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Executive Summary:

The Metrocar Customer Funnel Analysis was initiated to delve deep into the user journey, starting from the point of app download to the culmination of ride completion. The overarching goal was to pinpoint potential drop-off stages, decipher user behavior across diverse platforms, and analyze the distribution pattern of ride requests throughout the day. This comprehensive report elucidates the findings in detail and proposes actionable recommendations to augment user experience and bolster business growth.

Introduction:

In today's digital age, understanding the customer's journey is paramount for businesses aiming to optimize user experience and drive conversions. Metrocar, as a frontrunner in the ride-sharing industry, seeks to continually refine its services. This analysis serves as a beacon, shedding light on areas ofimprovement and potential opportunities.

Context and Background:Metrocar's customer journey is a multi-faceted funnel, commencing with users downloading the app and culminating in them completing a ride. The funnel is segmented as:

App Download: Initial stage where a potential user installs the Metrocar app.

Sign Up: The user takes the next step by registering an account.

Ride Request: A pivotal stage where the user requests a ride.

Ride Completion: The final stage marking the user's journey's successful completion.

Funnel Analysis:

 Download to Signup Stage: After examining Metrocar's funnel, it was discovered that 17623 unique users out of 23608 who downloaded the programme went on to join up, or 74.56% of all users. But there's a 25% drop-off rate between the download and registration phases that has to be taken seriously. The application design team should look into and put into place ways to improve the signup process's attractiveness and usability in order to solve this. Additionally, it seems that the lowest conversion rate is exhibited by individuals who do not disclose their age. This makes me think that consumers will have a higher likelihood of signing up and advancing to the following stages if the registration process is made more personalised or if they are encouraged to approach it in a more personal way.

Signup to Requested Ride Stage: According to the data, only 70.40% of people who registered went on to make a ride request. The marketing team could look into offering incentives and running campaigns to boost ride demand. Getting users involved at this point will probably increase conversion rates.Stage of Requested Ride to Accepted Ride: Drivers accepted

requests for rides at a noteworthy rate of 98.97%. A closer look, nevertheless, indicated a large discrepancy between the quantity of rides sought and accepted. Investigations into the primary causes of ride cancellations are necessary. Analysing wait time data and conducting customer surveys may yield insights for improving user experience and lowering cancellation rates.

Accepted Ride to Completed Ride Stage: In Metrocar's funnel, the transition from accepted to completed rides is the most important drop-off point. Merely 50.77% of individuals whose ride requests were approved went on to finish the journey. It's critical to determine the cause of ride cancellations, whether the driver or the passenger. The adoption of data-driven approaches to tackle these factors will have a substantial effect on revenue expansion.

Completed Stage of the Ride to Payment: 10,024 completed rides (out of 223,652) did not have payment received, which is a little problem. To guarantee smooth payment processing, technical problems that result in payment rejects should be quickly fixed. Revenue will rise in part because unpaid riders' fares will be recovered.

Review Submission level: Of the users who finished a ride, 69.76% gave input at this level. To understand the factors influencing consumer happiness or discontent, more research is necessary, as indicated by the average rating of 3.063. Metrocar will be able to fix issues and raise the calibre of its services thanks to review analysis.

Platform Revenue Analysis: Of all the platforms, iOS accounted for 60.86% of revenue, with web and Android contributing 29.24% and 9.90%, respectively. The marketing budget should be distributed in accordance with these numbers in order to maximise resources. Android should not be disregarded, but given its bigger user base and desire for mobile bookings, concentrating on iOS would probably result in more significant revenue increase.

Age Group Performance: Users between the ages of 35 and 44 were the most dependable clients, accounting for 29.89% of total revenue, according to an analysis of revenue contribution by age group. Nonetheless, 23.72% of users choose not to reveal their age, making focused study necessary to better understand their preferences. Personalised marketing campaigns should be implemented by Metrocar to draw in and keep customers of all ages.

 Strategy of Surge Pricing: Metrocar ought to take into consideration implementing surge pricing in order to take advantage of periods of high demand and optimise earnings. In order to coincide with the busiest periods for commuters, the recommended surge hours are 7:30 to 9:30 in the morning and 15:30 to 19:30 in the evening.

In summary, Metrocar's funnel analysis sheds light on areas that need development and offers insightful information about the customer journey. Metrocar can improve customer happiness and its market position by concentrating on revenue-generating platforms, streamlining the user experience, and addressing drop-off areas. Revenue can be increased even more by utilising surge pricing during periods of high demand. Additionally, focusing marketing efforts on different age groups will increase client loyalty.

 and growth. Implementing these recommendations will enable Metrocar to solidify its position as a leading ride-sharing platform.