

Metrocar Funnel Analysis

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- Distribution of ride request throughout a day

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Context



- ❖ **Metrocar** is a ride-sharing application like [Uber](#) and [Lyft](#).
- ❖ **Customer funnel** is important in [business growth](#).
- ❖ In **2021**, **23,608 app downloads**, serves as the foundation for this analysis.
- ❖ **project** explores:
 - **User counts**
 - **Age group preferences**
 - **Platform choices**
 - **Distribution of ride requests throughout the day.**

Results

Funnel User Count

Result :

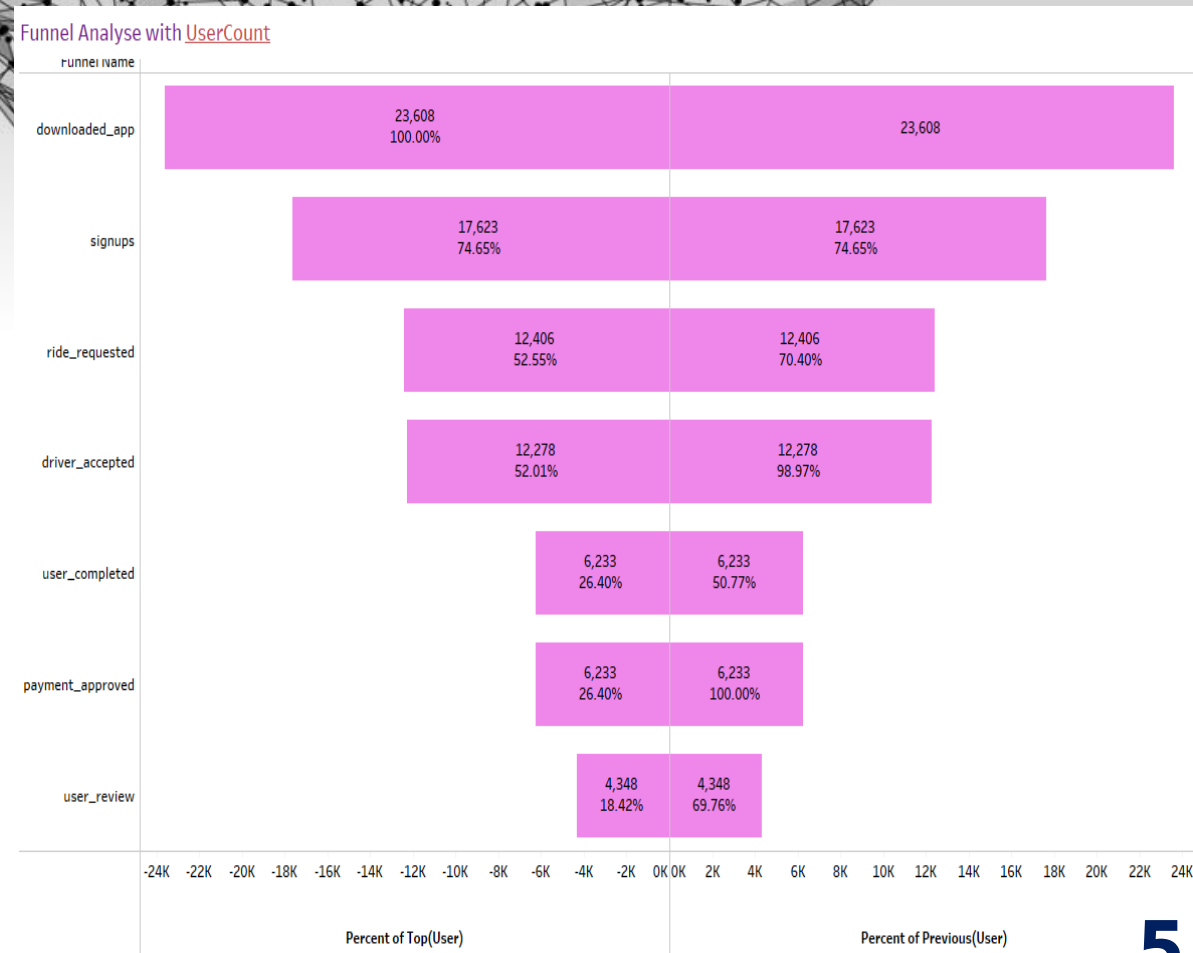
