



Funnel Analysis MetroCar

Master project with a full user funnel
analysis to a car sharing company:
MetroCar

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VISIT

SIGN UP

ACTIVATE

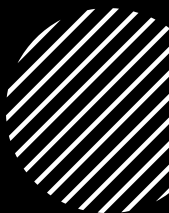
PURCHASE

Report overview

- Project Overview: Funnel Analysis for Metrocar
- Objective: Identify and Improve Key Funnel Stages
- Duration: January 2021 - December 2021



Funnel Analysis User Level Funnel Insights:



App Download: iOS dominates with 14,290 downloads.



Sign-Up: Focus on 35-44 age group; highest ride requests (70.68% conversion).



Ride-Completed: Lowest conversion at 50.77%, suggesting optimization opportunities.

Recommendations for Improvement:

- User Experience Optimization
- Driver Availability and Response
- Clear Communication
- Incentives for Completion
- Prompt Support and Issue Resolution
- Gather User Feedback





Platform Focus and Surge Pricing

Platform Insights:

- iOS: Highest engagement, target through App Store, social media.
- Android: Widespread user base, target through Play Store, targeted ads.
- Web: Lower downloads; allocate smaller marketing budget.

Surge Pricing Strategy:



Peak hours at 8-9 AM and 4-5 PM.



Consider surge pricing to balance supply-demand dynamics.



Ensure transparency and sensitivity to customer perceptions.

Age Group Analysis

- 35-44 age group shows highest interest in app downloads and ride requests.
- 45-54 and 25-34 also exhibit significant interest.
- Tailor marketing efforts based on age group preferences.

Recommendations:

- Understand reasons behind age-specific trends.
- Focus marketing strategies on demographics with high potential.





Ride Level Funnel Ride Level Funnel Insights:

- Ride-Accepted stage has lowest conversion at 64.43%.
- Potential challenges in drivers accepting ride requests.

Recommendations:

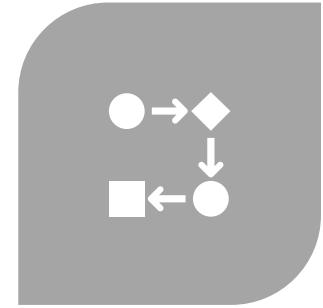
- Evaluate driver availability.
- Implement driver incentives for higher acceptance rates.



Conclusion



RECAP KEY FINDINGS FROM
FUNNEL ANALYSIS.



EMPHASIZE THE IMPORTANCE
OF ONGOING MONITORING
AND OPTIMIZATION.



CONCLUDE WITH A CALL TO
ACTION FOR IMPLEMENTING
SUGGESTED IMPROVEMENTS.