Metrocar Funnel Analysis

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- Table of Contents

- Objectives
- Overview
- Analysis and Observations
- Recommendations
- Conclusions

OBJECTIVES

The purpose of conducting this funnel analysis is to assess the customer journey within Metrocar , providing insights into revenue generation and identifying high performances and drop-off points

OVERVIEW

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.

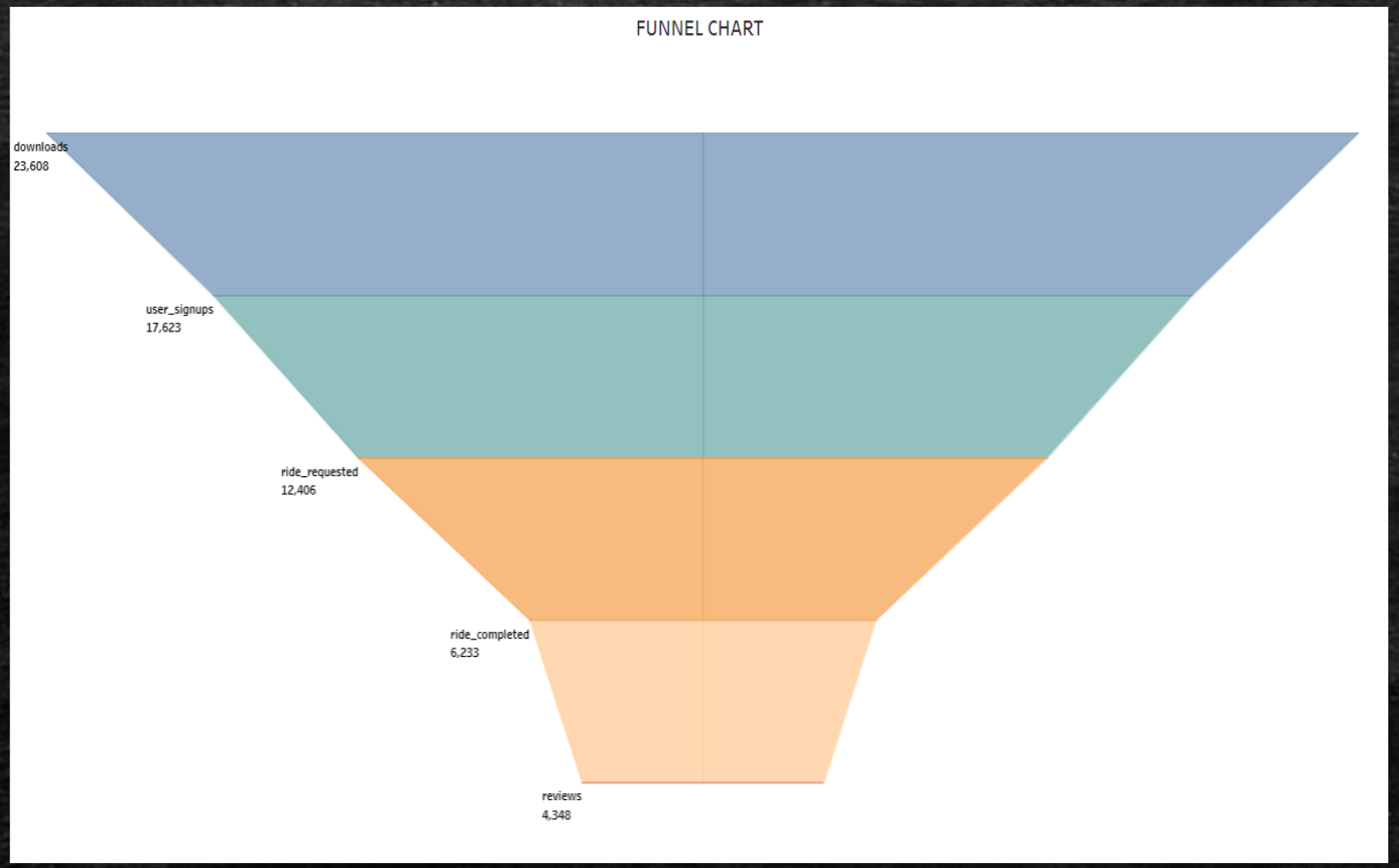
Request Ride: Users open the app, specify their pickup location, destination, and the number of riders (2 to 6), and request a ride.

