

Metrocar – Ride – Sharing App: Funnel Analysis

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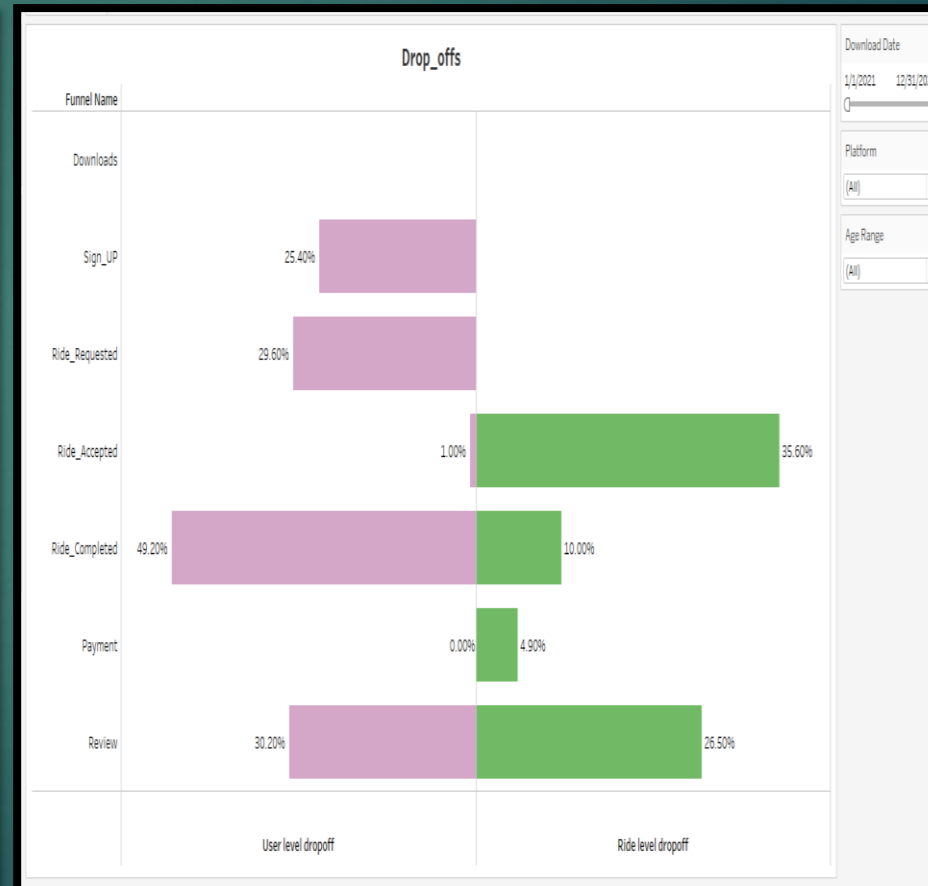
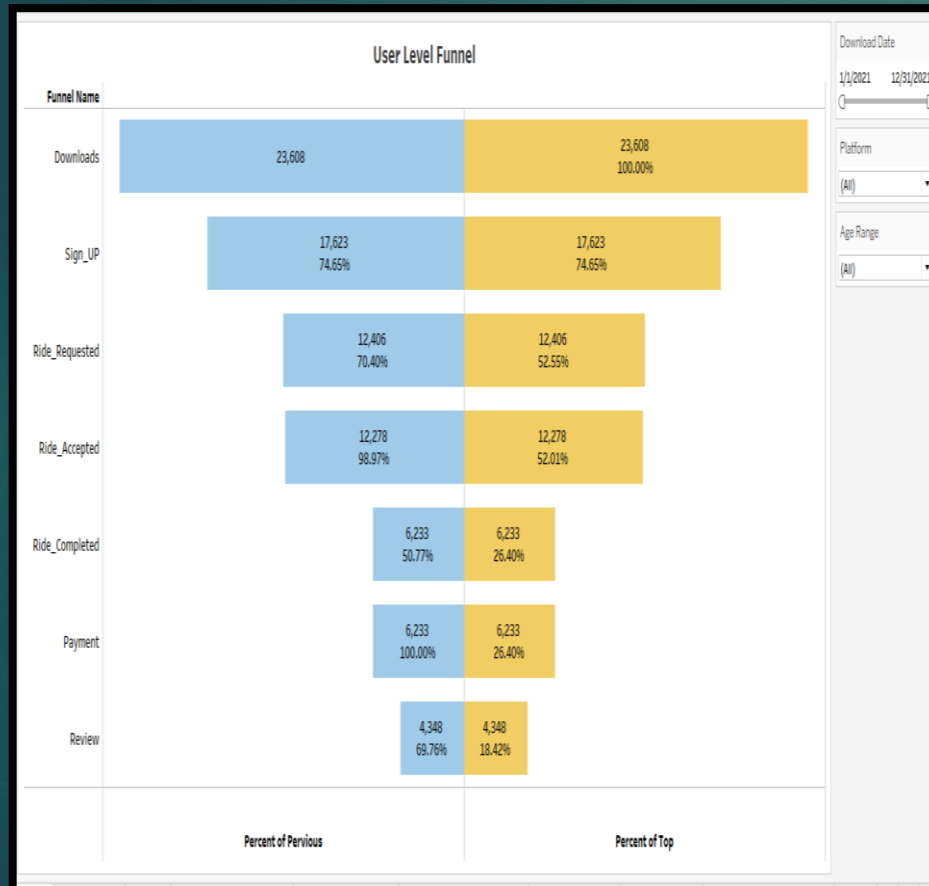
About Project

