**Funnel Analysis at Metrocar**

**Introduction**

This project aims to analyze the customer funnel of Metrocar, a ride-sharing app (similar to Uber/Lyft), to identify areas for improvement and optimization. we will use SQL to query the data and Tableau for data visualization. The stakeholders have asked several business questions that can uncover valuable insights for improving specific areas of the customer funnel. we need to conduct a funnel analysis and address the business questions.

**Metrocar’s Funnel**

The customer funnel for Metrocar typically includes the following stages:

**1.App Download**: A user downloads the Metrocar app from the App Store or Google Play Store.

**2.Signup:** The user creates an account in the Metrocar app, including their name, email, phone number, and payment information.

**3.Request Ride:** The user opens the app and requests a ride by entering their pickup location, destination, and ride capacity (2 to 6 riders).

**4.Driver Acceptance:** A nearby driver receives the ride request and accepts the ride.

**5.Ride:** The driver arrives at the pickup location, and the user gets in the car and rides to their destination.

**6.Payment:** After the ride, the user is charged automatically through the app, and a receipt is sent to their email.

**7.Review:** The user is prompted to rate their driver and leave a review of their ride experience.

**Business questions**

You will need to analyze the data and make recommendations based on the following business questions:

1. What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?

In each and every stage you can see there is a drop-off and we need improvement in every stage but, A significant drop-off point, where approximately 50% users exits metrocar, occurs between the stages of "ride accepted" and "ride completed.“ 30.24 % of drop-off between users “ride completed” and “reviewed”.

A chart with numbers and a few different shades of green

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**User Funnel**

**Downloads**

**Sign up**

**Ride requested**

**Ride accepted**

**Ride completed**

**Payment**

**Review**

1. Metrocar currently supports 3 different platforms: ios, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?



Based on the distribution of Metrocar's app downloads, the following insights can inform marketing budget allocation for the upcoming year. Out of a total downloads, iOS devices accounted for 60.77%, Android devices made up 29.27%, and web downloads constituted only 9.96%

Focus market budget to ios platform due to high users and ride count. Use Web platform budget on Android to enhance its user base and ride count.

3.What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

A graph of a number of people

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Before diving into insights based on age groups, it's essential to look at the overall age distribution of the users. A significant 35.010% of users have not disclosed their age and fall into the "Unknown" category. The largest defined age group is 35-44, making up 27.45% of the total users. Following this, the 25-34 age group accounts for 18.14%. Smaller segments include the 18-24 age group at 9.83% and the 45-54 age group at 9.57%.

Given the size of each age group, our target clients are likely within the 35-44 age range. The differences in conversion rates and percentages at the top of the funnel are minimal. So A/B testing is recommended.

4.Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surging strategy, what does the distribution of ride requests look like throughout the day?

A graph showing the time of a peak

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Ride requests peak twice during the day: once from 8am to 10am and again from 4pm to 6pm, reflecting the morning and evening commute times. After 6pm, the number of requests steadily decreases until about 8pm. To maximize revenue, implementing surge pricing during these high-demand periods would be effective. Additionally, it's crucial to consider the impact of weekends, seasonal trends, and special events on demand patterns when setting pricing strategies.

Ride request during the year shows December and January are the best months, September, October, November need to be considered to maximize revenue by providing more metrocar services these months. We need to focus why March and April months are dry month with our services and we need to know what are the causes for less services in rest of the months.

A graph of a number of months

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5. What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

We can see the lowest conversion rate in our funnel between ride accepted and ride completed as 50.77%, with only about half of the rides being finished. This conversion is consistent across all age groups and platforms. To make things better, we need to figure out why this is happening. It's important to know if it's users or drivers who are cancelling rides. Looking at the reviews people leave could help us understand what's going wrong. We should also check where and when cancellations are happening, how easy the app is to use, and if there are differences in how different age groups are experiencing the app.

The lowest conversion in user funnel across ride requested to ride completed and rider funnel we can see at ride requested to ride accepted.

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A graph showing a number of green squares

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**Conclusion**

Through this Metrocar funnel analysis we need to focus on why rides are completed only 50.77%. Focus on allocating the market budget toward iOS and target the 35-44 age group as our primary customers. Introducing surge pricing from 8:00 am to 10:00 am and 4:00pm to 6:00pm, as these are peak hours for ride requests. Examine time and location of users of cancellation, implement ride sharing, and enhancing the user feedback can provide improvements.