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 AND OBSERVATION



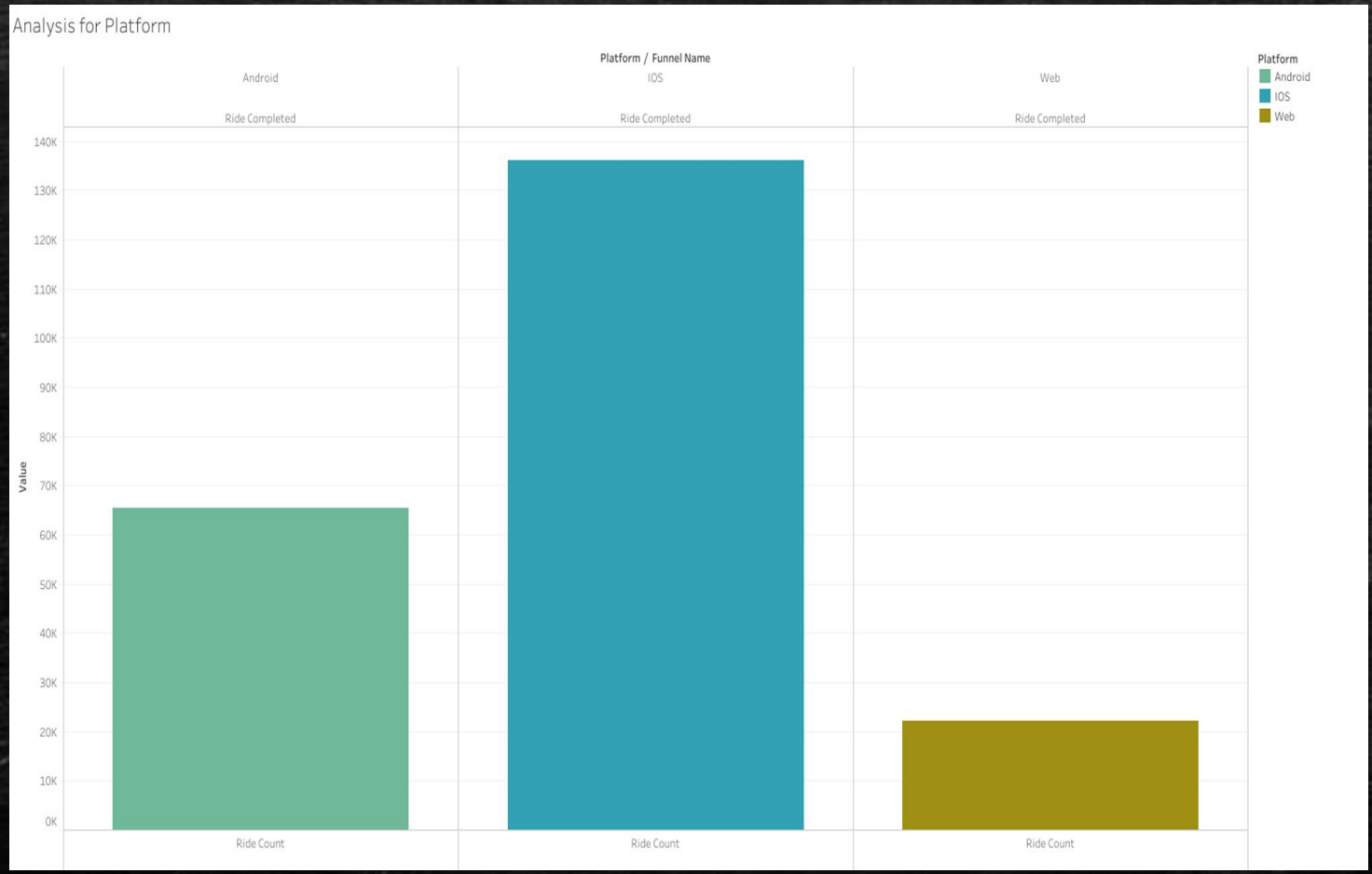
ANALYSIS AND OBSERVATION

DROPOFF POINTS

The analysis of the funnel exposed a key challenge in identifying drop-off points, both during the sign-up process post Metrocar app download and the progression from ride request to ride completion. This highlights the importance of a closer examination of user behavior at these critical stages to facilitate a more seamless and efficient user experience.

