



METROCAR FUNNEL ANALYSIS

PRESENTED BY TEGA ODJUGO

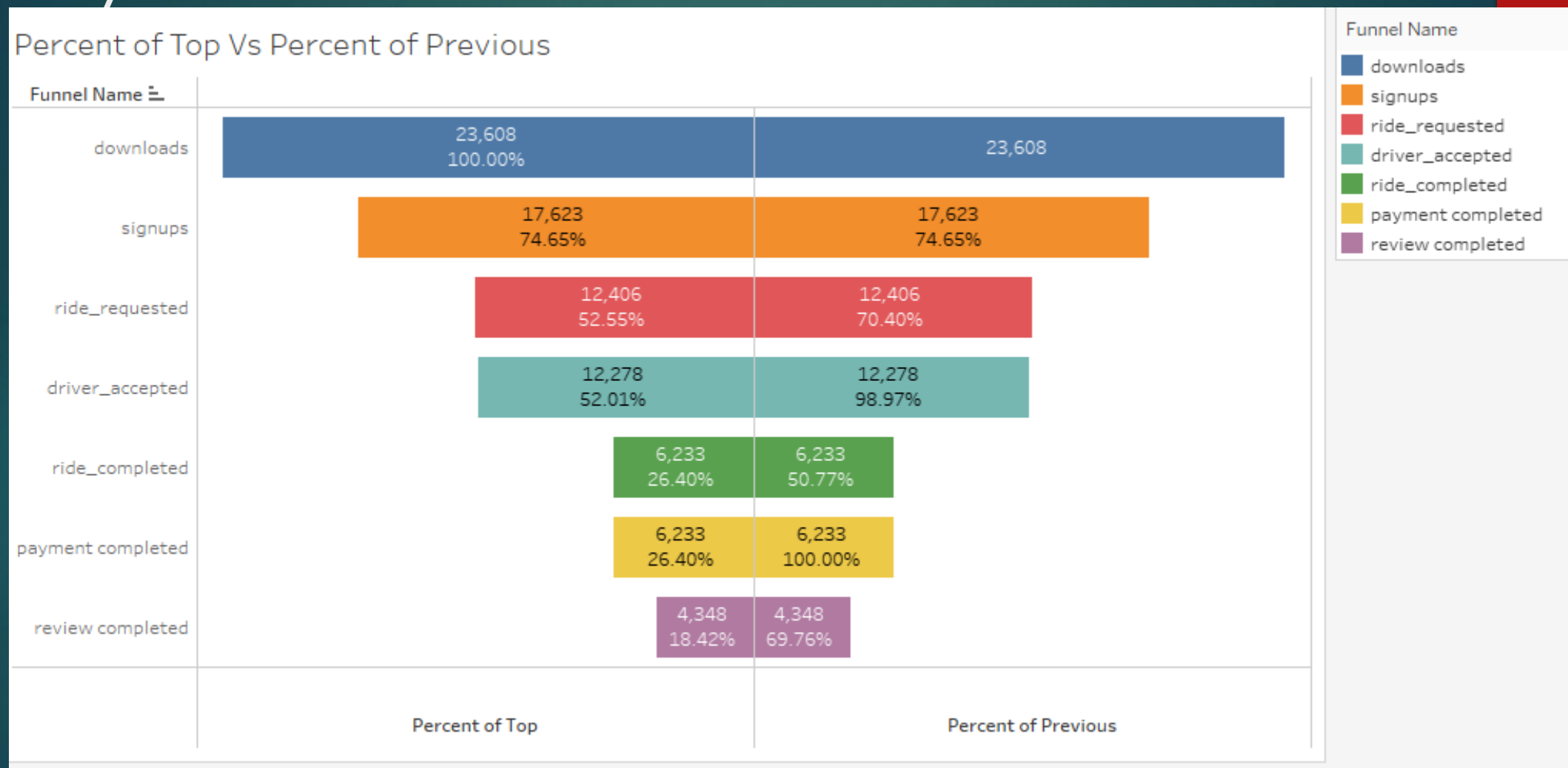
Context

- ▶ The analysis was carried out to identify the different stages users go through when using the app and the drop off at each stage.
- ▶ The aim of the analysis was to identify stages to improve and optimize to increase user usage.
- ▶ The customer funnel for Metrocar includes the following stages: App Download, Signup, Request Ride, Driver Acceptance, Ride, Payment and Review.

