

Metrocar Funnel Analysis

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Introduction

Metrocar business model is based on a platform that connects riders with drivers through a mobile application.

Introduction

This project aims to analyze the customer funnel of Metrocar, a ride-sharing app to identify areas for improvement and optimization

Funnel Analysis

- The lowest conversion rate is between accepted and completed steps, 50.77% from the rides .
- The highest conversion rate is between download and signup.

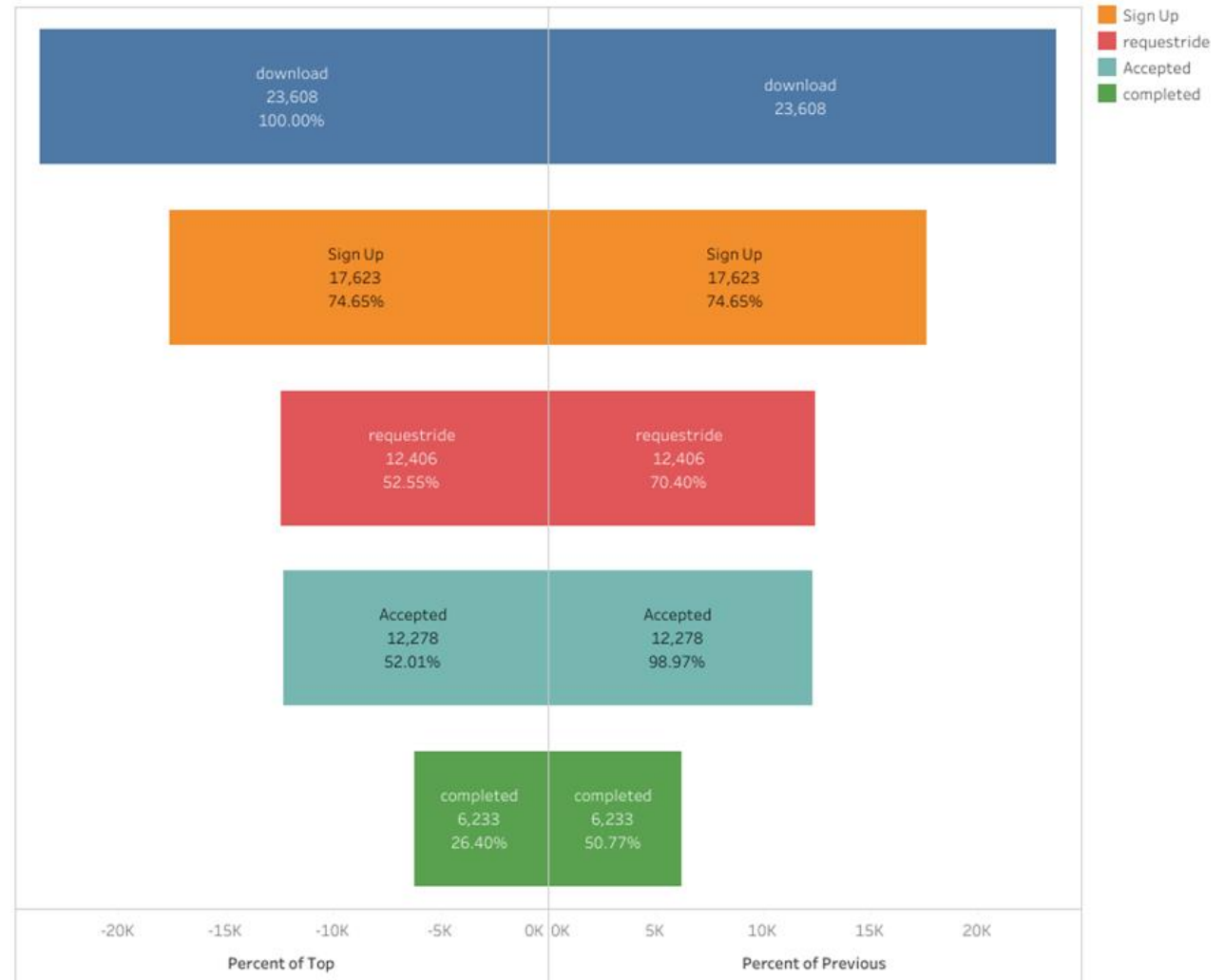
Metrocar Funnel Analysis

General Funnel Analysis

Platform Analysis

Number of Ride analysis

Percent of Top vs. Percent of Previous



Platform analysis

We will go through this tableau link

[://public.tableau.com/app/profile/suna.jayyousi/viz/metrocarfunnelanalysis_16911518386350/Story1?publish=yes](https://public.tableau.com/app/profile/suna.jayyousi/viz/metrocarfunnelanalysis_16911518386350/Story1?publish=yes)

