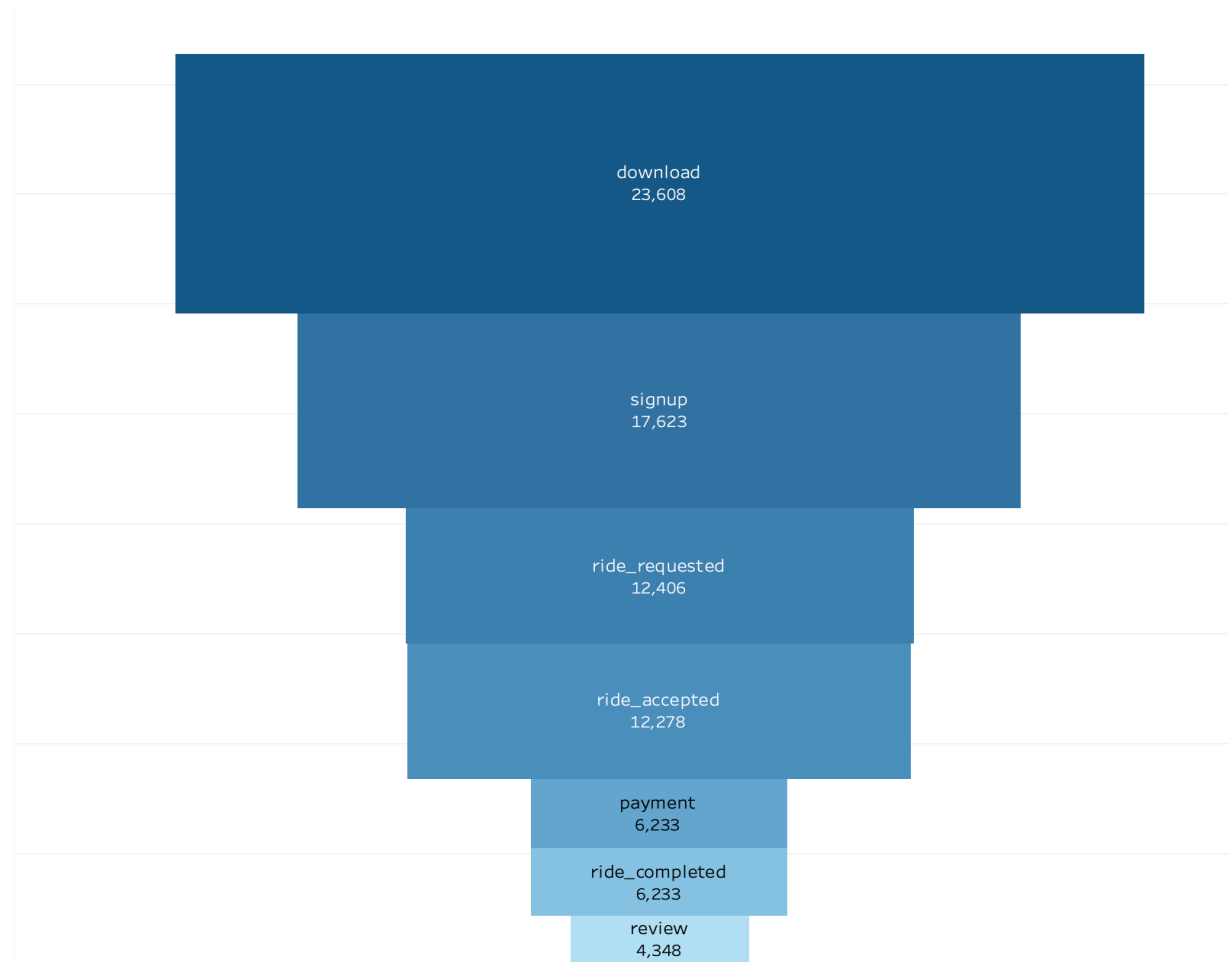
Funnel Analysis

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Steps for Funnel Analysis

- App Download
- Signup
- Request Ride
- Driver Acceptance
- Ride
- Payment
- Review