Key Results

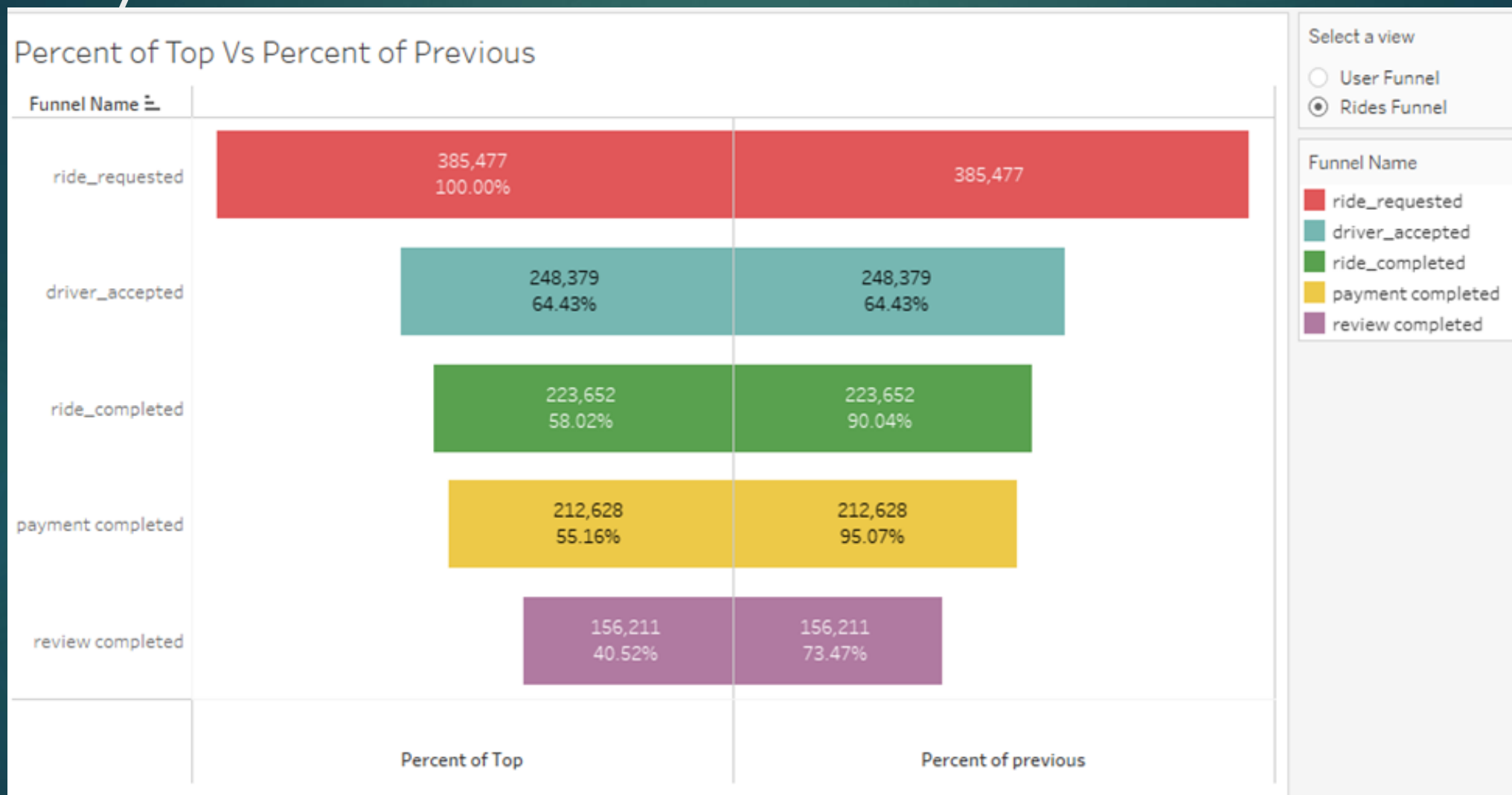
- ▶ The result of the analysis shows that there is a significant decrease from when rides are accepted to when rides are completed.
- ▶ The results also show that there are more IOS users than any other platform and the most common age group is 35-44 age group.
- ▶ The hours of the day that has the highest ride volume is 8-10am and 4-8pm.