I. "downloaded_app" = 23,608 users

100%

II. The largest drop-off occurs between "downloaded_app" and "signup" = 17,623 users & (74.65% of previous) signing up.

III. Conversion rates decline further down the funnel

IV. "User_review" = 4,348 users & 18.42% of previous

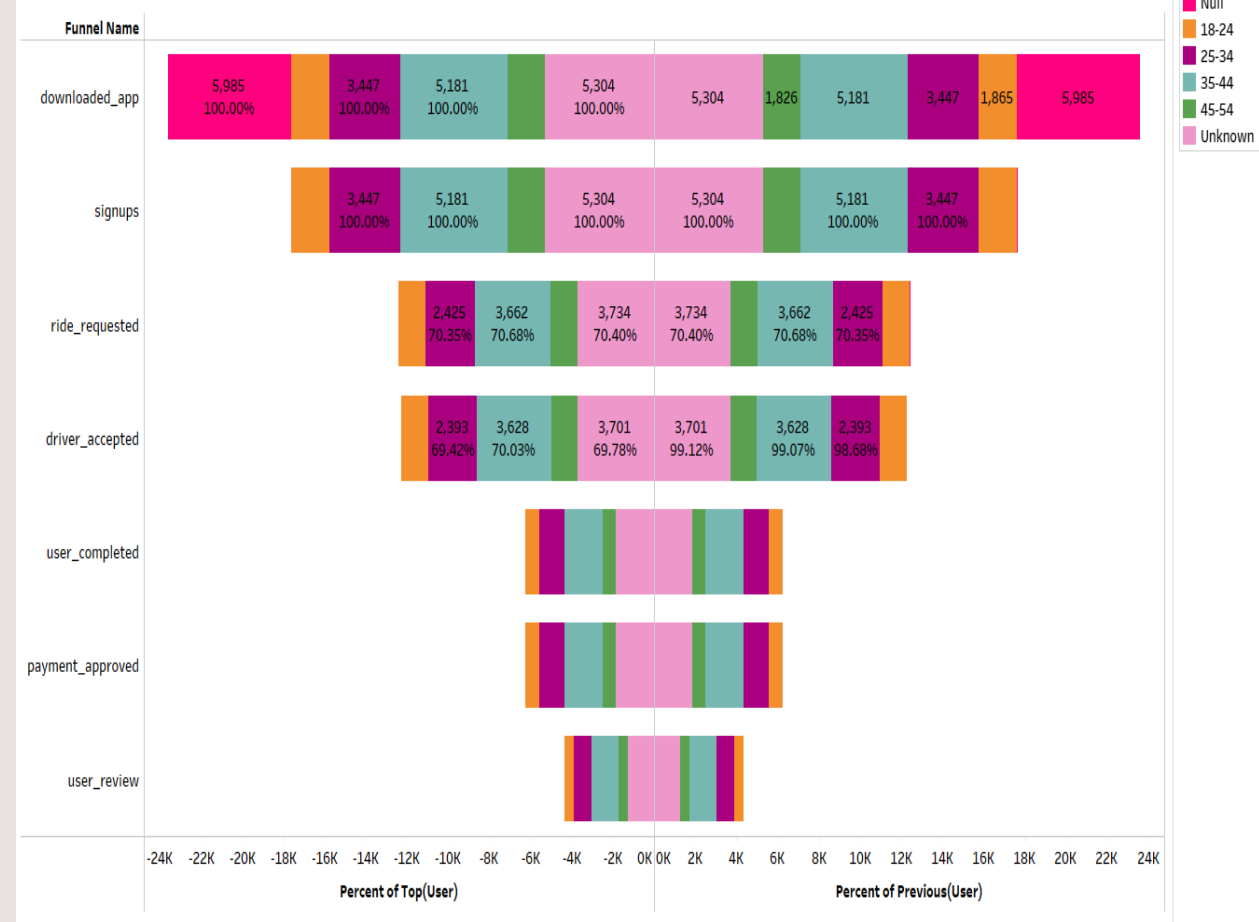


Funnel User Age

Results:

- I. In "downloaded_app" :
 - I. "Null" =5,985 UserCount
 - II. "Unknown"= 5,304 UserCount
 - III. "35_44" = 5,181 UserCount
 - IV. Also "45_54" group is the smallest, with 1,826 users.
- II. In "Signups" :
 - I. "Unknown" =5,304 UserCount,
 - II. "35_44" = 5,181
 - III. Also "45_54" group remains the smallest with 1,826 users.

