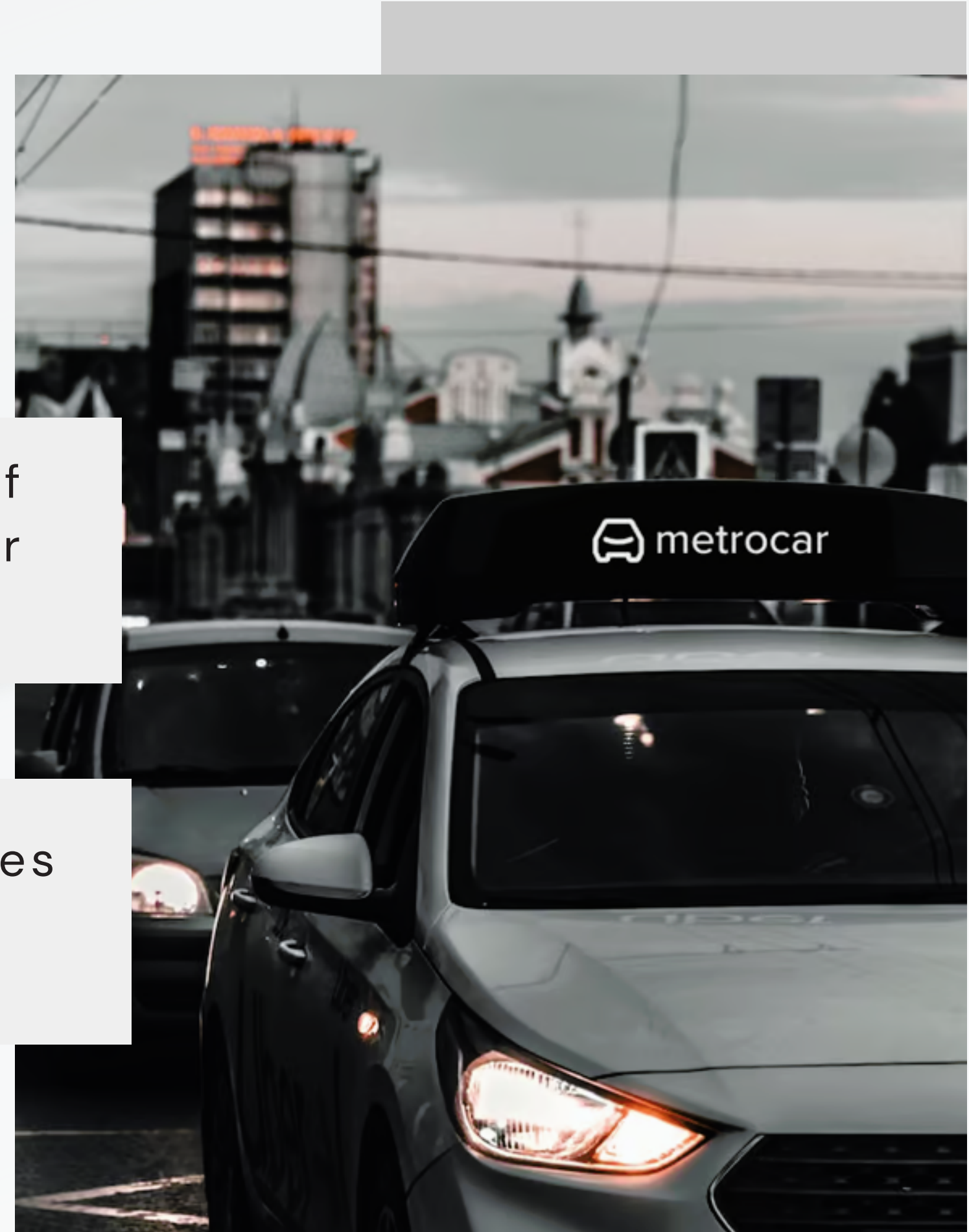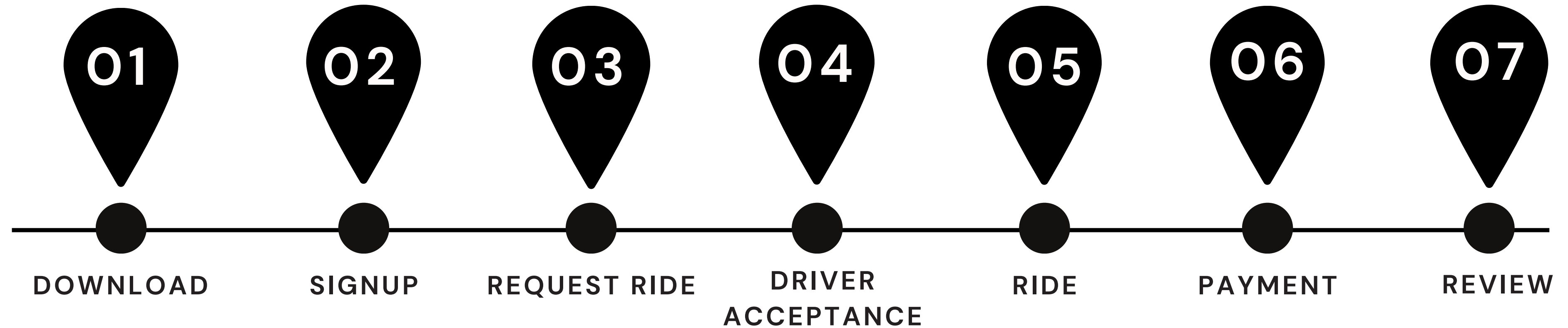# METROCAR FUNNEL ANALYSIS