Key Results Cont.



This visualization shows the Percent of Top vs Percent of previous for user count at each funnel stage

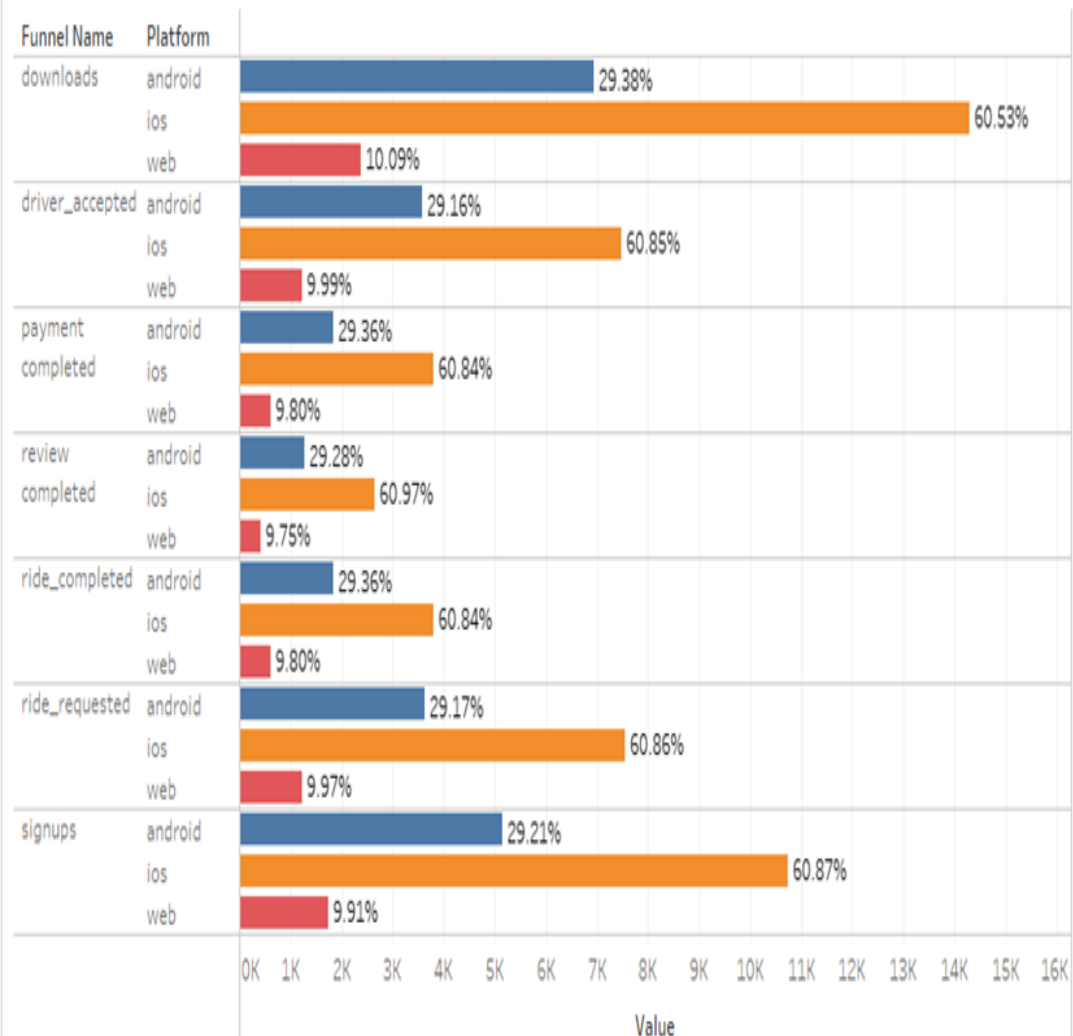
Key Results Cont.