Funnel User Age



Funnel User Platform

Platform Types: **iOS**, **Android**, **Web**

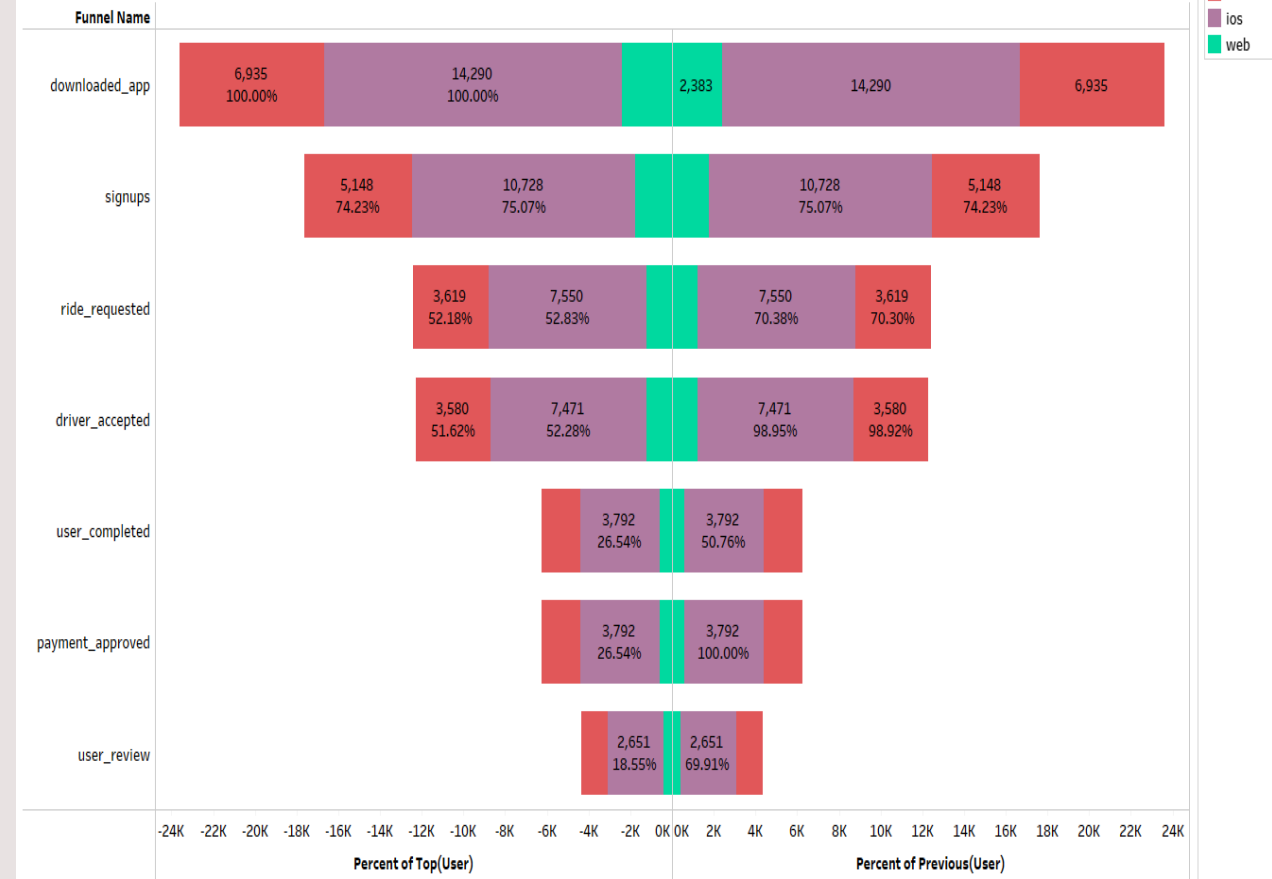
Results:

I. "downloaded_app"

- I. **"iOS"** = 14,290 UserCount, accounting for 100% of users
- II. **"Android"** = 6,935 UserCount
- III. **"Web"** = 2,383 UserCount

- II. **"iOS"** continues to dominate in all stages, while other platforms lag behind.