ANALYSIS AND OBSERVATION

PLATFORN REVENUE REVIEW

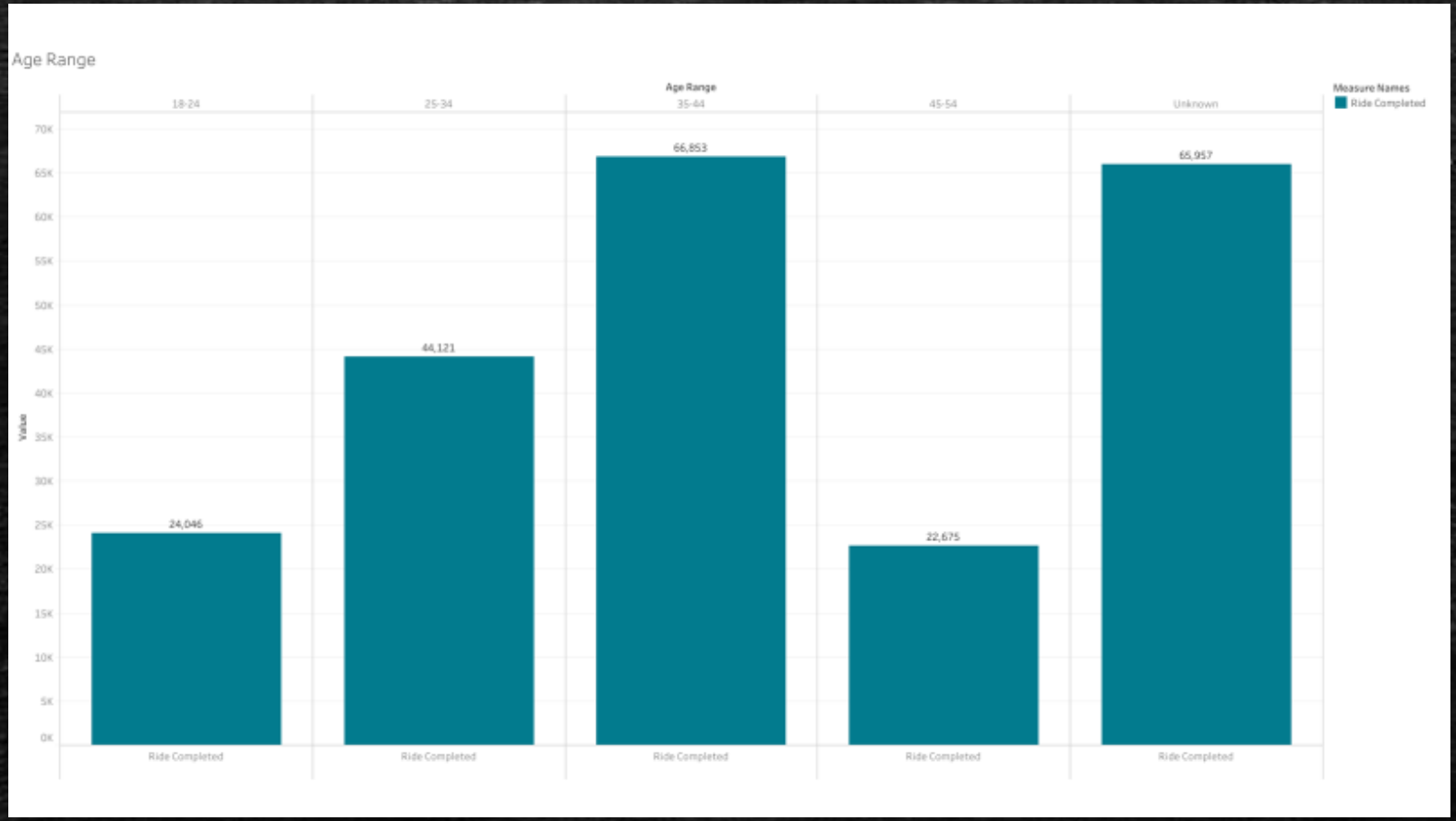


ANALYSIS AND OBSERVATION

Platform Revenue Insight: iOS plays a key role in generating revenue, contributing significantly with over 60% of ride requested. This highlights the substantial financial impact of iOS on overall revenue generation, emphasizing the platform's critical role in financial success.

