

Driving Success: Optimizing Metrocar User Conversion



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Today's agenda

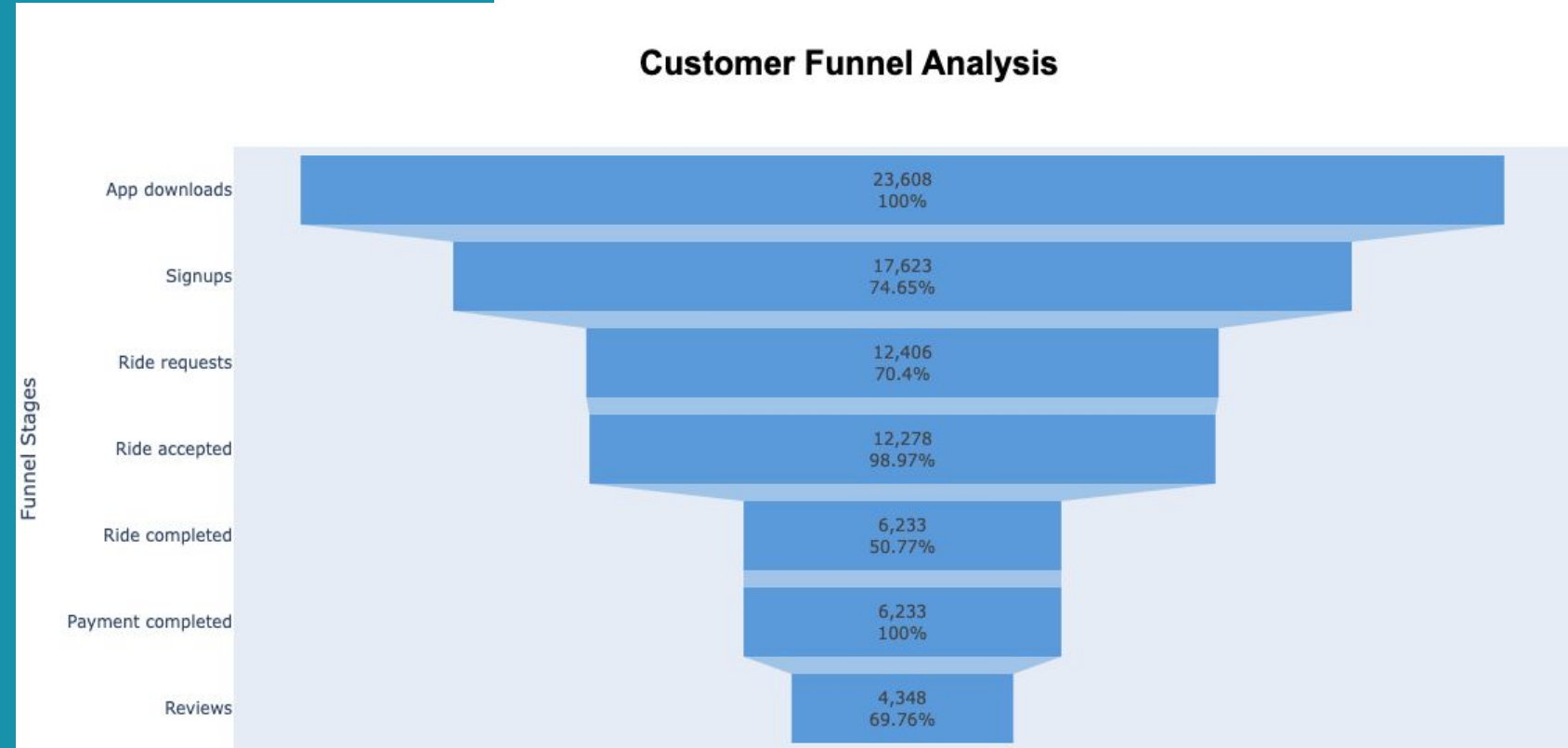
- Analyzing and Addressing Funnel Drop-offs
- Which platforms should marketing focus on?
- Should we implement price surging?



Customer Funnel Analysis:

Where do we lose users?