Funnel User Platform



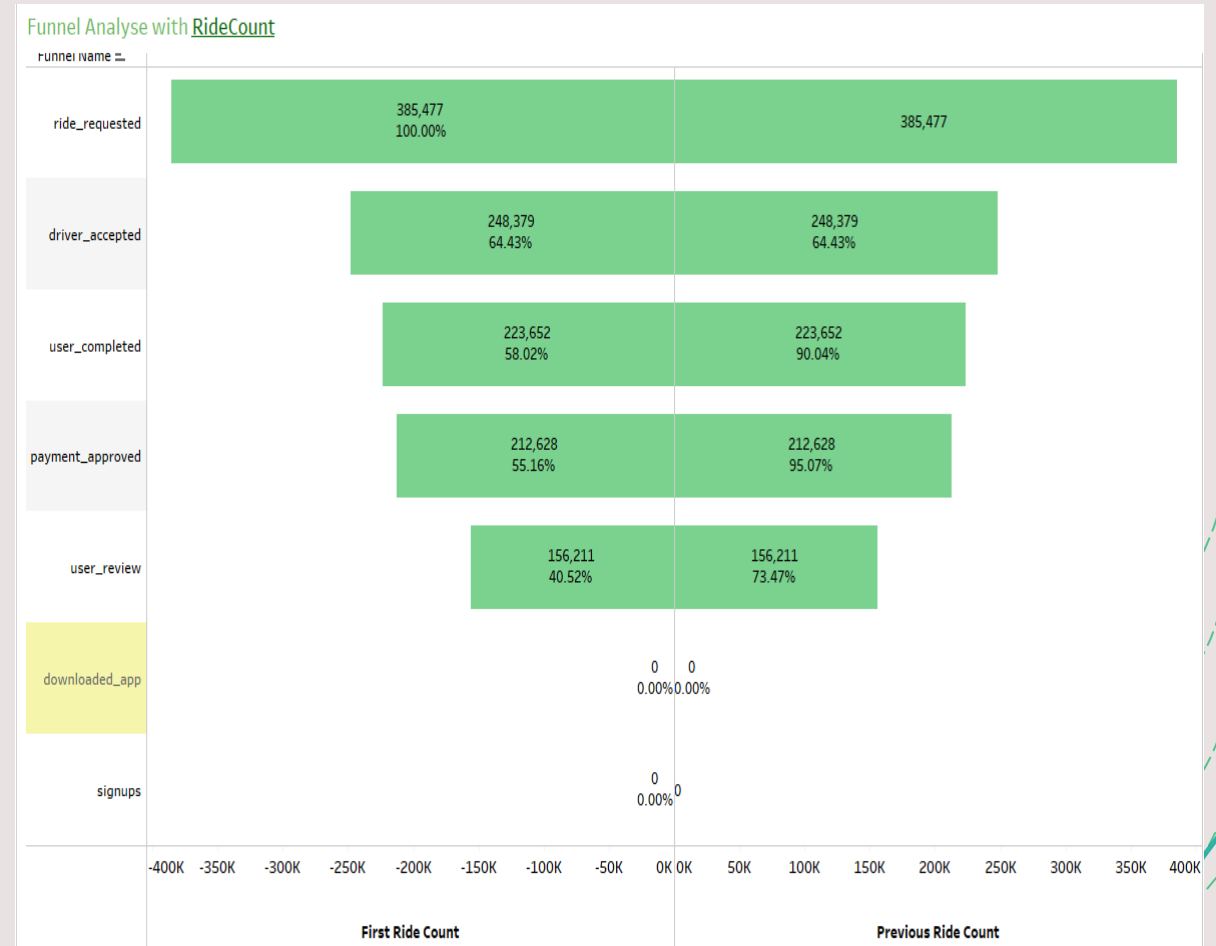
Funnel Ride Count

Funnel Ride Count:

- Overview of ride request counts
- Conversion rates within the app

Result:

- The majority of rides → "Ride_requested" stage, → totaling 385,477 ride requests.
- Conversion rates → decrease significantly after "User_completed"
- No ride requests occurring at the "downloaded_app" and "Signups" stages



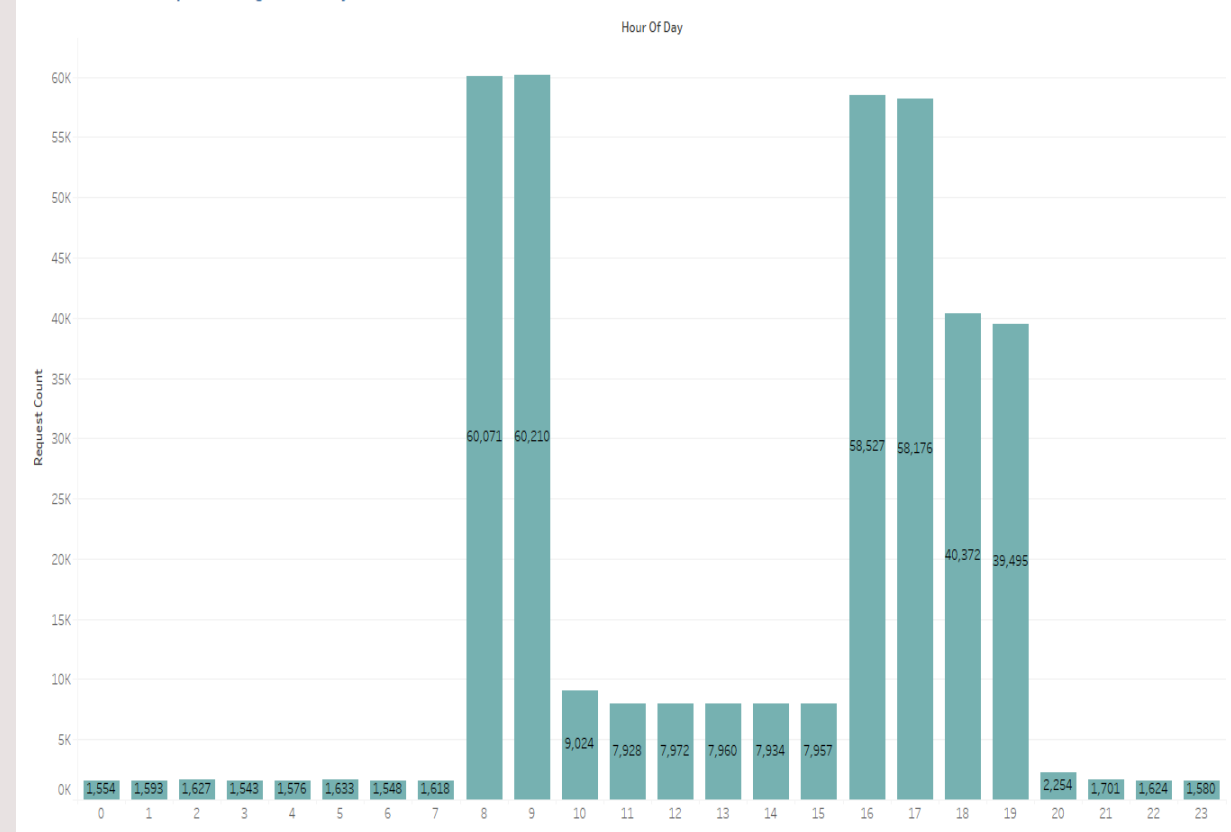
Distribution of ride request throughout a day

Reveals **variations** in demand at **different hours**.

Result:

- ❑ **Ride requests peak** → 09:00 and 08:00 both exceeding 60,000 ride requests.
- ❑ **The evening hours**, specifically 16:00 and 17:00, also exhibit high demand.
- ❑ **The early morning hours**, particularly at 03:00, record the lowest ride request activity → 1,543 ride requests.