OBJECTIVES

To analyze the customer funnel of Metrocar, a ride-sharing app (similar to Uber/Lyft)

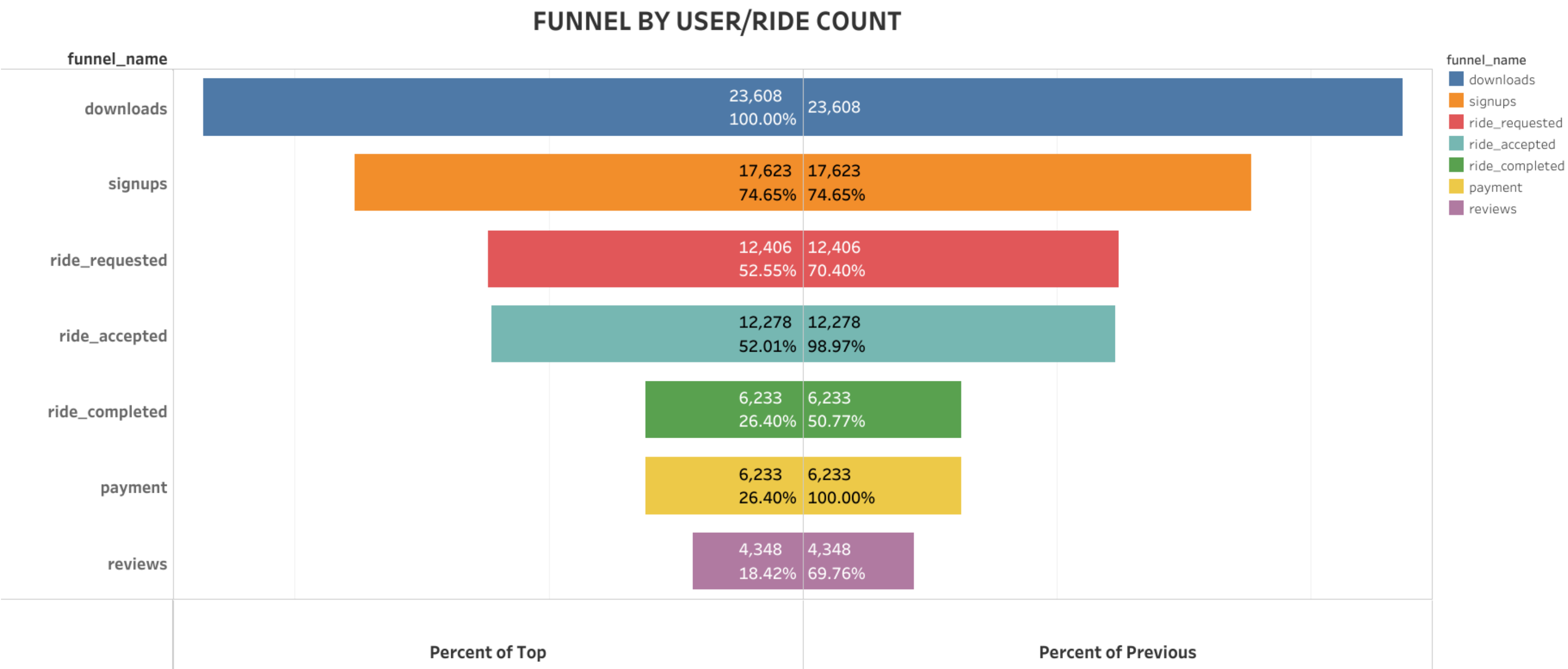To figure out, which funnel stages should be improved and optimized

Metrocar funnel stages

01 DOWNLOAD

02 SIGNUP

03 REQUEST RIDE

04 DRIVER ACCEPTANCE

05 RIDE

06 PAYMENT

07 REVIEW

WHERE ARE USERS DROPPING OFF?