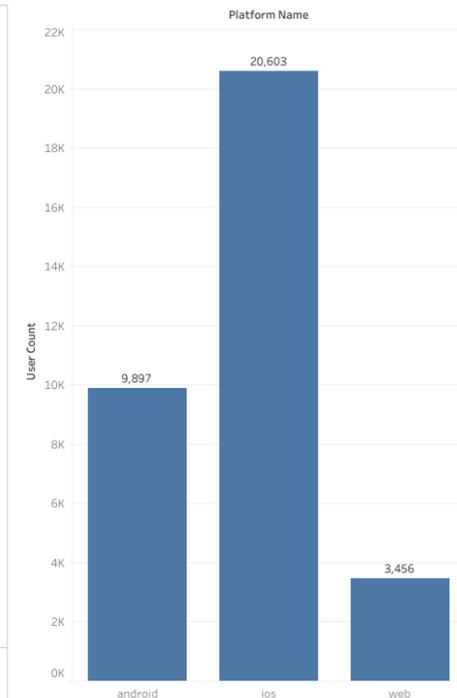
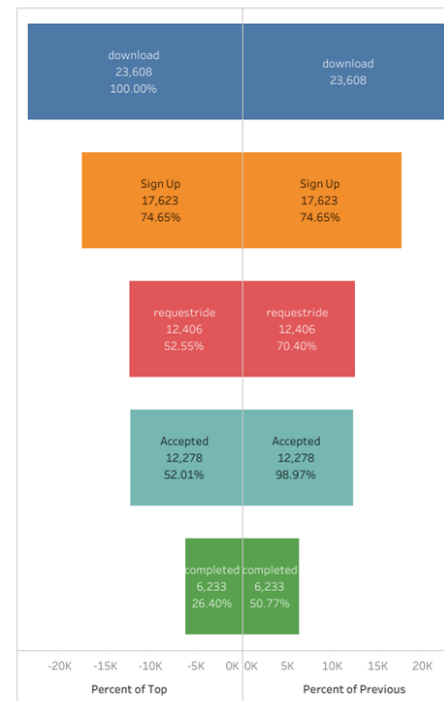
Platform analysis

- most of users using IOS platform .

Metrocar Funnel Analysis

General Funnel Analysis	Platform Analysis	Number of Ride analysis
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Funnel Analysis By platform



Rides based on age and month

- Most of users' age are between 35-44
- June ,October months had a highest number of rides and users.

Metrocar Funnel Analysis

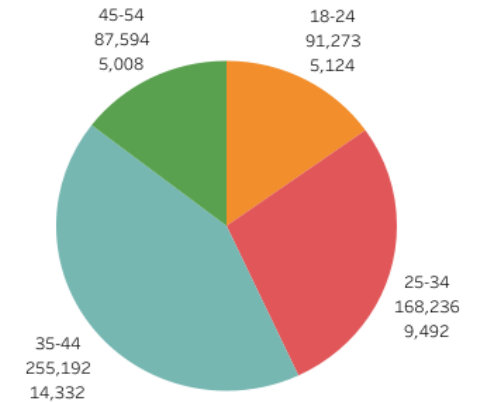
General Funnel Analysis

Platform Analysis

Number of Ride analysis

Number of Rides

June 2021 75,964 6,298	October 2021 73,968 6,184	January 2021 73,781 6,196	August 2021 73,415 6,159
May 2021 72,305 6,061	September 2021 70,939 6,002	November 2021 70,915 5,944	April 2021 70,572 5,967
March 2021 69,980 5,939	December 2021 68,203 5,818		February 2021 67,786 5,650
July 2021 69,680 5,930			



Recommendations

- The lowest conversion rate is between accepted and completed steps, 50.77% from the rides accepted completed, so we recommend to focus on this number and searching for the reasons, maybe due to waiting time for the user or driver.
- we recommend to focus on increasing the conversion rate between sign up and request a ride by advertising or offers .

Recommendations

- most of users using IOS platform ,we recommend to focus on improving app for this platform.
- Most of users' age are between 35-44 which is working age so we must focus on the traffic hour which is 8am and 5 pm for this people.
- Focus on the months that have a highest number of user and ride like June, October, by improving the service.
- Focus on the months that have a lowest number of user downloader and ride like February and December by advertising and offers.