Distribution of ride request throughout the day



Analysis & Recommendation

Funnel Stage Analysis



User Review → To encourage more users to provide reviews & improve the app's reputation →

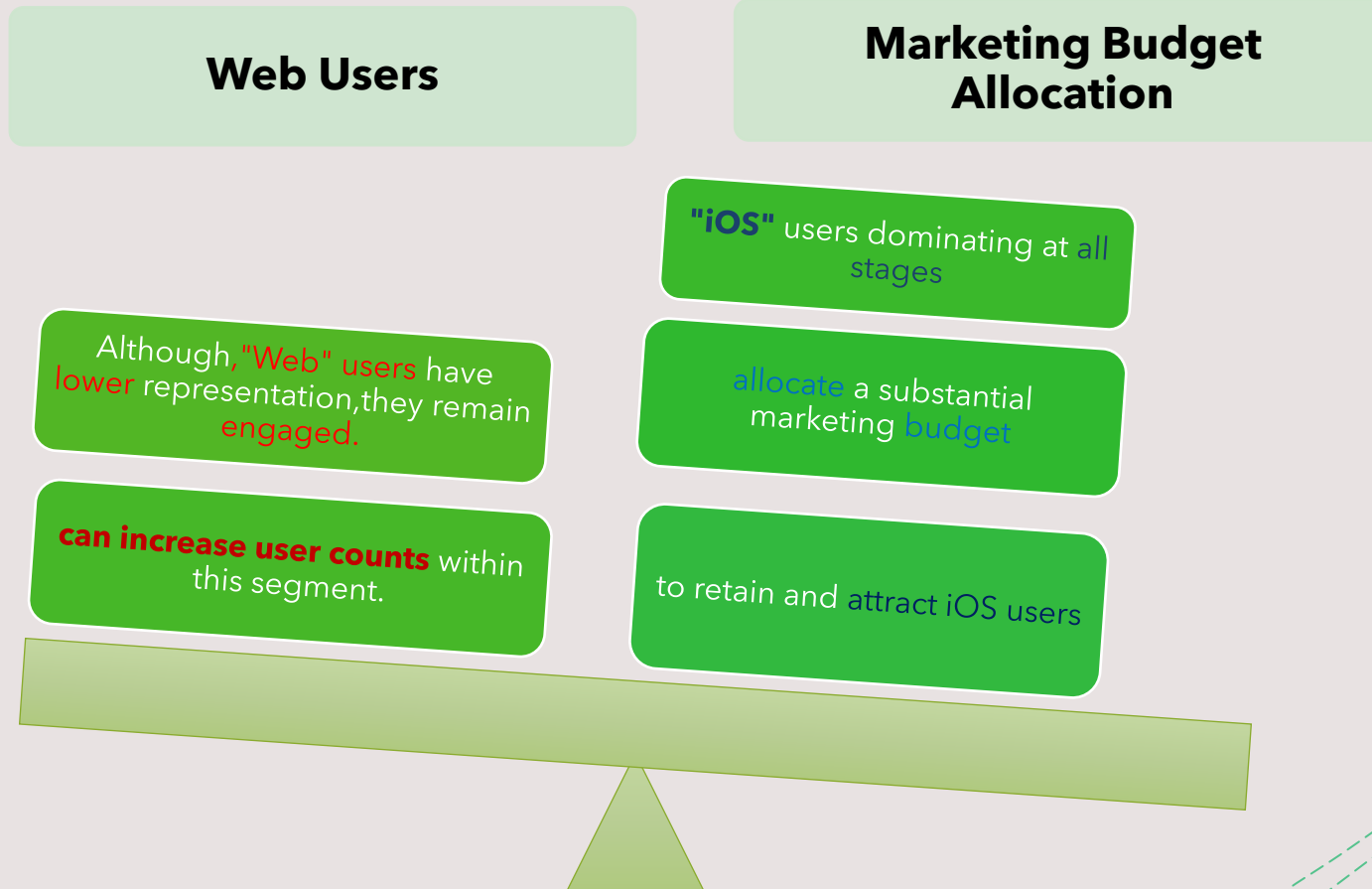
Consider targeted campaigns & incentives for users reaching the **"User_review"** stage.



Significant Drop-off Point →

Between "downloaded app" and "signup" →
Importance of optimizing the **signup process** to retain users.