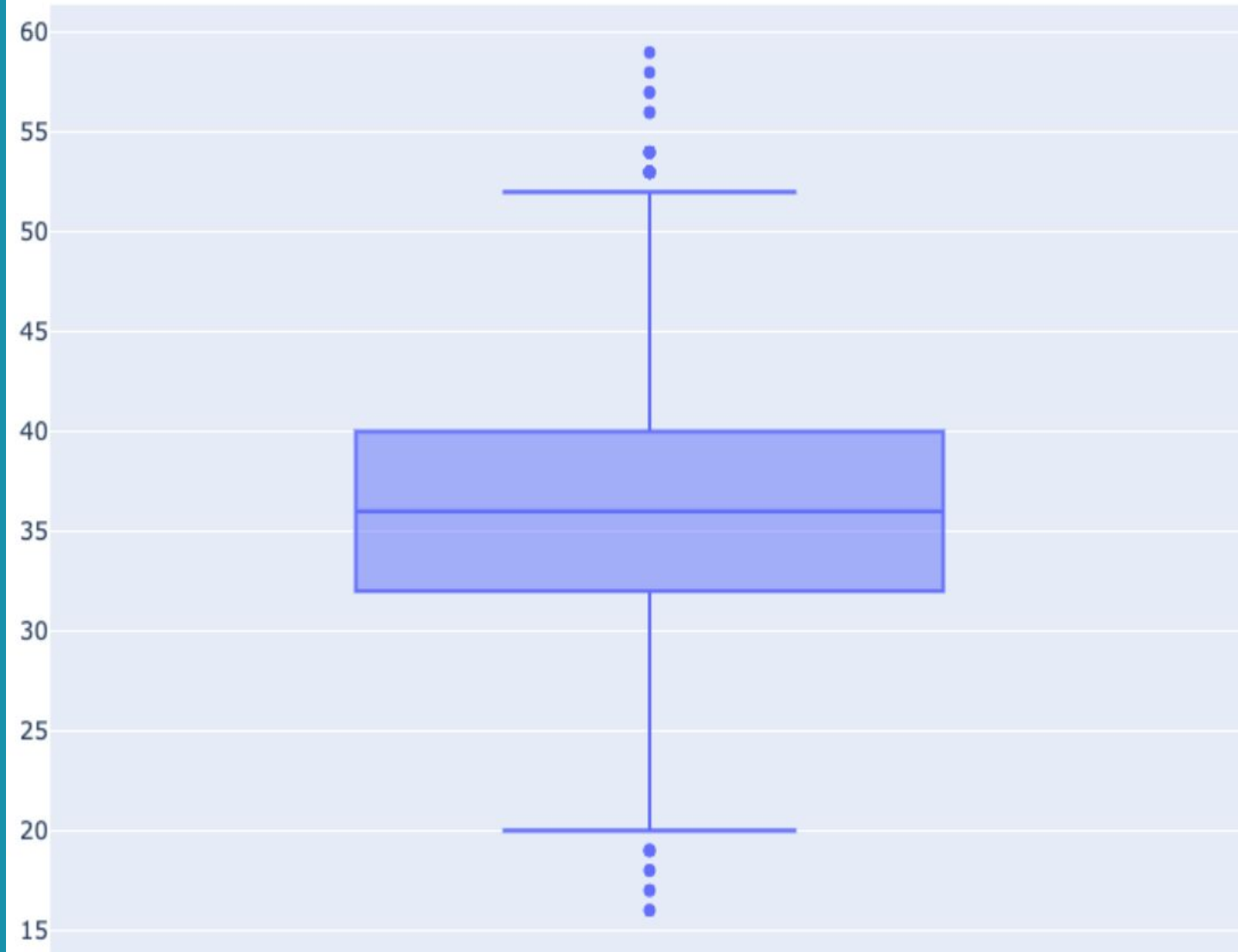
- 50% drop from Ride Acceptance to Ride Completion
- Notable reduction of 30% between Sign-ups and Ride Requests
- 30% decline from Payment to Reviews
- Next Step: Detailed Ride Funnel Analysis



User ride count after completing one ride

- Biggest drop off in our user funnel between accepted and completed rides
- High number of rides per user after at least one completed ride

