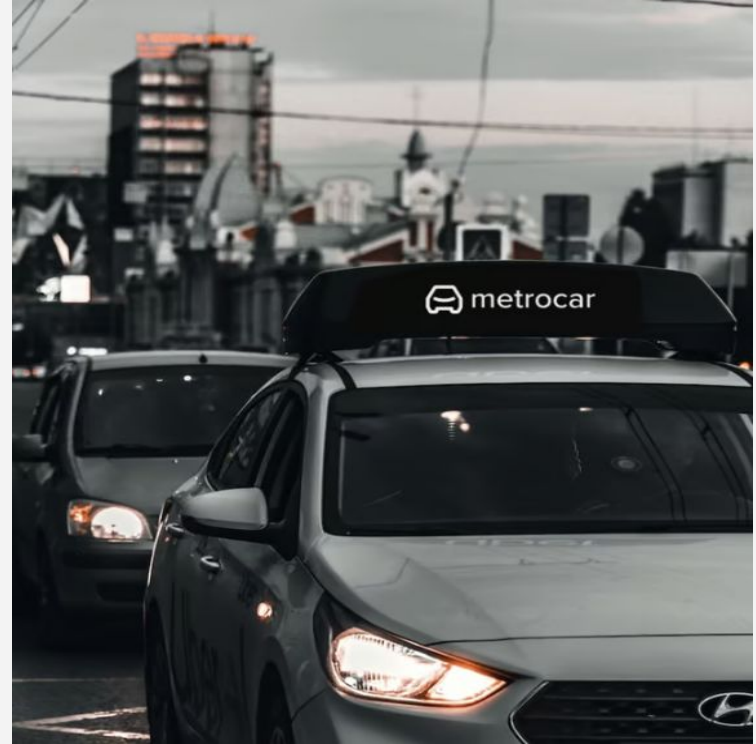
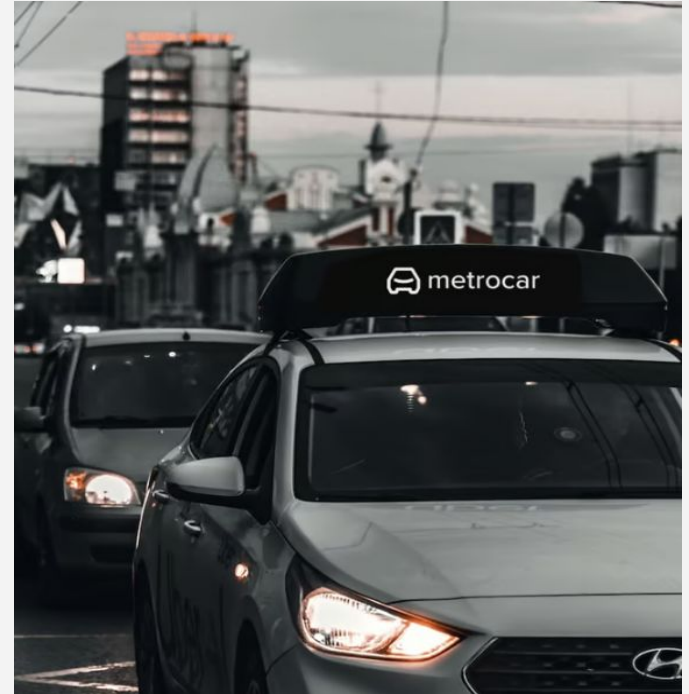


Metrocar Funnel Analysis & Recommendation



Executive Summary

- Identify the steps in the funnel that need to be researched and improved, and identify any specific drop-off points that prevent users from completing their first ride.
- Analyze the performance of the different platforms (iOS, Android, and Web) to recommend where to focus the marketing budget for the upcoming year.
- Determine which age groups perform best at each stage of the funnel and which age group(s) likely contain the target customers.
- Understand the distribution of ride requests throughout the day to adopt a price-surfing strategy.
- Identify the part of the funnel with the lowest conversion rate and suggest ways to improve it.