Funnel Analysis

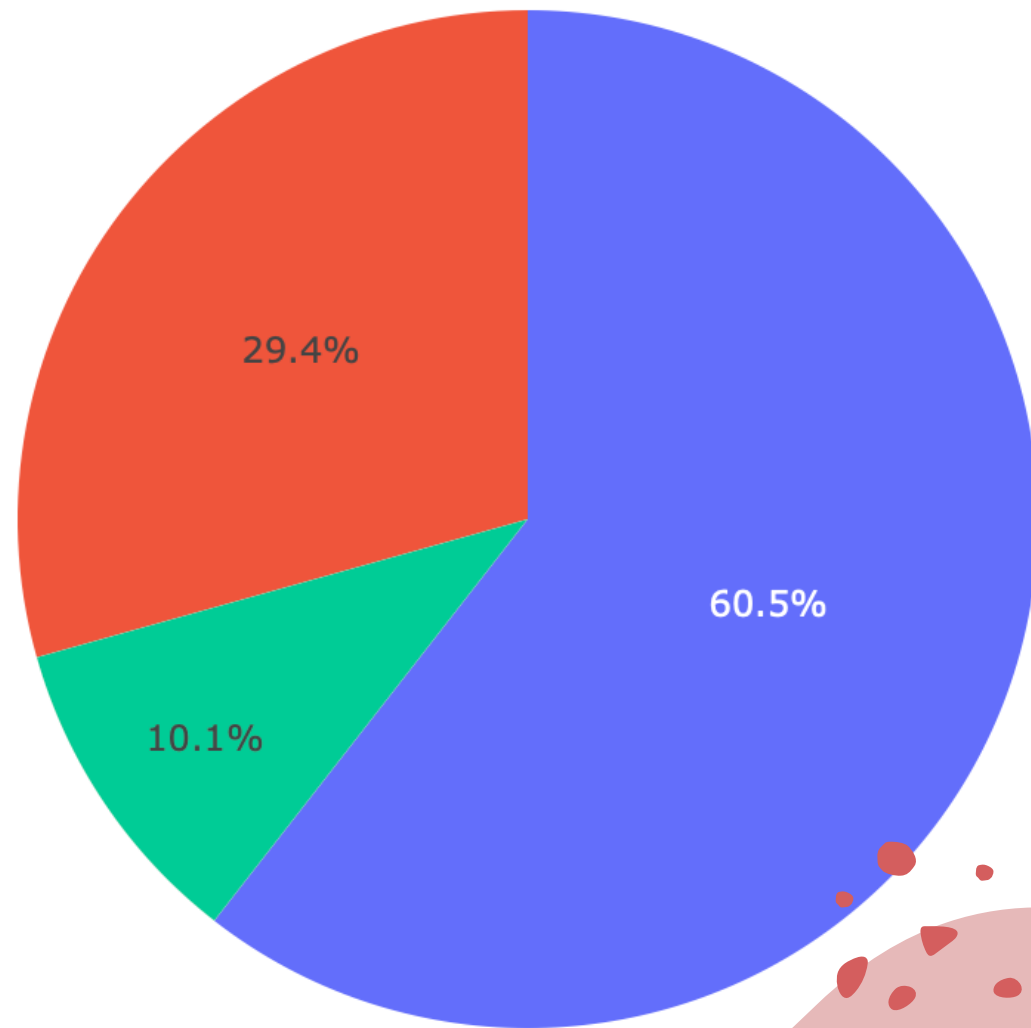


Platform

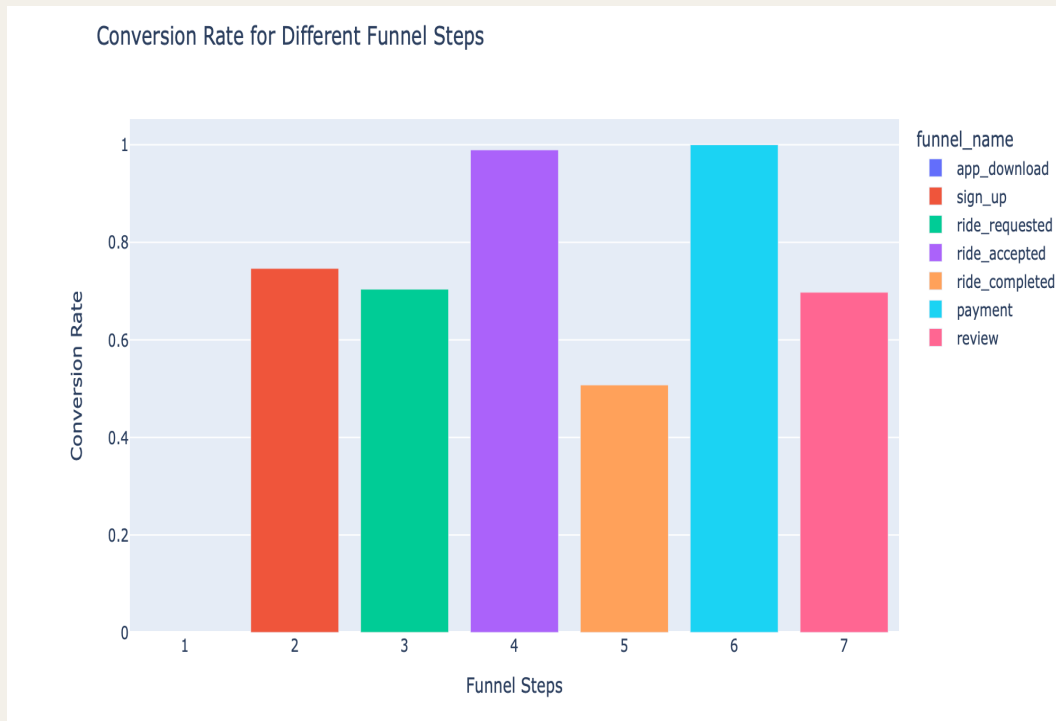
Ios - 60.5%

Android - 29.4%

Web - 10.1%



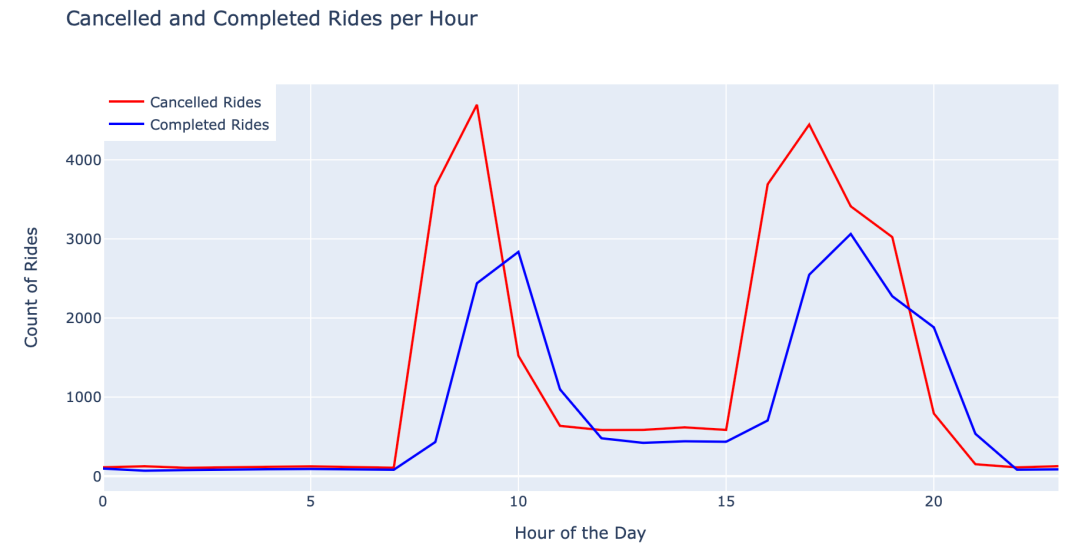
Conversion Rate for different funnel steps



- App Download: this stage serves as the starting point, and there's no conversion rate because it's the base step.
- Signup :This stage signifies the transition from app download to signing up for the service. The conversion rate of 0.7465 means that 74.65% of users who downloaded the app proceeded to sign up.
- Ride Requested : After signing up, this stage involves users making a ride request. The conversion rate of 0.704 indicates that 70.4% of users who signed up went on to request a ride.
- Ride completed : This stage represents the completion of the ride by users. The conversion rate of 0.5077 means that about 50.77% of users who had their ride accepted went on to complete the ride.
- Payment : This stage indicates successful payment after completing the ride. The conversion rate of 1.00 signifies that 100% of users who completed the ride also made the payment.
- Review : The final stage involves users providing a review after making the payment. The conversion rate of 0.6976 suggests that approximately 69.76% of users who made the payment proceeded to leave a review.

Cancelled and Completed Rides per Hour

Implement surge pricing during peak hours (8 AM - 10 AM and 4 PM - 8 PM) to effectively manage revenue streams during periods of heightened demand while maintaining a balanced user experience.



Recommendation

- **Refine Onboarding Process:** Streamline the transition from "app download" to "sign up" to alleviate the 25.35% drop-off. Simplify the sign-up procedure to enhance user retention by minimizing complexities.
- **Improve Ride Acceptance Journey:** Investigate and refine the user journey from "ride requested" to "ride accepted" to mitigate the 10.03% drop-off. Prioritize improvements that facilitate seamless ride acceptance, focusing on enhancing user experience during this phase.