Number of Completed Rides per User

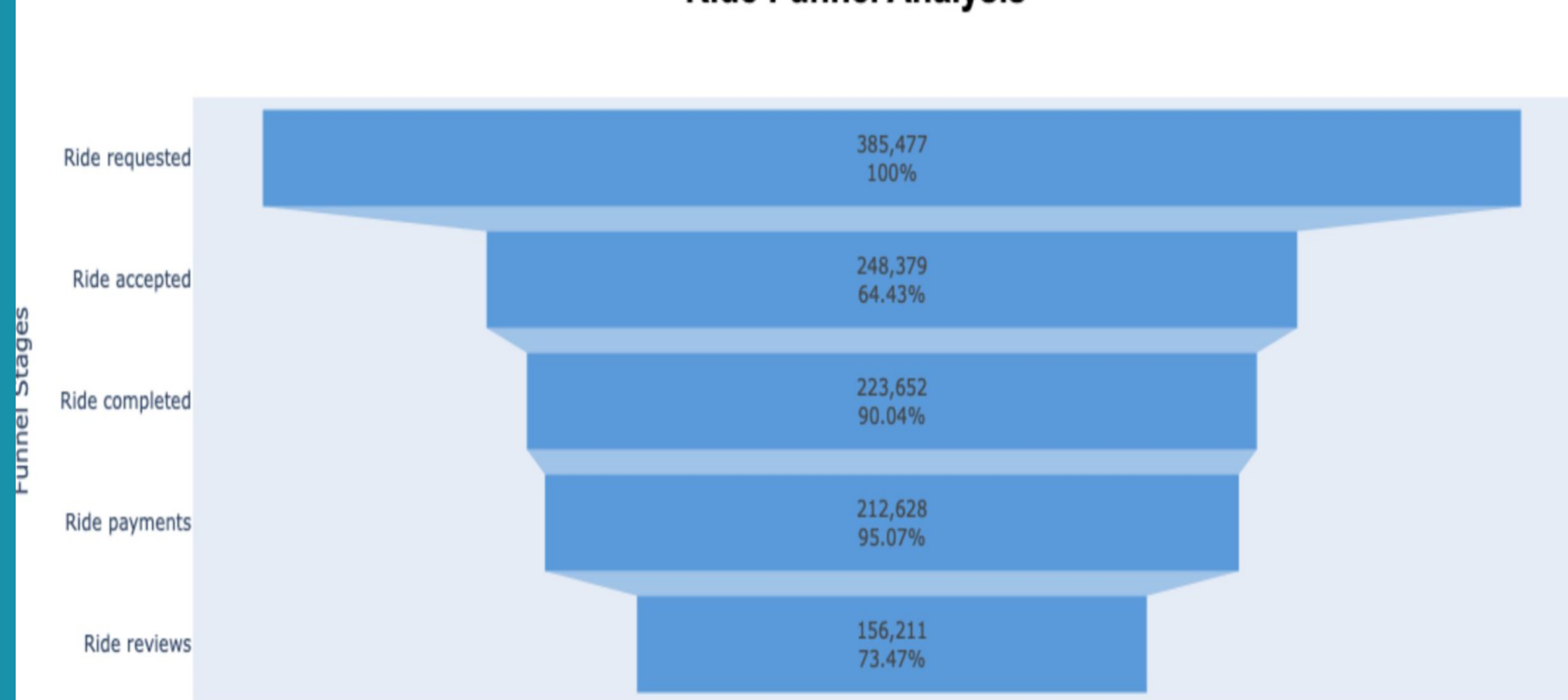


Rides funnel analysis

Ride accepted to Ride completed drop off: 10%

Ride request to Ride accepted drop off: 36%

Ride Funnel Analysis

