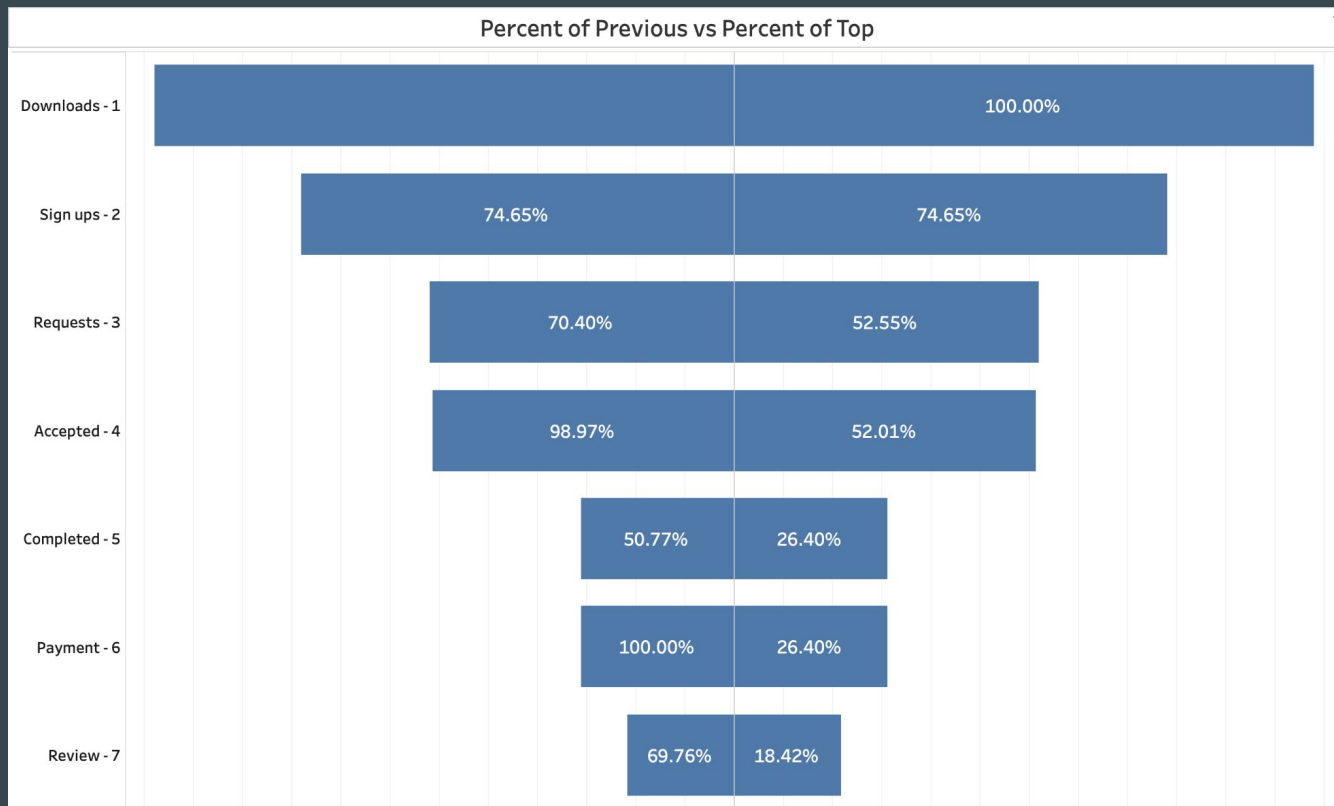# Metrocar Funnel Analysis

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Overview

There are a few areas of the funnel where the conversion rate can be improved.

Percent of Previous vs Percent of Top

	Percent of Previous	Percent of Top
Downloads - 1		100.00%
Sign ups - 2	74.65%	74.65%
Requests - 3	70.40%	52.55%
Accepted - 4	98.97%	52.01%
Completed - 5	50.77%	26.40%
Payment - 6	100.00%	26.40%
Review - 7	69.76%	18.42%

Areas of improvement

Stages 1 -3

Downloads the app but may not need a ride at that time or possibly ends up using another app to request ride.

