

Analysis of Metrocar's Customer Funnel

- **Project Title:** Customer Funnel Analysis for Metrocar
- **Date:** 28.10.2023
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Summary

This technical report presents an in-depth analysis of Metrocar's customer funnel, aimed at identifying areas for improvement and optimization. The analysis encompasses four distinct funnel charts: "Funnel UserCount", "Funnel User Age", "Funnel User Platform" and "Funnel RideCount". The report offers critical insights into user behavior and conversion rates at various stages of the funnel.

Context

Metrocar is a ride-sharing application akin to industry giants like Uber and Lyft. The comprehension and optimization of the customer funnel is of paramount importance in enhancing user experiences, retention, and overall business growth. The project explores user counts, age group preferences, platform choices, and the distribution of ride requests throughout the day.

In 2021, Metrocar experienced 23,608 app downloads, which serves as the foundation for this analysis.

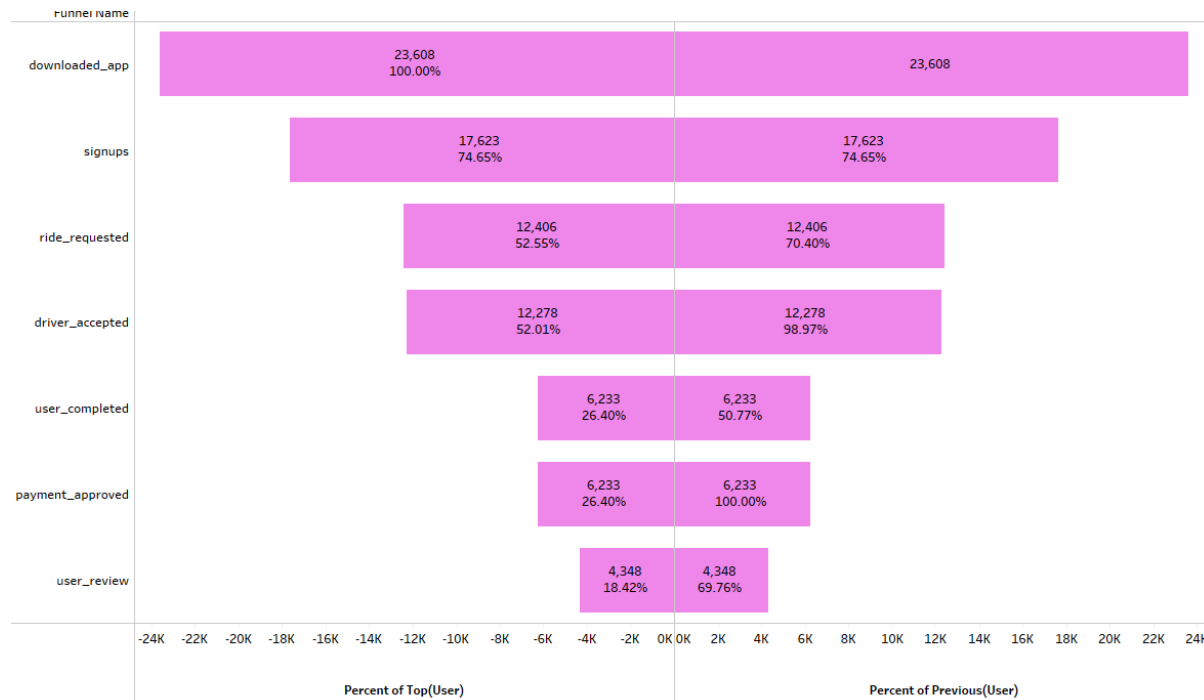
Results

➤ Funnel UserCount

The "Funnel UserCount" chart is a comprehensive representation of the user conversion rates at each stage of the customer funnel, from app download to user reviews. Key findings include:

- In the "downloaded_app" stage, there are 23,608 users, constituting 100% of the total users.
- The largest drop-off occurs between "downloaded_app" and "signup" with 17,623 users (74.65% of previous) signing up.
- Conversion rates decline further down the funnel, with only 4,348 users (18.42% of previous) reaching the "User_review" stage.