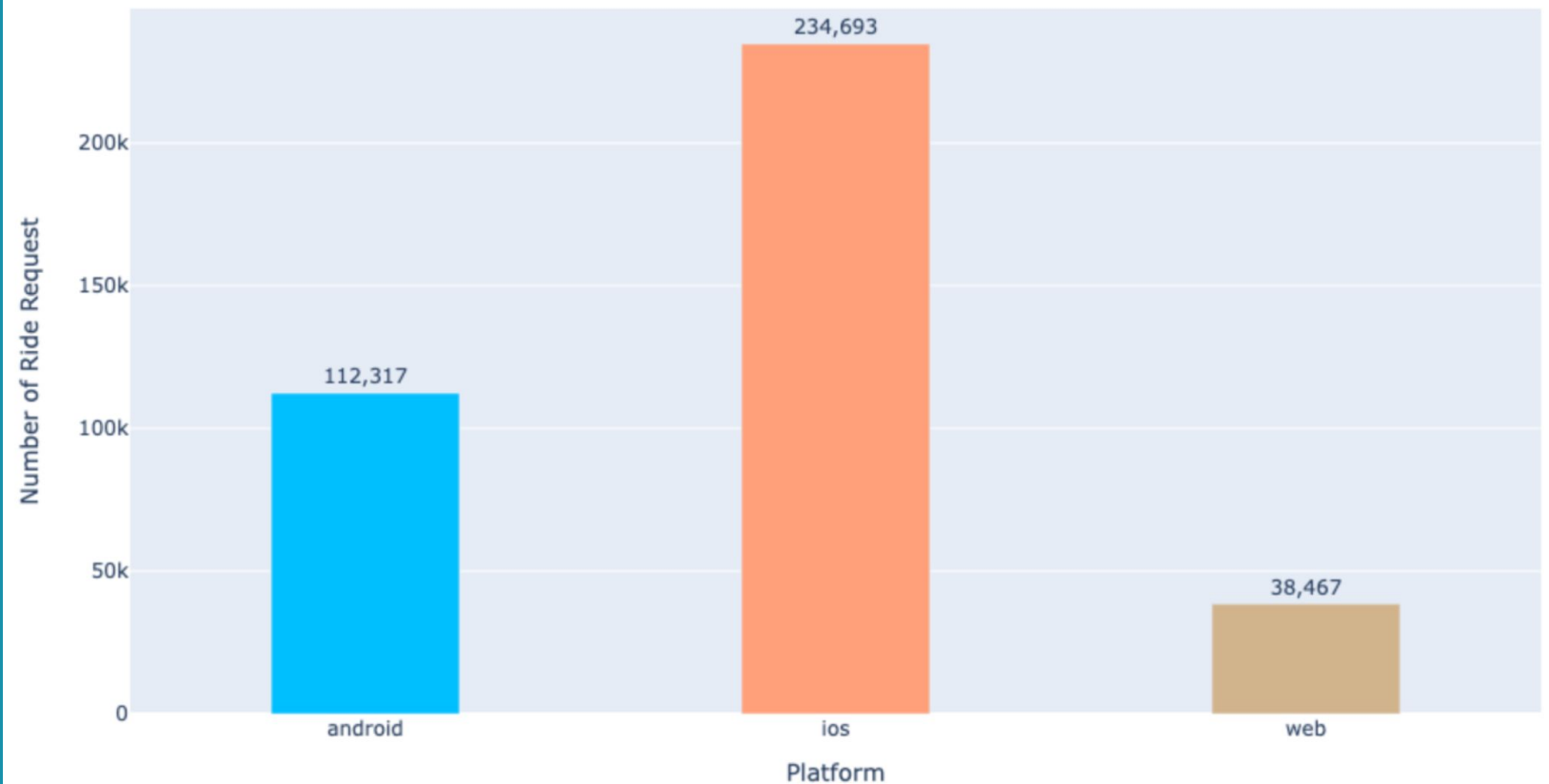


High average
waiting time as
possible
explanation

Platform usage

- Web application barely used
- Mobile phone applications usage is high
- Should focus more on mobile