Stages 4 - 5

The payout is too low, users distance is too far or there may not be enough drivers available to accommodate high volume times.
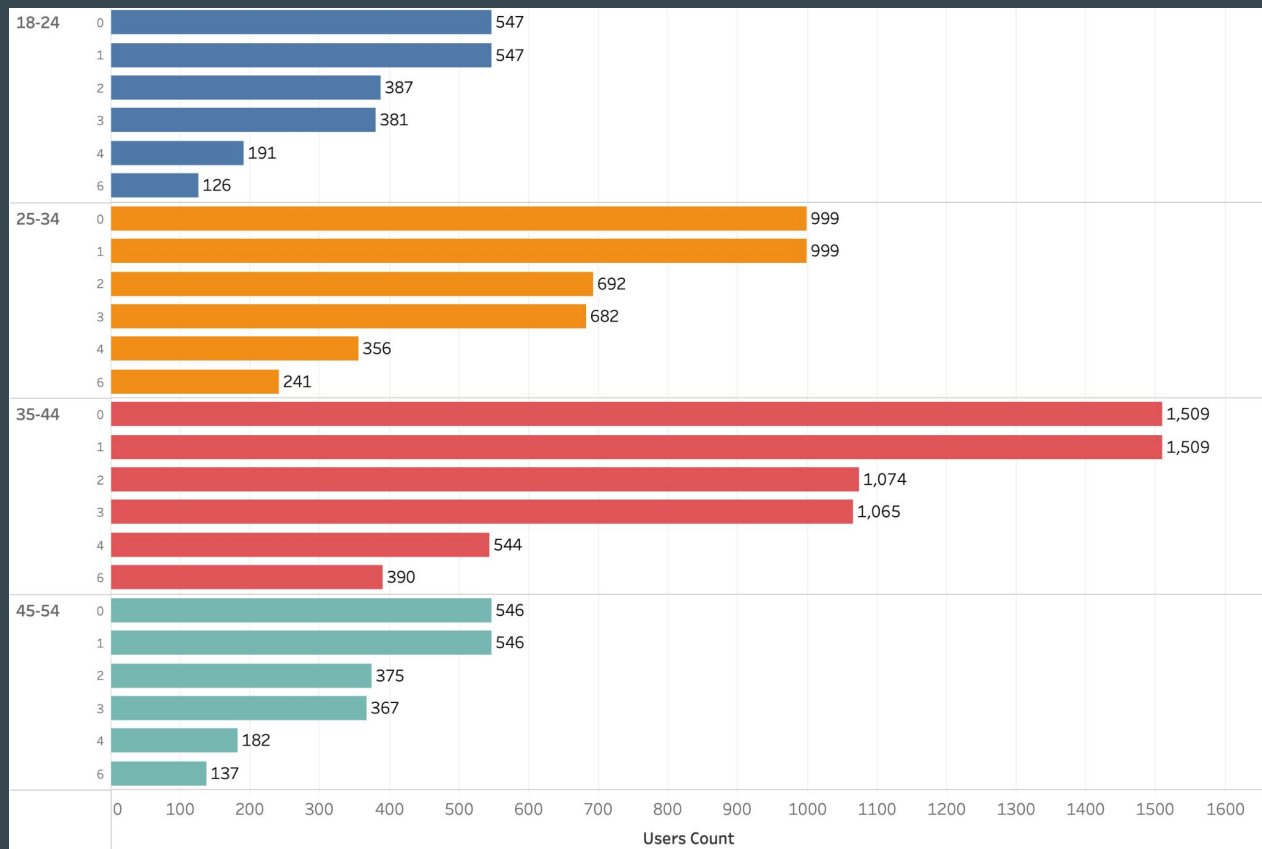
Stages 6 - 7

There's no incentive to leave review. Experience was basic, nothing special neither bad.

Key Metrics

Age Range by Funnel Step

- Based on this visualization, it's obvious that our target users are in red, aged between 35-44.

- Following our in orange is the next group, aged from 25-34.

- These groups contain highest user counts.

Downloads by platform

- iOS platform is where more than half

  (61%) of Metrocars' users are.

- Android holds 29% of Metrocars' users.

