

METROCAR FUNNEL ANALYSIS

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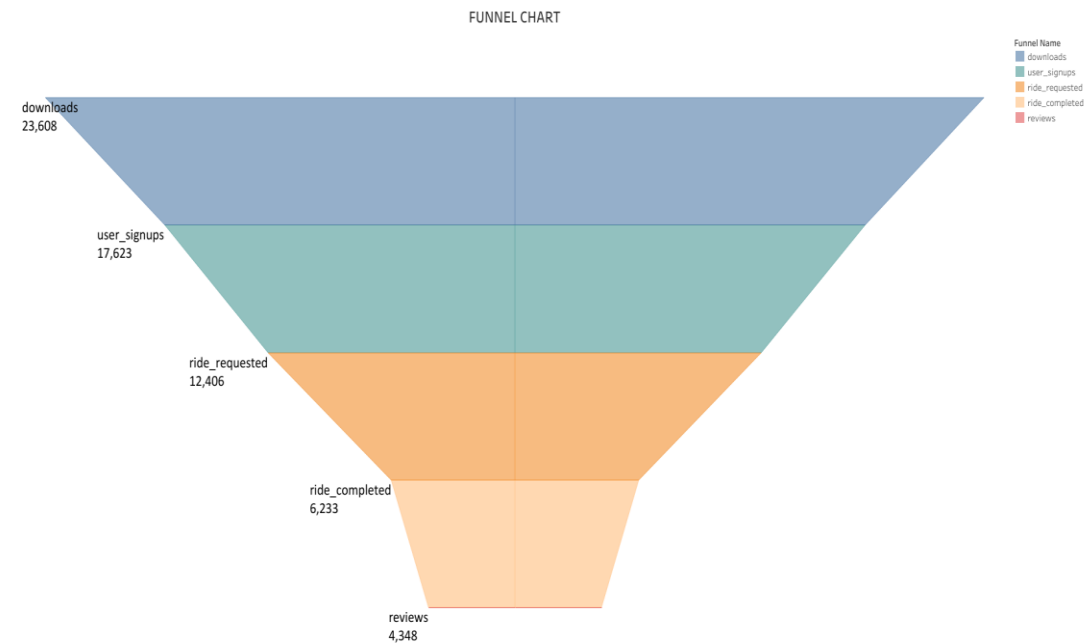
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OVERVIEW

Our funnel analysis dives into user interactions, pinpointing key stages and potential drop-offs to optimize conversion rates and improve overall user experience.

FUNNEL ANALYSIS : KEY POINTS REQUIRING IMPROVEMENT

The key areas of concern involve drop-off points during the transition from app downloads to sign-ups and from ride requests to completed rides.



FUNNEL ANALYSIS : KEY POINTS REQUIRING IMPROVEMENT

DOWNLOADS TO SIGNUPS

The app exhibited a conversion rate of 74.64% as users who downloaded it successfully transitioned to sign-up.

RECOMMENDATION

- Streamlining signup process
- Incentivizing users who sign up with discounted prices on their first three rides

