TITLE: METROCAR FUNNEL ANALYSIS

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Date Created	02-11-2023
Date Submitted	26-11-2023
Dashboard/ Tableau URL	https://public.tableau.com/app/profile/alexander.appiah/viz/MetrocarFunnelAnalysis_17003590230390/MetrocarFunnelAnalysis
SQL code and documentations	
Notes	

OBJECTIVE

The purpose of conducting this funnel analysis is to assess the customer journey within Metrocar, a ride-sharing app, with the goal of identifying opportunities for improvement and optimization, while also pinpointing drop-off points at each stage.

Additionally, the analysis aims to offer insights into revenue generation and high-performing metrics based on factors such as age group, platforms, time, and seasonal variations throughout the year.

OVERVIEW

The typical customer journey for Metrocar involves the following stages:

App Download: Users download the Metrocar app from either the App Store or Google Play Store.

Signup: Upon downloading, users create an account on the Metrocar app, providing details such as their name, email, phone number, and payment information.

Request Ride: Users open the app, specify their pickup location, destination, and the number of riders (2 to 6), and request a ride.

Driver Acceptance: A nearby driver receives and accepts the ride request.

Ride Completed: The driver arrives at the pickup location, and the user boards the car, proceeding to their destination.

Payment: Post-ride, the user is automatically charged through the app, and a receipt is sent to their email.

ANALYSIS

funnel_step ▲	funnel_name ▲	value ▲	conversion_rate ▲	drop_points ▲
1	downloads	23608	(NULL)	(NULL)
2	user_signups	17623	74.64842426296171	5985
3	ride_requested	12406	70.39664075356069	5217
4	ride_completed	6233	50.241818474931485	6173
5	reviews	4348	69.75774105567143	1885

I.   **Signup**: Upon examining Metrocar's funnel, a substantial 74.64% of unique users who downloaded the application completed the sign-up process. However, there was an estimated 25.35% drop-off rate, signaling a potential area for improvement in the user onboarding experience.

II. **Request Ride**: A noteworthy 70.39% of unique users proceeded to request a ride, showcasing a positive engagement level in the ride-request stage.

III. **Ride Completed**: The analysis of the funnel uncovered a significant concern. Only 50.24% of users who initiated a ride request followed through to complete the ride, resulting in a substantial 49.76% drop-off. This highlights a critical aspect that demands attention and optimization within the ride completion process. Upon further investigation into our drop-off points, it was revealed that 137,098 ride requests were declined by drivers, and 24,727 accepted rides were canceled by users due to extended waiting periods, specifically ten minutes and beyond. These factors emerged as the primary causes for the drop-off points.

total_ride_request ▲	ride_request_declined ▲	longer_waiting_times ▲
385477	137098	24727

IV. **Payment**: Among a total of 223,652 completed rides, 11,024 instances concluded with a payment failure. This insight emphasizes the importance of addressing and resolving issues related to payment failures, as they can impact the overall success of ride completions.

| ride_completed ▲	payments_completed ▲
223652	212628

V. **Review:** A positive note is the considerable engagement in providing feedback, with 69.76% of users actively sharing their opinions. This high feedback participation reflects a strong user interest in contributing to the improvement of Metrocar's services. Leveraging this user input can be instrumental in enhancing the overall user experience and addressing any concerns users may have. Notably, 60.48% of review ratings surpassing the average further reinforces the positive impact of user feedback on the service evaluation.

ADDITIONAL CONSIDERATIONS

I. **Revenue Review for the Platform:** With iOS emerging as the primary contributor to most of the generated revenue, accounting for a total of 129,387 payment transactions observed across all

payments. This insight underscores the significant financial impact of the iOS platform on the overall revenue generation.

II. **Performance Metrics by Age Range:** The primary driver behind the revenue growth was the age brackets of 35-44 and 25-34, suggesting a significant contribution from individuals in the working-age category. Notably, more than 25% of users opted not to disclose their age, indicating a portion of the user base with unspecified demographic details.

III. **Surge Pricing Approach:** Peak hours were documented from 7:30 to 9:30 and 15:30 to 19:30. Notably, during the spring season, particularly in March, April, and May, ride requests exhibited lower values. However, as the months progressed into other seasons, there was a notable increase, followed by a substantial decline during the subsequent spring. This cyclic pattern suggests a seasonal influence on ride demand, with peak hours concentrated in specific time frames.