Ride Request On Each Platform

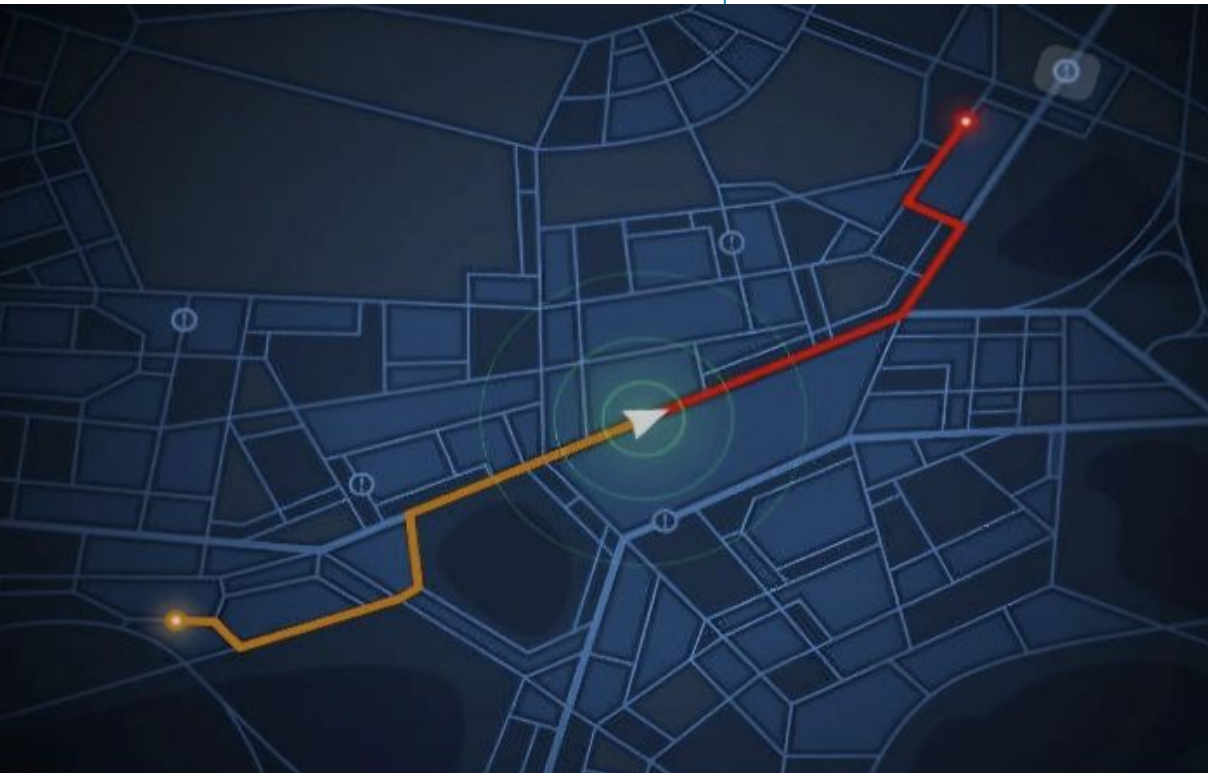


High-precision GPS

is the successful resolution of



25% of complaints



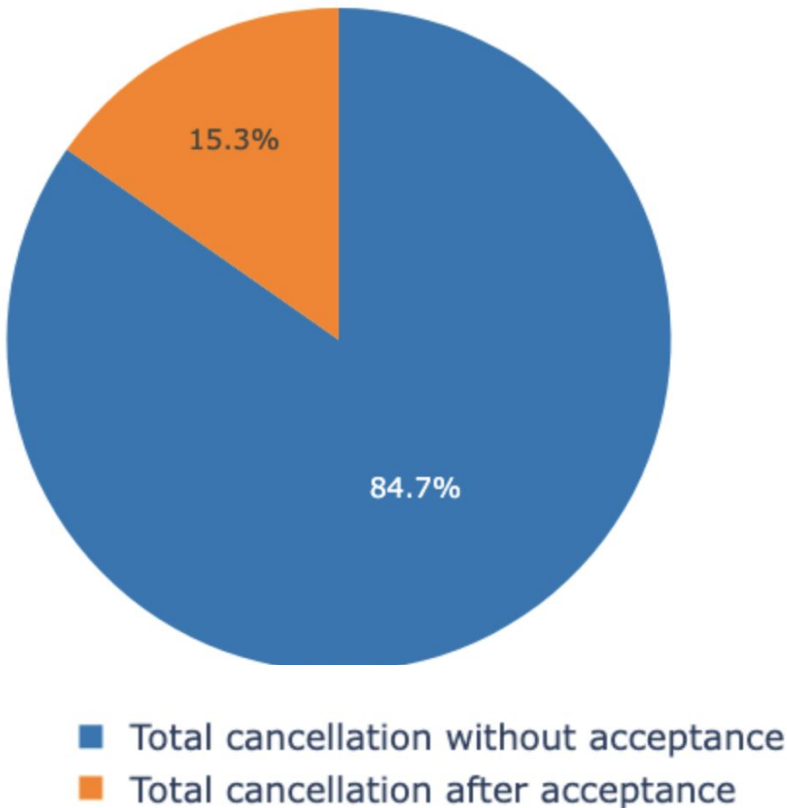
From 46 458 reviews rated “1”