Objectives

- Creating a transportation solution that puts the user first, using a mobile application.
- The intention is to change the way people experience transportation services by offering a platform that is convenient, reliable, and efficient.
- This platform will allow users to request rides, connect with nearby drivers, complete transactions securely, and provide feedback on their experience.
- The aim is to optimize user engagement, improve conversion rates at various funnel stages, maximize platform performance, and drive revenue growth.
- To achieve this, we aim to deliver a superior, technology-driven transportation experience for our users.



Customer Funnel Overview

App Download

23,608 Users downloaded the Metrocar app from the App Store or Google Play Store.

Ride Request

12,406 Users initiated a ride request of **385,477** specifying pickup location, destination, and ride capacity.

Ride

6,233 Users with ride request of **223,652** successfully completed a ride from pickup to destination.

Review

4,348 Users with ride request of **156,211** provided ratings and reviews about their ride experience.

Sign Up

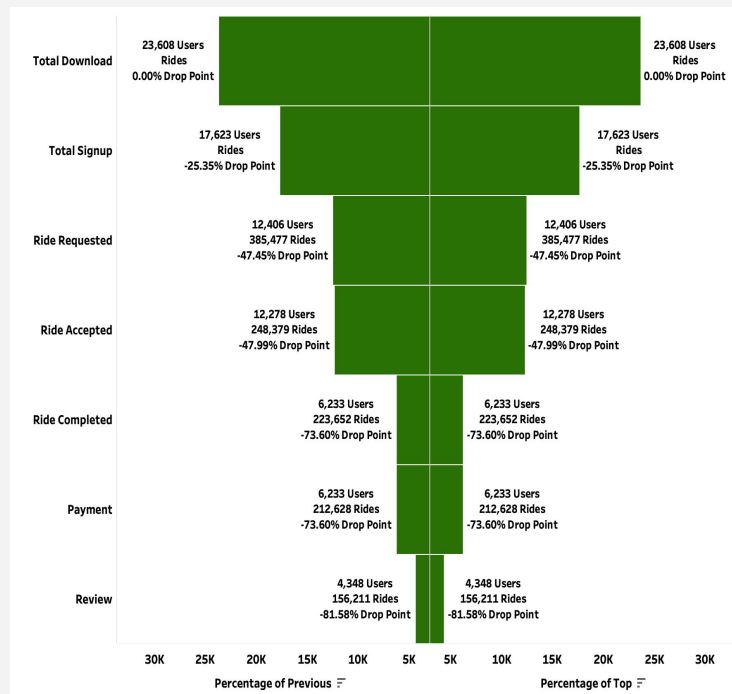
17,623 Users created a Metrocar account including their name, email, phone number, and payment info.

Driver Acceptance

17,623 Users created a Metrocar account including their name, email, phone number, and payment info.

Payment

17,623 Users created a Metrocar account including their name, email, phone number, and payment info.



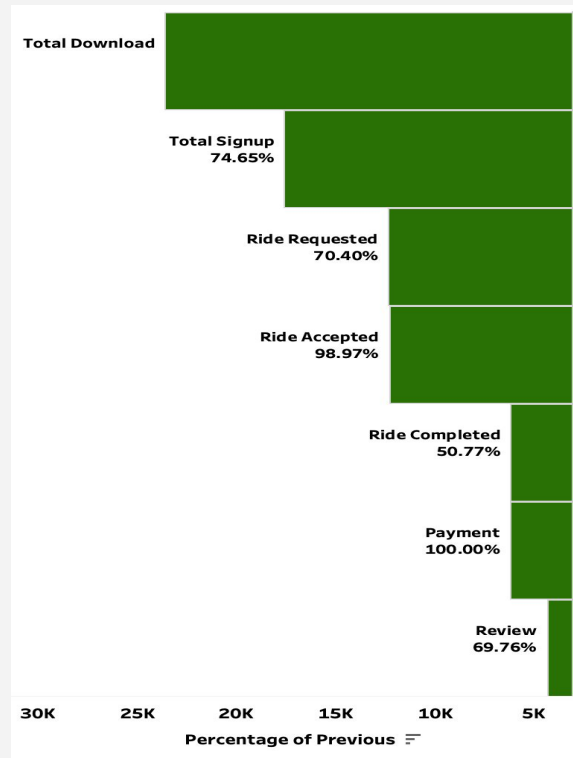
Drop Off Point in the Funnel

Funnel Stages and Improvements

- Total Download to Total Signup
- Total Signup to Ride Requested
- Ride Requested to Ride Completed
- Ride Completed to Review

Suggestions

- Simplify the signup process post-app download, offering incentives for completion.
- Ensure seamless transition, provide clear guidance, and offer first-ride discounts to motivate immediate engagement.
- Optimize driver acceptance time, implement live ride tracking, and improve communication to prevent ride abandonment.
- Encourage reviews through reminders, incentives, and immediate post-ride feedback requests.