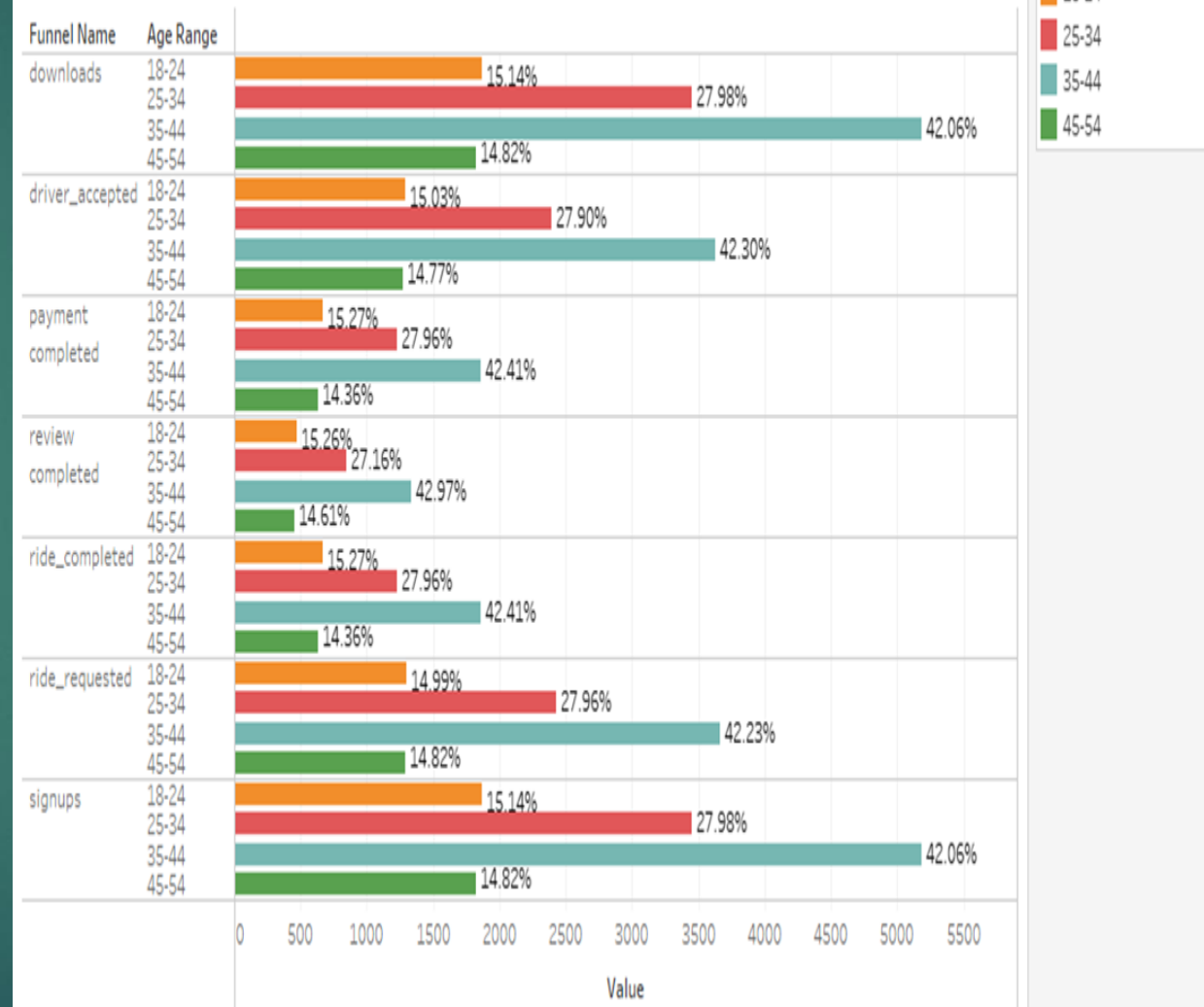
This visualization shows the Percent of Top vs Percent of previous for rides count at each funnel stage

Key Results Cont.

Platform usage at each funnel stage



Age range usage at each funnel stage



This visualization shows the platform and age range usage at each funnel stage

Recommendation

I recommend a focus to determine why riders are cancelling their ride before the driver arrives by sending surveys and reaching out to customers that cancel their ride. This will aid in better understanding rider's barriers and choose an appropriate strategy for addressing it.



THANK YOU