ANALYSIS AND OBSERVATION

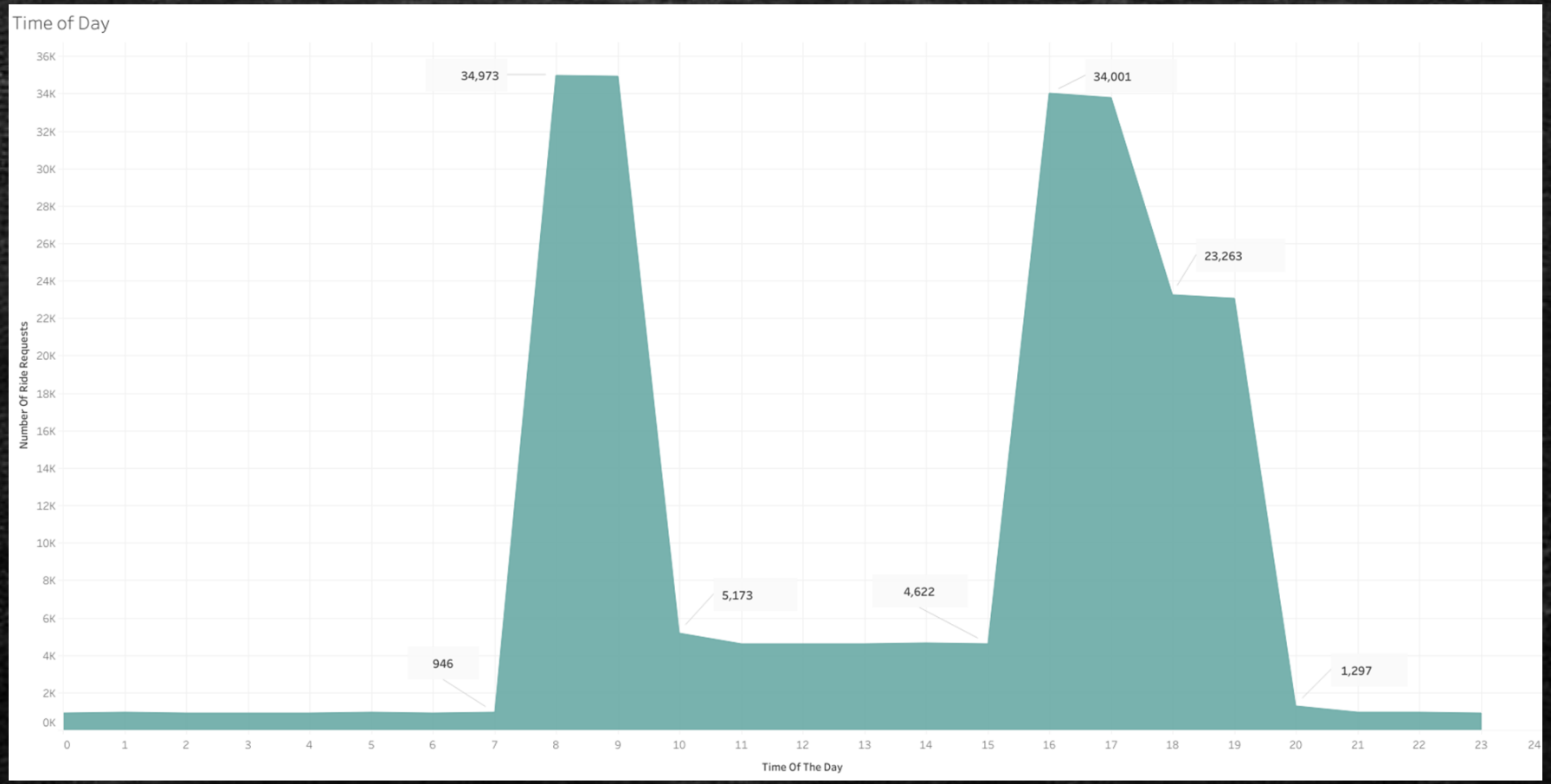
AGE GROUP PERFORMANCE



ANALYSIS AND OBSERVATION

Revenue growth was mainly driven by users aged 35-44 and 25-34, indicating a substantial contribution from the working-age demographic. It's noteworthy that over 25% of users didn't share their age, signaling a segment with undisclosed demographic details, warranting further exploration.

ANALYSIS AND OBSERVATION



ANALYSIS AND OBSERVATION

Surge Pricing Insights: Peak demand hours occur from 7:30 to 9:30 and 15:30 to 19:30. In spring, especially in March, April, and May, ride requests are lower. However, demand increases in other seasons, with a significant decline in the following spring. This cyclical pattern indicates a seasonal impact on ride demand, emphasizing specific peak hours during the day.

RECOMMENDATIONS

In summary, improving the user sign-up experience, addressing ride completion drop-offs through feedback mechanisms, resolving payment failures, and incentivizing user reviews are recommended strategies. Additionally, optimizing strategies for iOS users, focusing on specific age groups for revenue growth, and implementing targeted promotions during low-demand periods can contribute to sustained revenue growth and enhance overall service utilization. Continuous adaptation to user behaviors and seasonal patterns is crucial for dynamic service optimization.

THANK YOU