Platform Analysis (iOS, Web & Android)

iOS Platform

- Users: **14,290**
- Rides: **234,693**
- Purchases: **\$2,721,222**

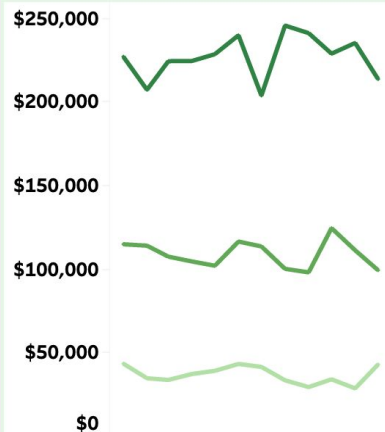
Android Platform

- Users: **6,935**
- Rides: **112,317**
- Purchases: **\$1,307,132**

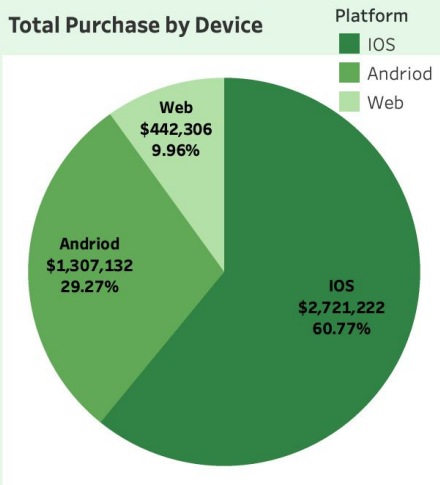
Web Platform

- Users: **2,383**
- Rides: **38,467**
- Purchases: **\$442,306**

Total Purchase by Device



Total Purchase by Device



Recommendations

1. Allocate a larger portion of the marketing budget to the iOS platform due to its higher user base, ride count, and purchase value.
2. Focus on targeted marketing campaigns and user acquisition strategies for Android to enhance its user base and ride count.
3. Explore ways to enhance the user experience on the web platform to potentially increase user engagement and subsequent purchases.

Age Group Analysis

18-24 years old:

- User Signup: **1,865**
- Ride Requests: **40,620**
- Percentage Download: **7.90%**

25-34 years old:

- User Signup: **3,447**
- Ride Requests: **75,236**
- Percentage Download: **14.60%**

35-44 years old:

- User Signup: **5,181**
- Ride Requests: **114,207**
- Percentage Download: **21.95%**

45-54 years old:

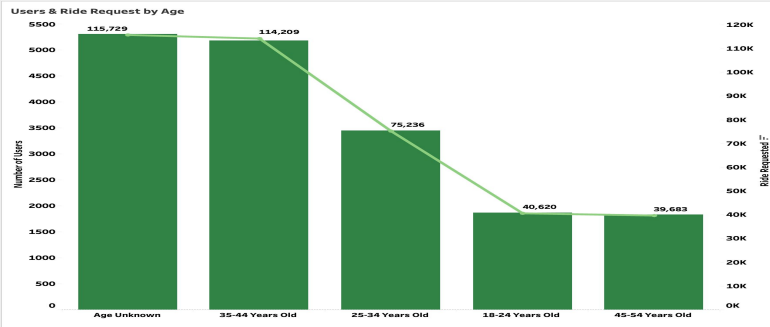
- User Signup: **1,826**
- Ride Requests: **39,683**
- Percentage Download: **7.73%**

Unknown Age:

- User Signup: **5,304**
- Ride Requests: **115,729**
- Percentage Download: **22.45%**

Target Customer Insight:

- The age group of 35-44 years old shows the highest engagement in both user signups and ride requests, indicating a potential primary target customer group.
- The younger demographic of 18-24 years old and 25-34 years old also displays significant engagement, suggesting they are valuable segments to focus on for growth and retention strategies.
- To capture potential users, it is important to analyze and incentivize the group of people who belong to the Unknown Ages category.