Number of Ride Request against Month
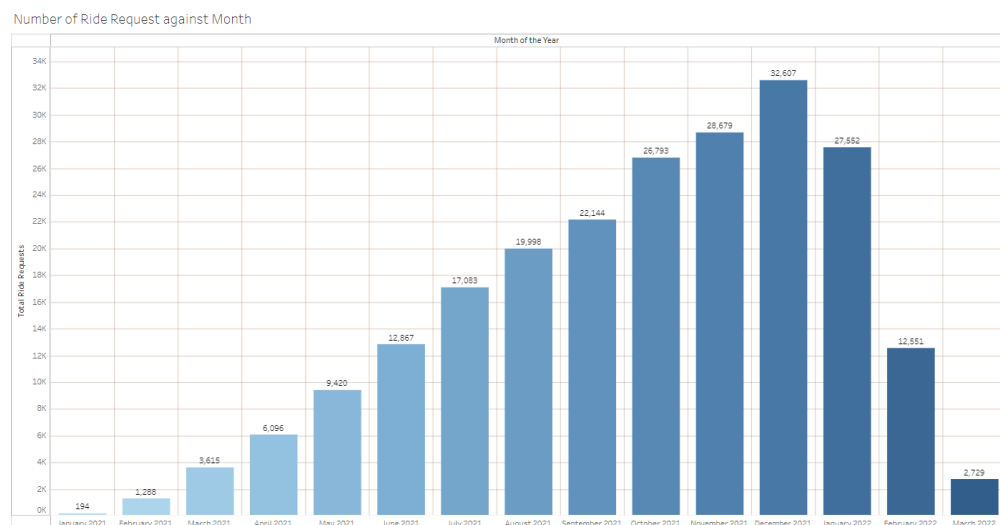
RECOMMENDATIONS

I. **Signups:** Improving the user sign-up experience and addressing the 25.35% drop-off rate can be achieved by simplifying the sign-up process, incorporating user-friendly features, and offering clear guidance during onboarding. Additionally, incentivizing users who sign up with discounted prices on their first three rides can help bridge the gap between downloads and actual sign-ups.

II. **Ride Completed**: To tackle the primary drop-off point highlighted in our analysis, it's recommended to increase the number of drivers, particularly during high-demand months, in order to balance the ratio of requested rides. This approach aims to reduce longer waiting times for users. Additionally, introducing alternatives like ride-sharing and other modes of transportation can help maintain equilibrium in the number of ride requests, especially during peak months.

III. **Payments**: To mitigate the drop-off observed in the funnel, it is crucial to address the issue of payment failures, particularly the 11,024 instances out of 223,652 completed rides. Resolving technical issues causing payment declines to ensure seamless payment processing for users. Implementing such measures will not only enhance the overall user experience but also contribute to increased revenue.

IV. **Review**: Offering rewards, such as incentives or vouchers, to users who complete a review form can be a great way to encourage feedback participation. This approach helps create a win-win situation by showing appreciation for users' time and input while also motivating them to share their experiences. Consider implementing this strategy to enhance engagement and gather valuable insights from your users. Additionally, recognizing and addressing concerns raised in the feedback will contribute to sustaining a positive service

V.   **Revenue Review for the Platform:** Considering the significant contribution of iOS to overall revenue, it is advisable to further optimize and tailor strategies specifically for iOS users. Exploring ways to enhance the user experience on iOS platforms and possibly introducing targeted promotions or features could amplify revenue growth.

VI. **Performance Metrics by Age Range:** For the age-based revenue growth, more focus should be on creating targeted marketing campaigns or features that appeal to individuals in the 35-44 and 25-34 age groups. Simultaneously, strategize on how to encourage users who haven't disclosed their age to provide this information, potentially unlocking further demographic insights.

VII. **Surge Pricing Approach:** By **i**mplementing targeted promotions during spring, incentivizing ride requests during off-peak hours, could help maintain a balance in service utilization throughout the year and help curb periods with low demands.

CONCLUSION

In conclusion, improving the overall user experience and addressing identified challenges in the sign-up process, ride completion, and payment issues are crucial for reducing drop-offs and enhancing user satisfaction. Encouraging feedback through incentives and promptly addressing user concerns contribute to a positive service reputation. Targeted optimizations for iOS users, focusing on specific age groups, and implementing promotions during seasonal variations will amplify revenue growth and maintain service utilization