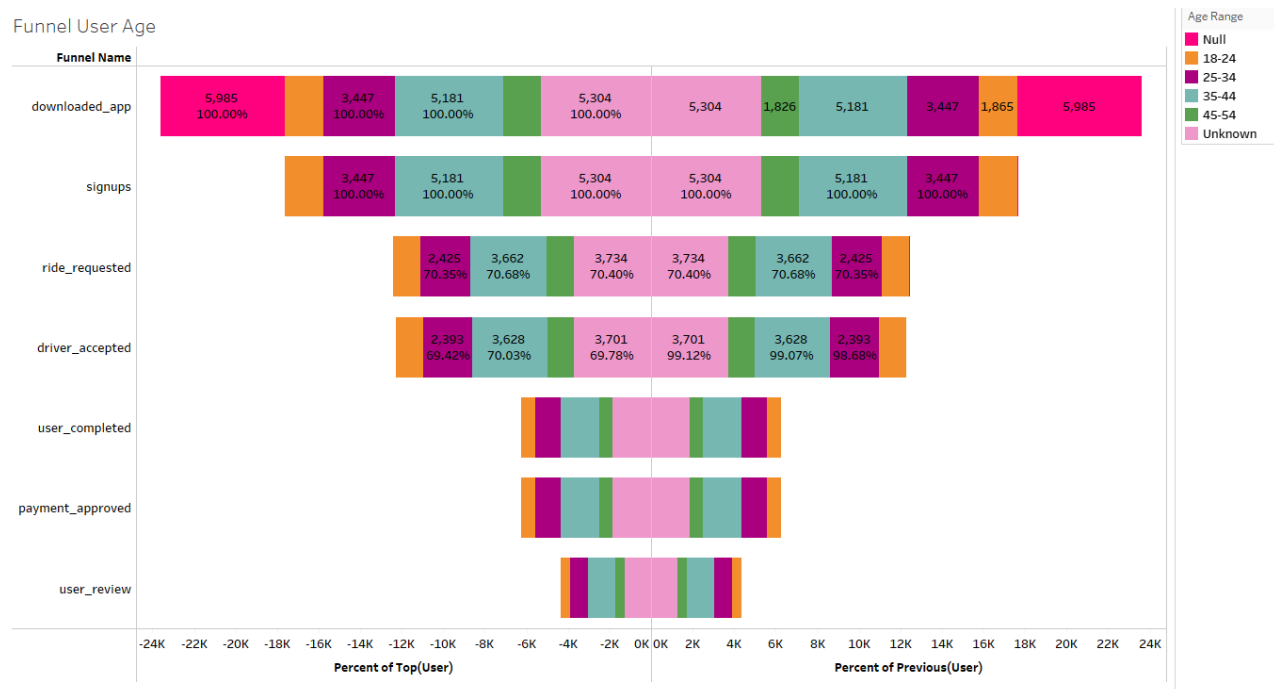
Funnel Analyse with UserCount



➤ Funnel User Age

The "Funnel User Age" chart categorizes user counts into various age groups at each funnel stage. Notable insights include:

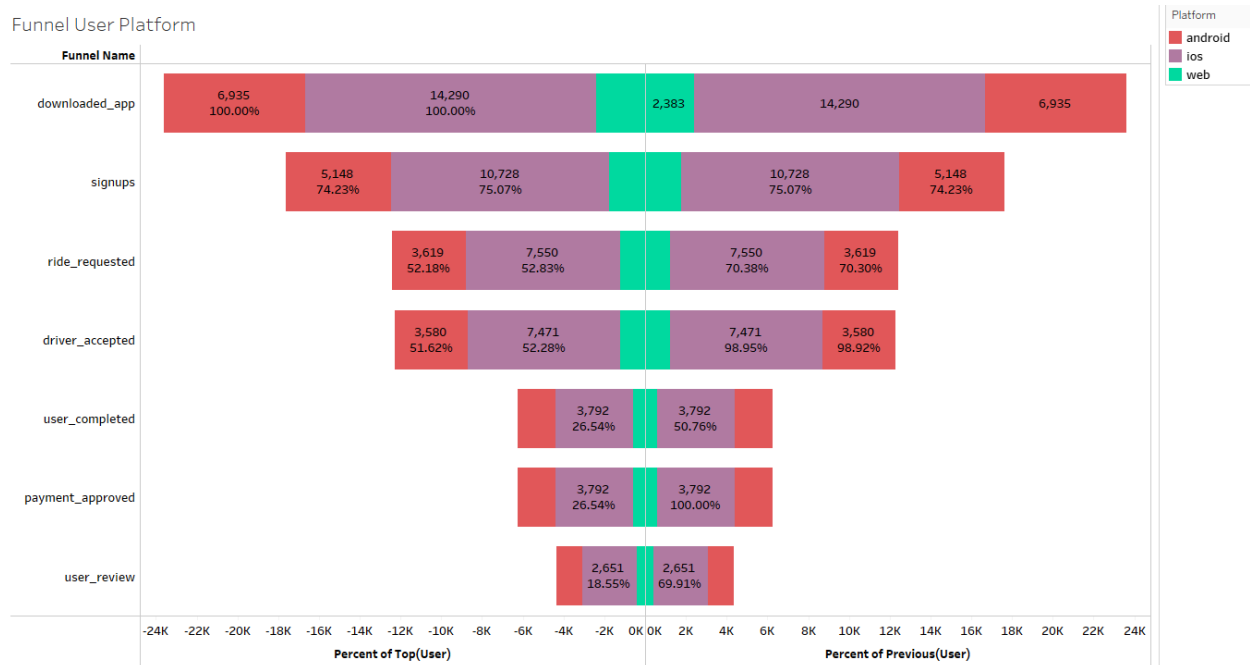
- In the "downloaded_app" stage, "Null" leads with 5,985 UserCount, followed by "Unknown" with 5,304, and "35_44" with 5,181. The "45_54" group is the smallest, with 1,826 users.
- In the "Signups" stage, "Unknown" maintains its prominence with 5,304 UserCount, followed by "35_44" with 5,181. The "45_54" group remains the smallest with 1,826 users.