Platform Focus



Age Group Insights

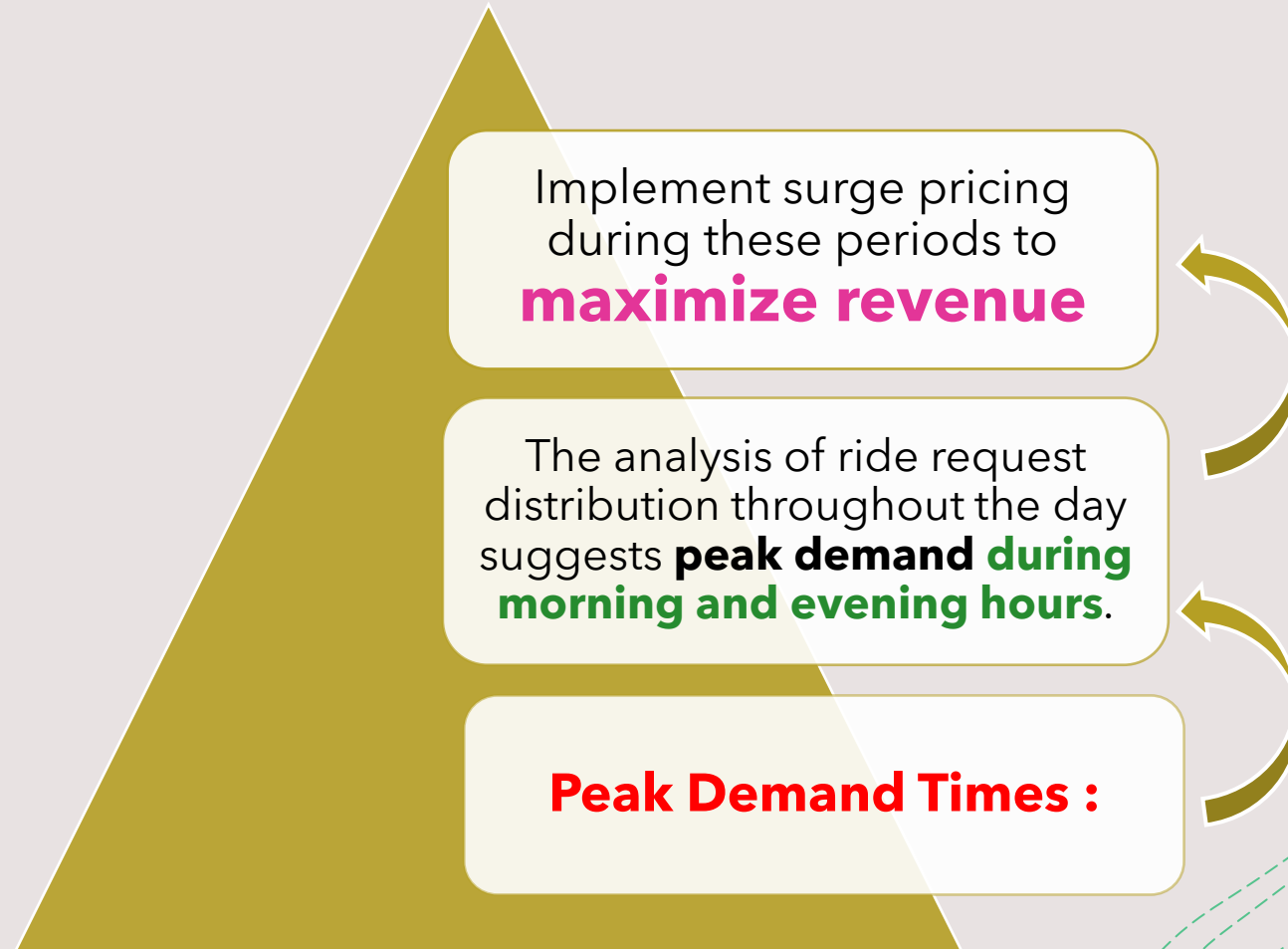
Performance by Age:

*Age group **"35_44"** consistently **performs well**.

*Focus marketing and user experience improvements in this group.

Target Age Groups: *Consider concentrating marketing campaigns on the age groups **"25_34"** and **"35_44,"** as they are likely to represent your target customers.

Surge Pricing



Conversion Rate Improvement

**Lowest
Conversion
Rate:**

Between
"User_completed"
and
"Payment_approved"

Explore strategies to
simplify and **expedite**
the **payment approval**
process to improve this
stage.