- **Tackle Ride Completion Challenges:** Analyze the significant 49.23% drop-off between these stages. Conduct comprehensive supply-side analysis, encourage comprehensive user reviews, leverage sentiment analysis for deeper insights, and align demand-side and supply-side funnel analysis for holistic improvements.
- **Ensure Platform Consistency:** Ensure consistent attention and support across iOS, Android, and Web platforms due to observed similar conversion and drop-off rates. Aim to maintain uniform user experiences across different platforms.
- **Strategic Marketing Resource Allocation:** Allocate marketing resources proportionate to user platform shares, paying particular attention to the noticeable difference in user volumes between iOS and Android.
- **Targeted Marketing and Enhanced Experience:** Tailor marketing strategies and experience enhancements toward the "35-44" and "25-34" age brackets, optimizing user journeys based on their higher sign-up percentages and engagement.
- **Data-Driven Personalization Strategies:** Utilize user data, including canceled rides, and encourage the provision of age information during sign-up to tailor experiences. Create incentives or benefits to prompt data sharing and offer more personalized journeys.
- **Strategic Surge Pricing:** Implement surge pricing during peak hours (8 AM - 10 AM and 4 PM - 8 PM) to effectively manage revenue streams during periods of heightened demand while maintaining a balanced user experience.

Conclusion

In summary, the comprehensive funnel analysis has provided crucial insights into Metrocar's customer journey. The recommendations presented aim to optimize the sign-up process, enhance ride acceptance, and address significant drop-off points during ride completion and review stages.

Additionally, these suggestions emphasize the importance of equitable treatment across platforms and strategic surge pricing to elevate user acquisition, retention, and overall customer satisfaction. Implementing these recommendations can significantly contribute to refining the user experience, enhancing service quality, and fostering sustainable growth for Metrocar.