The highest drop-off (almost 50%) appears between the ride acceptance and ride completion stages (the drop-off rate is basically conversion rate subtracted from one)

FUNNEL BY USER/RIDE COUNT

funnel_name	Percent of Top	Percent of Previous
downloads	23,608 / 100.00%	23,608
signups	17,623 / 74.65%	17,623 / 74.65%
ride_requested	12,406 / 52.55%	12,406 / 70.40%
ride_accepted	12,278 / 52.01%	12,278 / 98.97%
ride_completed	6,233 / 26.40%	6,233 / 50.77%
payment	6,233 / 26.40%	6,233 / 100.00%
reviews	4,348 / 18.42%	4,348 / 69.76%

Legend (funnel_name): downloads, signups, ride_requested, ride_accepted, ride_completed, payment, reviews

MAXIMIZING MARKETING IMPACT

iOS seems to be the most popular platform, and web appears to be the least. The budget should be made considering both the popularity of iOS platform and the necessity of increasing Metrocar's audience uses the web platform.

USER/RIDE COUNT BY PLATFORM
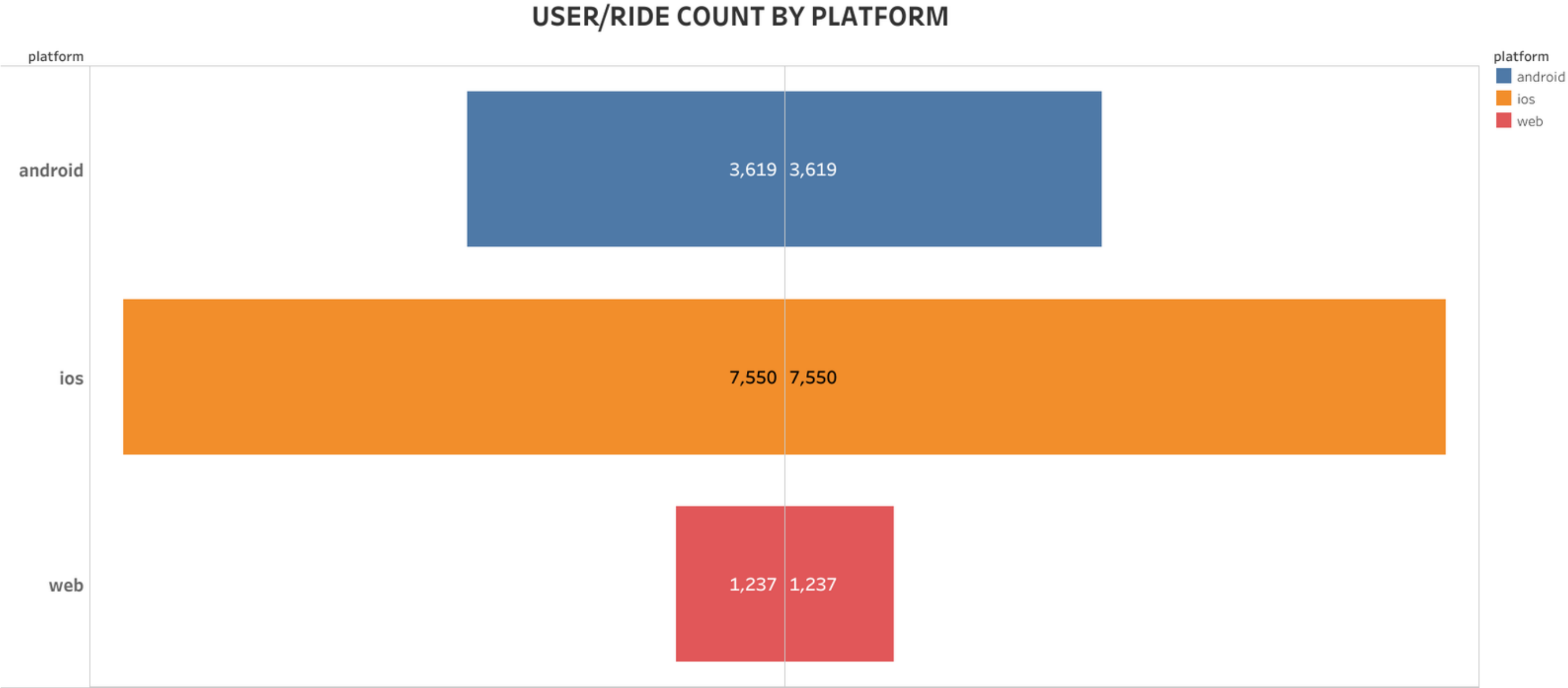
AGE GROUPS AND FUNNEL PERFORMANCE

Two possible approaches in identifying our target audience:

PURE NUMERIC

The 35-44 years old category outnumbered the rest with 5,181 users.
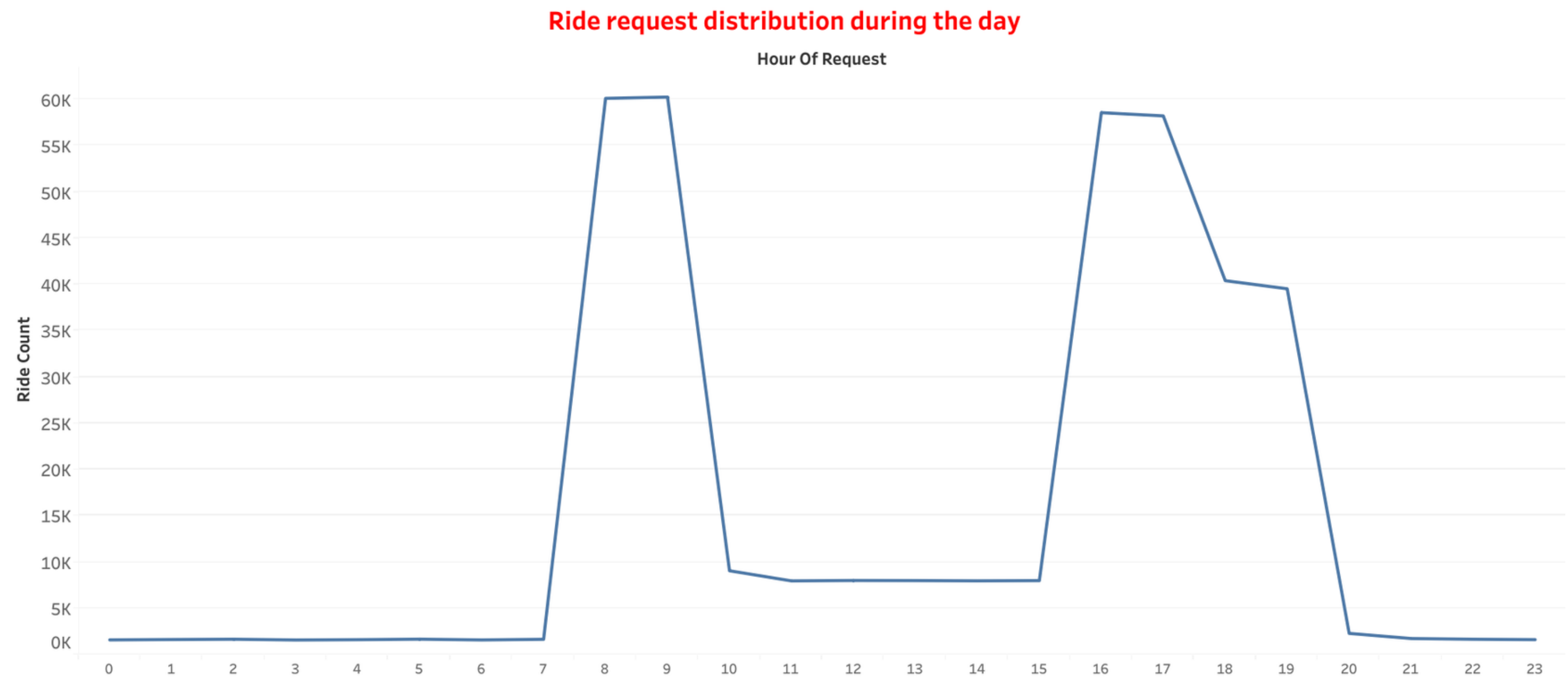
INSIGHT N°1

OR

LOWER DROP-OFF RATE

18-24 category showed the highest conversion rate in ride acceptance, ride completion and payment stages.

INSIGHT N°2

SURGE PRICING IS FEASIBLE!

Metrocar service prices should be raised between 8 and 9 AM and 4 and 7 PM

Ride request distribution during the day
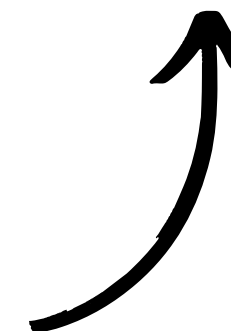
Hour Of Request

RIDE COMPLETION IS A WEAKEST LINK

The step, when the ride is requested and accepted by driver, but pickup didn't happen yet shows the lowest conversion rate.

Our customers find better offer with our competitors.
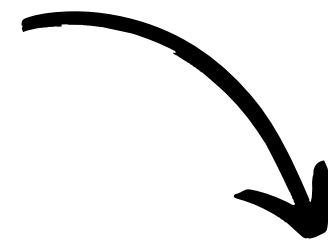
Customer waits 21 minutes before cancelling!

Our drivers average rating is 3.06, which is pretty low.

THANKS FOR WATCHING!