- Objective – examine the customer funnel of Metrocar, to identify potential areas that could benefit from enhancement and optimization.

Business Question 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?

User Level Granularity

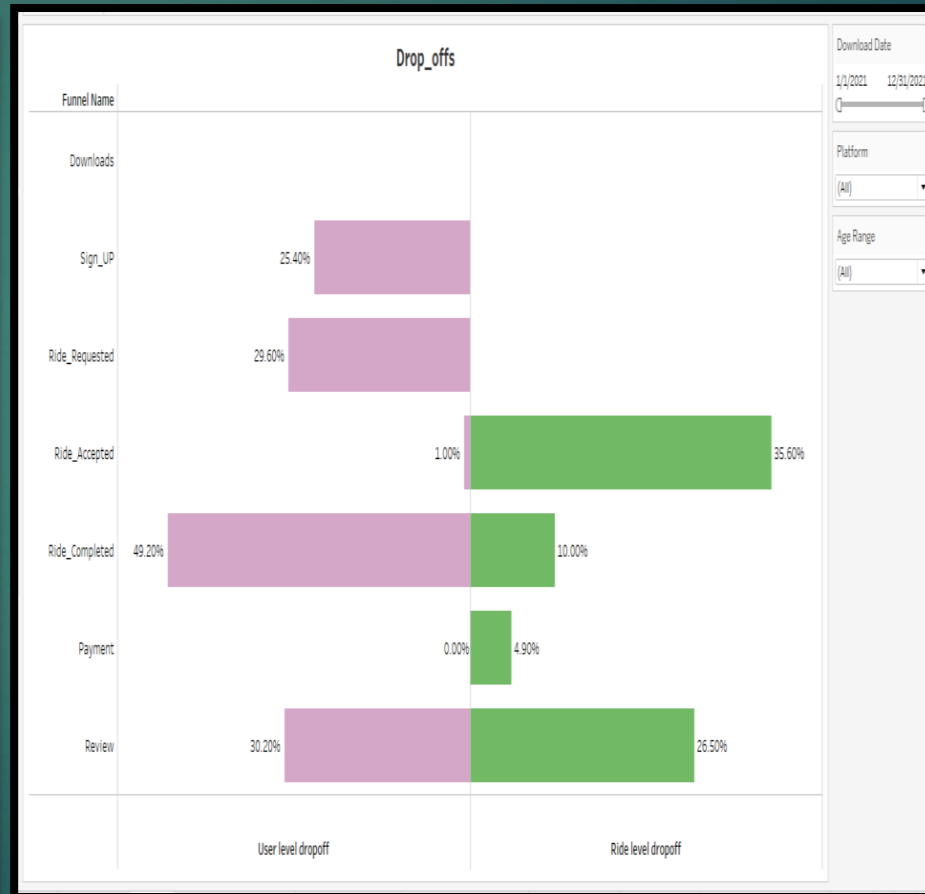
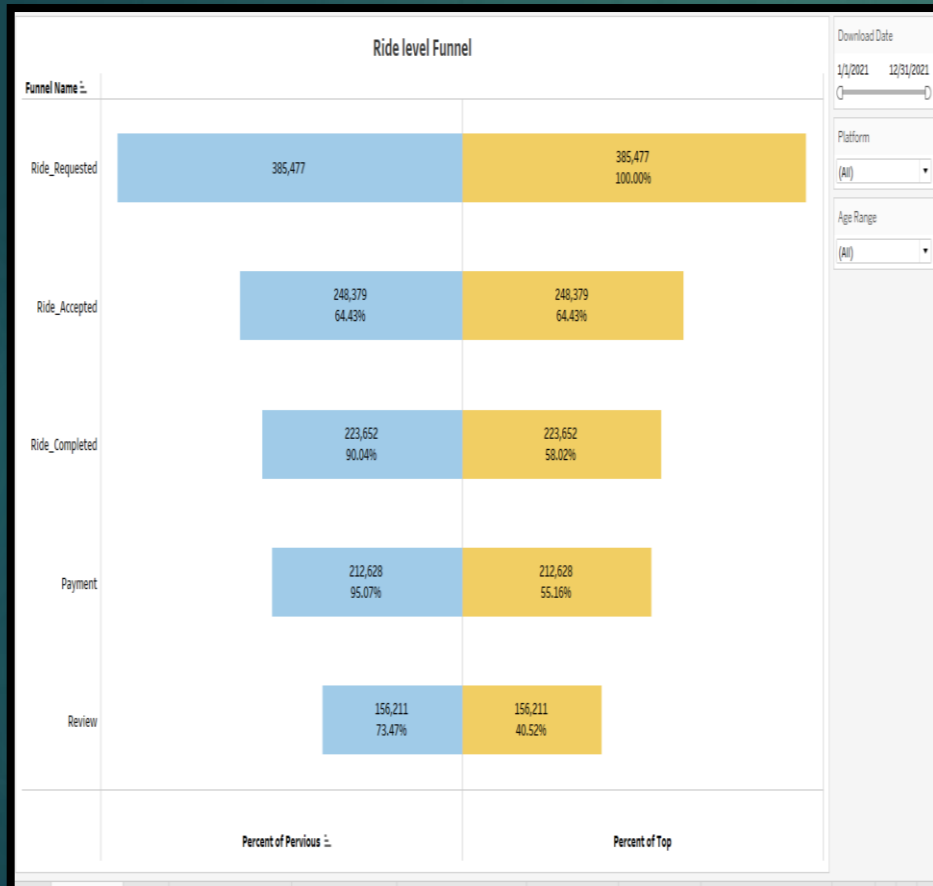


User Level Granularity – Contd.,

- **Sign-Up** : drop-off of 25.40% from app downloads to sign-ups
- **Ride Requested** : with a 70.40% conversion rate(POP) and 52.55% conversion rate of POT
- **Ride Accepted**: the drop-off percentage was relatively low at this stage (1.00%)
- **Ride Completed**: The conversion rate from ride requested to ride completed was 50.77%, indicating a significant drop-off
- **Review**: When observing the conversion rates of 69.78% of POP and 18.42% of OPT and 30.20% of drop-off showing that considerable number of users were reluctant to provide reviews and rating

Business Question 1, Contd.,

Ride Level Granularity



Ride Level Granularity – Contd.,

- **Ride - Requested to Ride - Accepted:** The conversion rate from requested rides to accepted rides was 64.43% and drop-off rate was quite high the value of 35.60%
- Link to Tableau Story!

https://public.tableau.com/views/MetrocarRide-SharingAppFunnelAnalysisProject/Metrocar?:language=en-US&:display_count=n&:origin=viz_share_link

Other Business Questions

- **Business Question 2**
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?
- **Business Question 3**
What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

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Other Business Questions

- **Business Question 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-surfing strategy, what does the distribution of ride requests look like throughout the day?

- **Business Question 5**

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

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THANK YOU!