FUNNEL ANALYSIS : KEY POINTS REQUIRING IMPROVEMENT

RIDE REQUEST TO RIDE COMPLETED

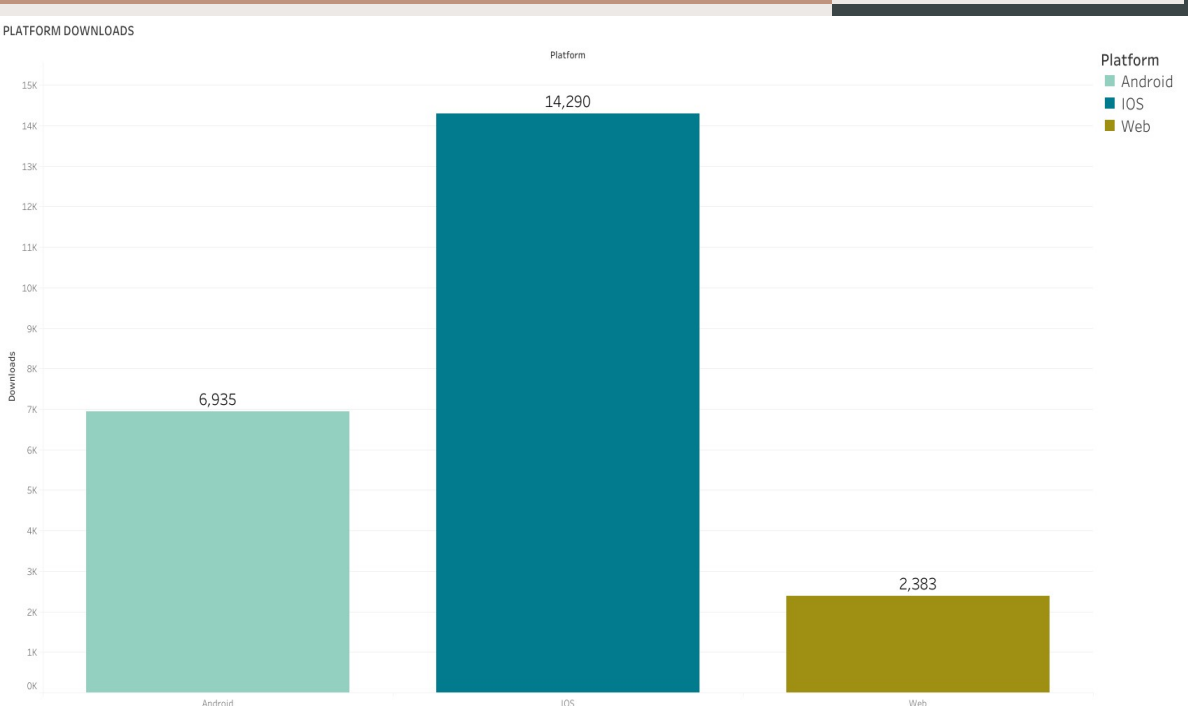
The completion rate for requested rides stands at 50.24%, primarily influenced by factors such as ride cancellations and unaccepted ride requests.

RECOMMENDATIONS

- Increasing the driver workforce and offering incentives to drivers.
- Implementing a ride-sharing program.

REVENUE REVIEW ON PLATFORMS

The iOS platform emerged as the primary contributor to total revenue.



RECOMMENDATION

- Tailoring features to enhance user experience on iOS platforms.