➤ Funnel User Platform

The "Funnel User Platform" chart examines user counts by platform (iOS, Android, and web) at each funnel stage. Key insights include:

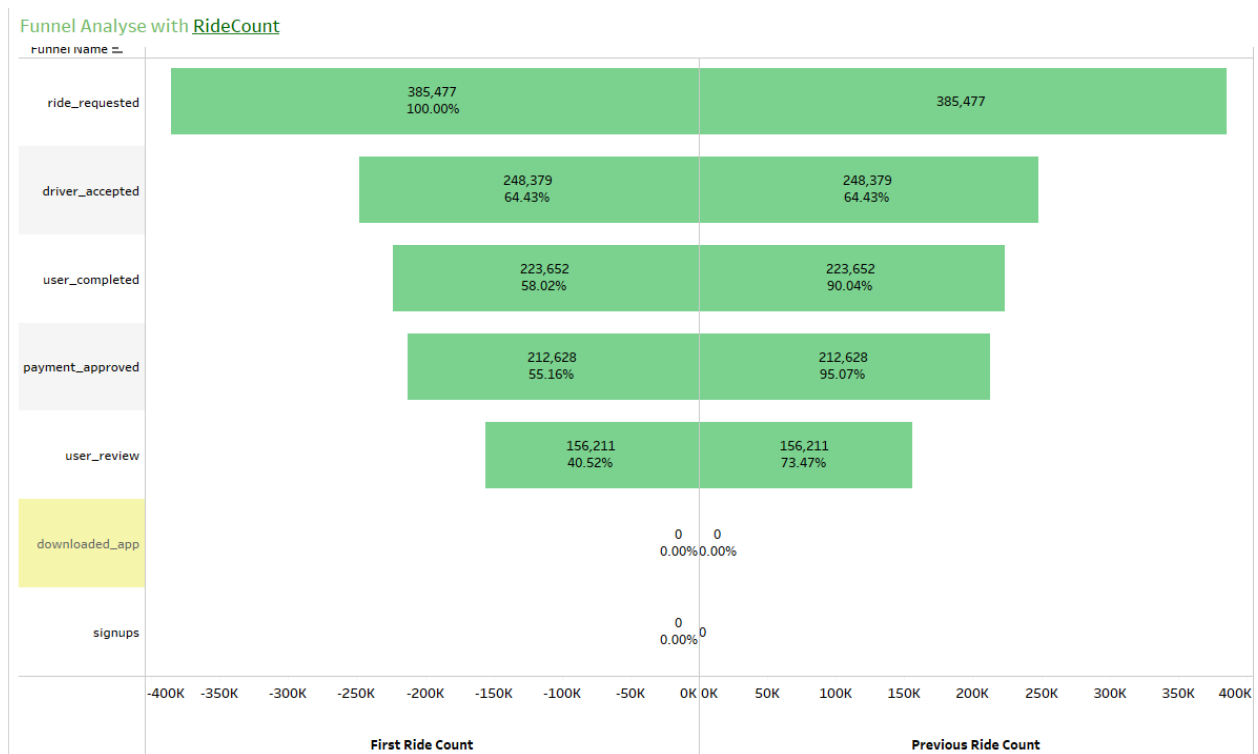
- In the "downloaded_app" stage, "iOS" boasts 14,290 UserCount, accounting for 100% of users, followed by "Android" with 6,935 and "Web" with 2,383.
- "iOS" continues to dominate in all stages, while other platforms lag behind.