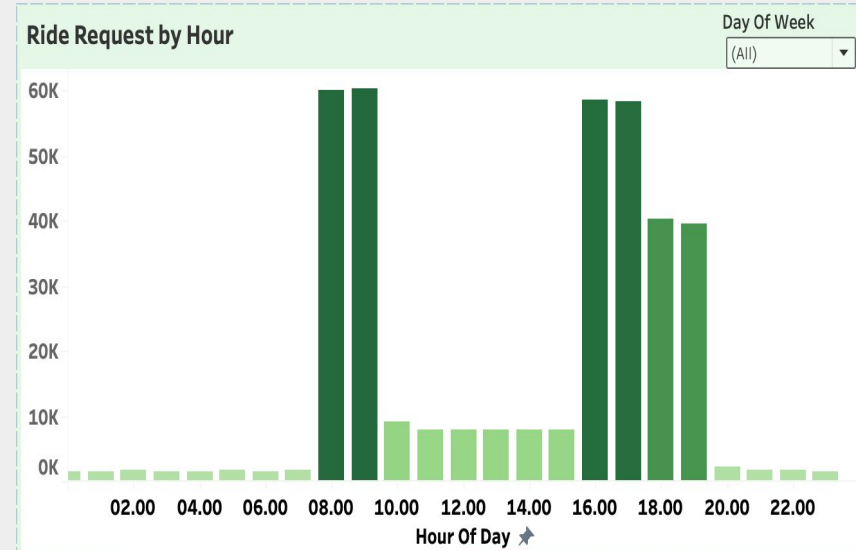
Surging Price Strategy

Demand Pattern Analysis:

- High ride requests during peak hours, specifically between 8 AM - 9 AM and 4 PM - 7 PM.
- Lower demand observed during late night and early morning hours.

Surge Pricing Implementation:

- Apply surge pricing during peak hours to capitalize on high demand.
- Gradually increase prices based on the intensity of demand peaks, ensuring revenue maximization during these periods.
- Consider a flexible surge pricing model that responds dynamically to real-time demand fluctuations.



Conversion Rate Improvement

After analyzing the Metrocar project, it was found that the funnel stage with the **lowest conversion rate** is the ride completed stage. With a conversion rate of **(50.77%)** and the highest drop off point of **(-49.23%)**

Recommendations:

- **Enhanced User Guidance:** Implement clearer instructions or tooltips during the identified stage to guide users.
- **Optimization of User Interface (UI):** Review and refine the UI/UX design to minimize friction and confusion.
- **Incentivize Completion:** Offer incentives or discounts for users reaching and completing this stage.
- **Analytical Insights:** Utilize user feedback and analytics to pinpoint specific pain points and address them effectively.

Summary & Conclusion

After conducting a thorough analysis of the Metrocar project, several key findings have emerged;

- **Funnel Optimization:** Focus on streamlining the "Signup" to "Review" phase.
- **Platform Targeting:** Allocate marketing budget primarily towards iOS for enhanced reach.
- **Age Group Targeting:** Target 35-44 age group as potential primary customers.
- **Surge Pricing Strategy:** Implement surge pricing during peak ride-request hours.
- **Conversion Rate Improvement:** Enhance user guidance and UI from and driver acceptance to the ride completion stage.

Metrocar should consider adopting data-driven strategies by regularly monitoring user interactions, analyzing feedback, and iterating on improvements to ensure sustained growth and customer satisfaction.

Questions & Discussion

This concludes our presentation on the Metrocar project. We would now like to open the floor for any questions or discussion. Please feel free to ask any questions or provide any feedback you may have. We are happy to provide additional information and clarification as needed.

If you have any further inquiries or would like to discuss the project in more detail, please do not hesitate to contact us at the following email address or phone number:

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- Phone: (440) 786 727 8136