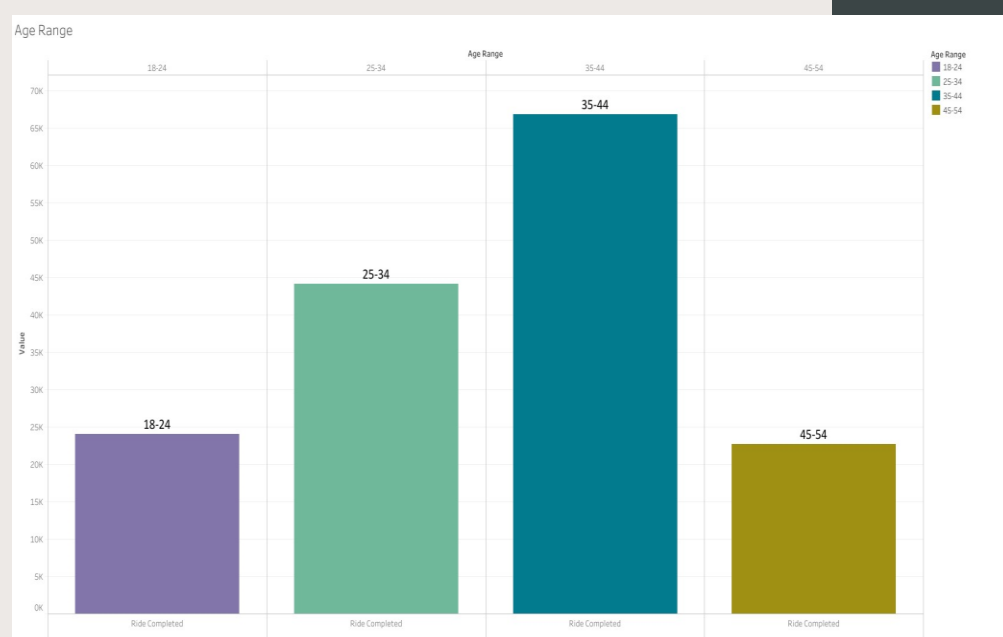
TARGET AUDIENCE

DEMOGRAPHIC

- 25 – 34 and 35 – 44 : Working age category

RECOMMENDATION

- Creating targeted marketing campaigns
- Tailoring features to appeal such demographic.



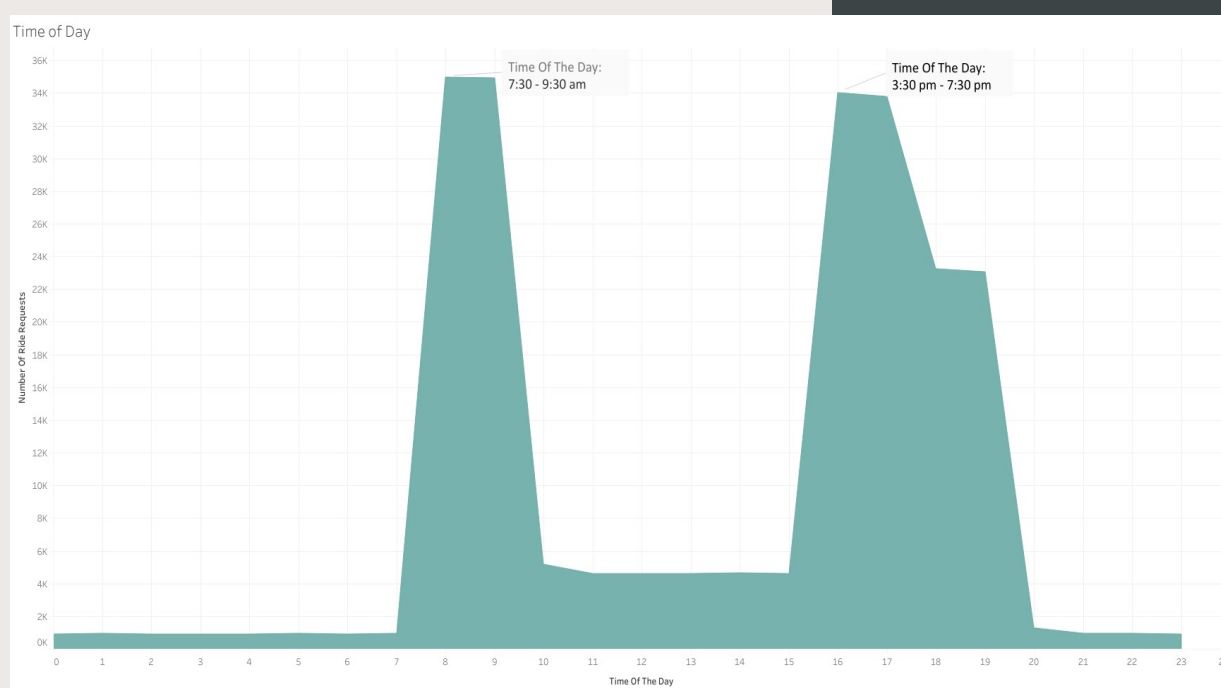
SURGE PRICING APPROACH

PEAK DEMAND TIMES

- 7:30 am – 9:30 am to 3:30 pm – 7:30 am
- Autumn and Winter Seasons (September to January)

RECOMMENDATIONS

- Implementing rides at discounted rates during off-peak times and seasons.



CONCLUSION

Encouraging feedback with incentives and addressing user concerns positively impacts the service reputation.. Targeted optimizations for iOS users, specific age groups, and seasonal promotions will boost revenue and sustain service utilization.



THANK
YOU