11 705 (25%) were GPS-related complaints, namely:

- The driver
 - got lost along the way
 - arrived late
 - took a longer route, which resulted in a longer journey time
 - was late
 - got lost multiple times and had poor navigation skills
- Navigation could be more accurate
- The estimated time of arrival was not accurate
- The wait time was slightly longer than expected

Timeliness and reliability

Ride Cancellations Breakdown



cancellation	quantity	average waiting time
without confirmation	137 098	11:02
after comfirmation	24 727	20:57



Loss of clients
Deterioration of reputation
Decrease in income

TARGET:
reduce waiting time to 1-2 minutes

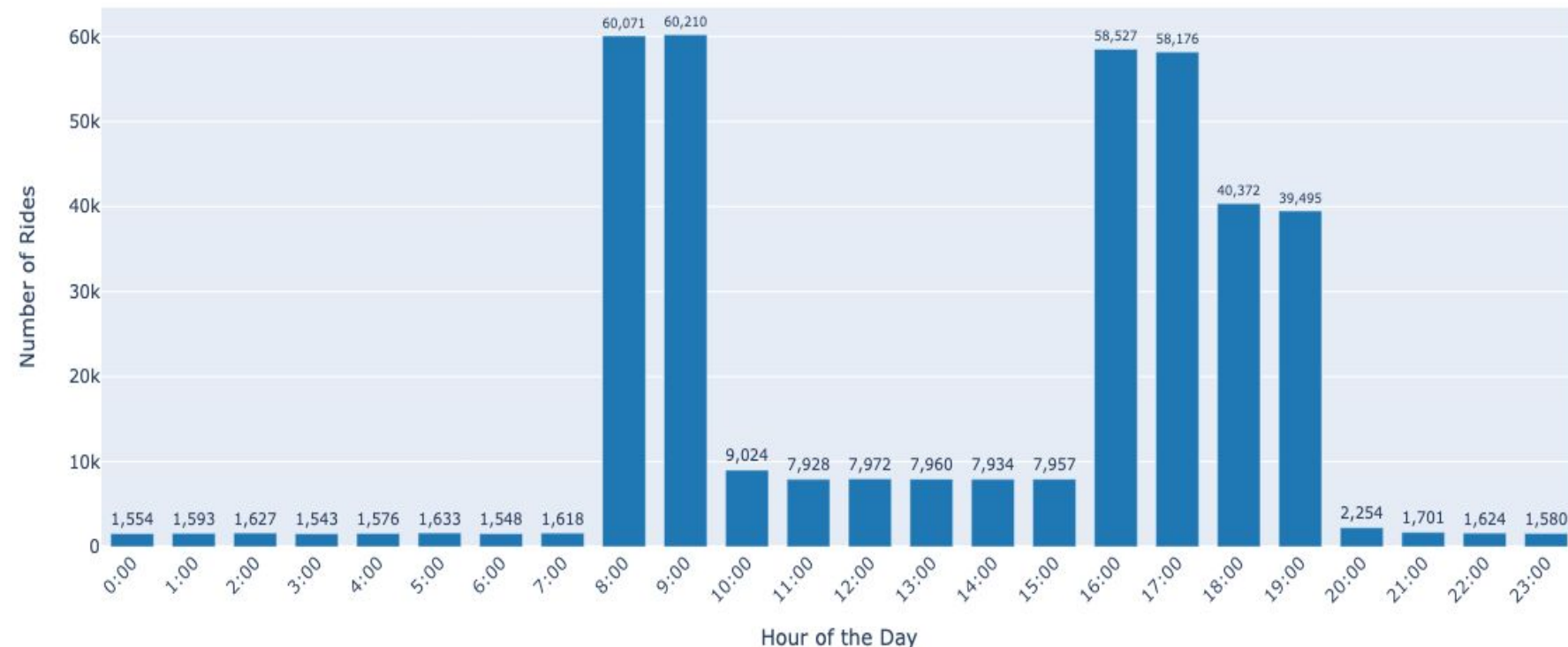
"Surge pricing" to optimize performance

Advantages:

- Driver motivation to work during peak hours
- Reduced waiting time
- Increased profits

Average current price:	Peak Hours:	Suggested price addition:
\$20	8:00 - 10:00 16:00 - 20:00	+ 10% - 20%
	> 80% of all orders per day	

Number of Rides Requested per Hour



Key Recommendations:

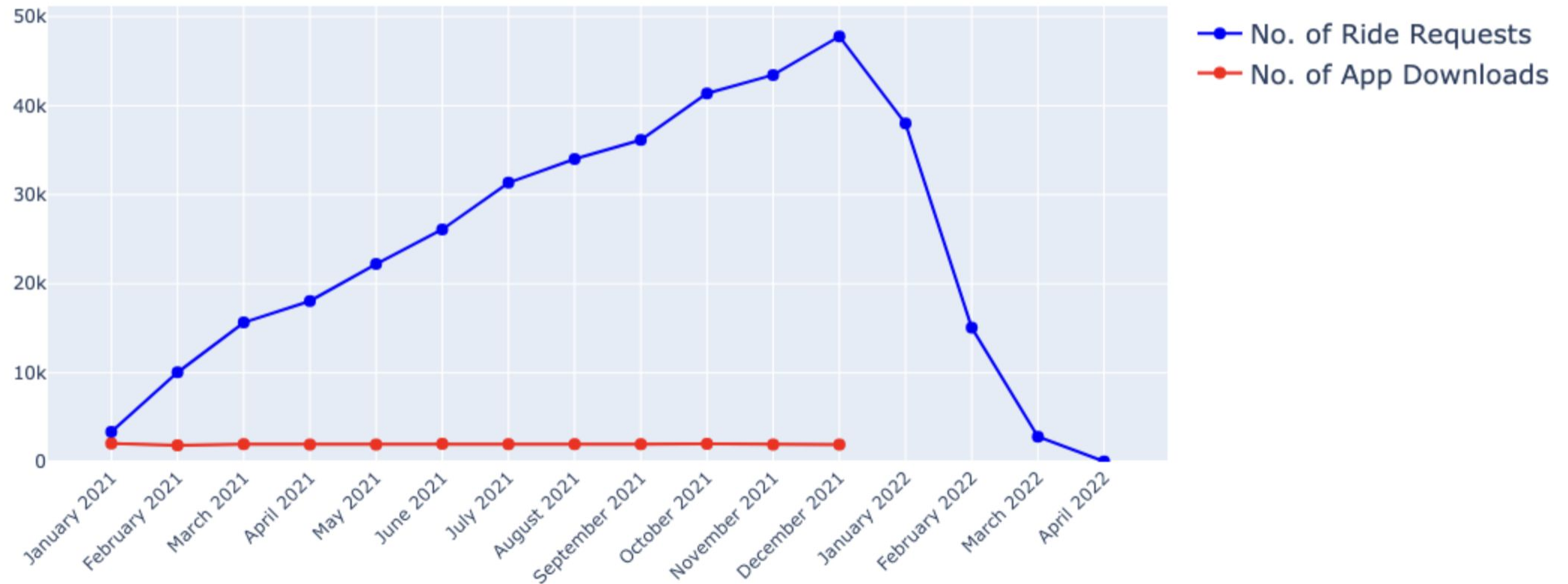
- Focus on mobile platforms
- Work on speedier driver acceptance and better GPS
- Implement price surging



Data Anomaly:

After 2021/12 downloads cease
and app use sharply declines

App Downloads and Ride Requests (01/2021 - 04/2022)



The background of the slide features a silhouette of a person's head and shoulders in profile, looking through a telescope. The telescope is held horizontally across the frame. In the background, a city skyline is visible under a warm, orange-hued sky, suggesting a sunset or sunrise. The sun is a bright, glowing orb on the left side of the image, partially obscured by the telescope's lens. The overall color palette is dominated by warm tones of orange, yellow, and red, with the dark silhouettes of the person and buildings providing contrast.

Thank you!

Link to Presentation :

[Metrocar_presentation_final.mp4](#)

Link to Google Colab:

[Metrocar.ipynb](#)