➤ Funnel RideCount

The "Funnel RideCount" chart provides an overview of ride request counts and conversion rates within the app. Notable findings include:

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

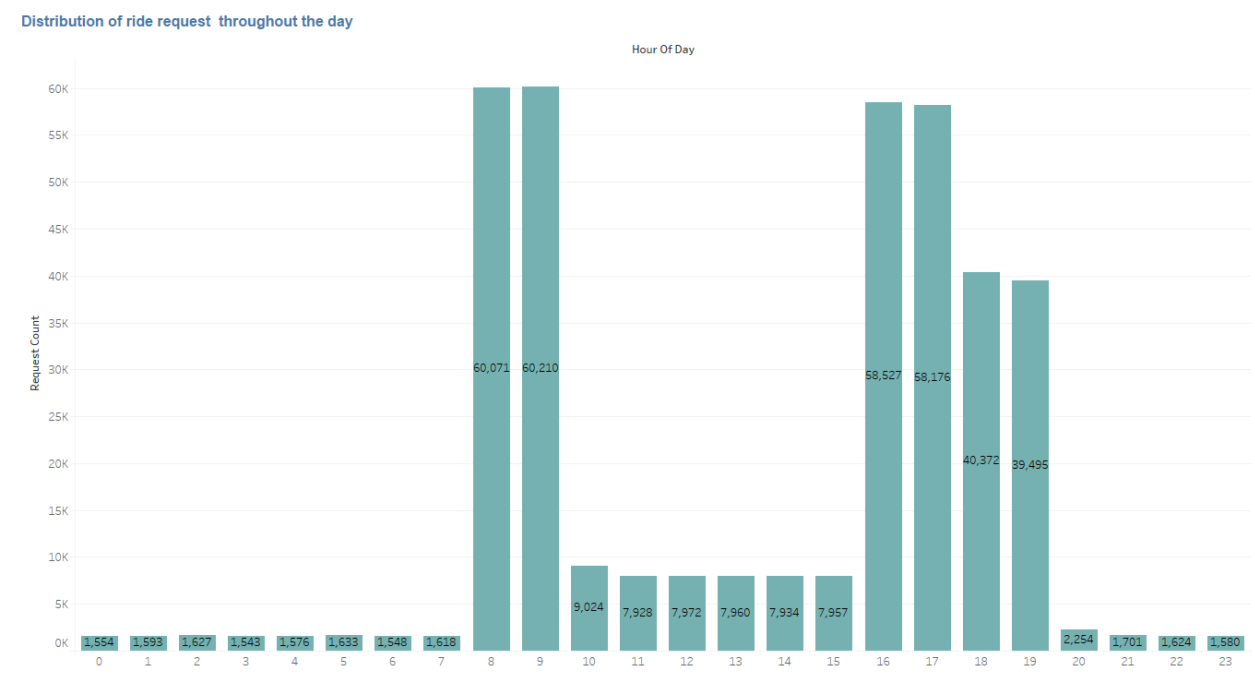


➤ Distribution of Ride Requests Throughout the Day

The distribution of ride requests throughout the day reveals variations in demand at different hours. The bar chart offers the following insights:

- Ride requests peak during the morning rush hours, with 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, with only 1,543 ride requests.



Analysis and Recommendations

1. Funnel Stage Analysis

- **Drop-off Point:** The significant drop-off between "downloaded_app" and "signup" underscores the importance of optimizing the signup process to retain users.
- **User Review:** To encourage more users to provide reviews and improve the app's reputation, consider targeted campaigns and incentives for users reaching the "User_review" stage.

2. Platform Focus

- **Marketing Budget Allocation:** With "iOS" users dominating at all stages, allocate a substantial marketing budget to retain and attract iOS users.
- **Web Users:** Although "Web" users have lower representation, they remain engaged. Targeted marketing can increase user counts within this segment.

3. 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.

4. Surge Pricing

- **Peak Demand Times:** The analysis of ride request distribution throughout the day suggests peak demand during morning and evening hours. Implement surge pricing during these periods to maximize revenue.

5. Conversion Rate Improvement

- **Lowest Conversion Rate:** The lowest conversion rate is observed between "User_completed" and "Payment_approved." Explore strategies to

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

Appendix

- 1) [Funnel Analyse CSV](#)
- 2) [Funnel & RideCount CSV](#)
- 3) [Distribution of Ride Request throughout a day CSV](#)
- 4) [Funnel & platform & Age & date CSV](#)
- 5) [Funnel SQL codes](#)
- 6) [Funnel Charts & Dashboard](#) (Photos)
- 7) [Dashboard Funnel Analyse](#)(Link to Tableau)
- 8) [Funnel UserCount](#) (Link to Tableau)
- 9) [Funnel RideCount](#) (Link to Tableau)
- 10) [Presentation of Metrocar](#)