- These are key insights to keep in mind when it comes to where focus of marketing should be.
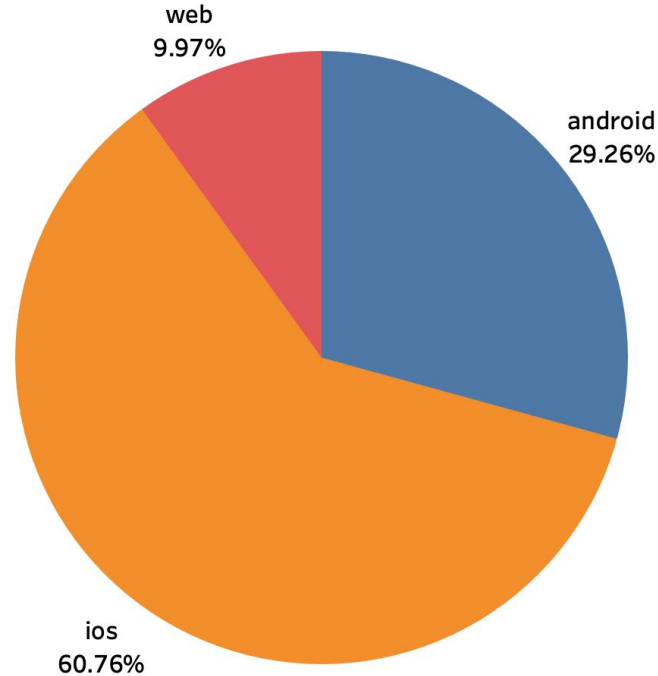
User/Ride Count by Hour

- When it comes to price surging strategies, the times of day where volume in user count and ride count are highest are tailored around the typical 'rush hours'. Between 8-9am, 4-5pm & 6-7pm.
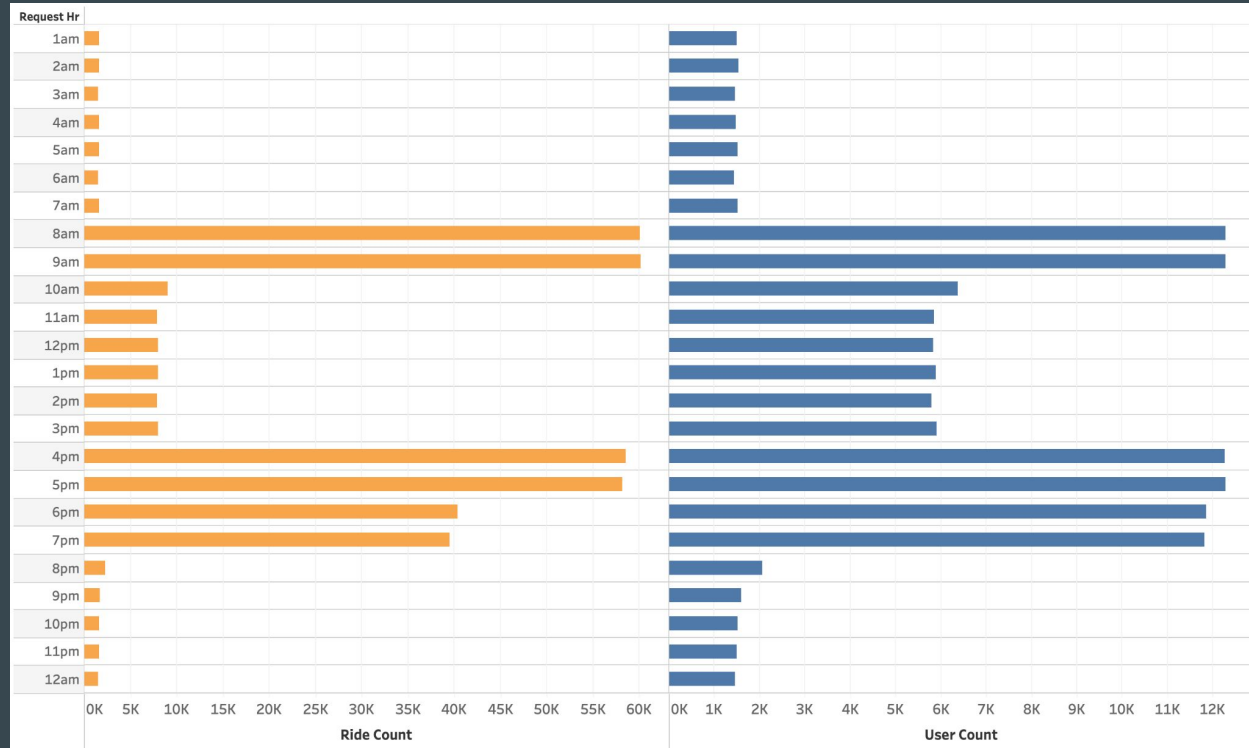
Recommendations:

- To bridge the gaps between steps 1 - 3 of the funnel, I recommend providing users with a promotion for their first ride.

- When it comes to rides being accepted but not completed there could be a few reasons why. Attracting more drivers to work with Metrocar may help accommodate this, as well as incentivizing completion of rides once accepted. One recommendation would be adding in acceptance and cancellation ratings for each driver. Then having levels drivers can reach with more perks. (discounts on cell, car service, etc.)

- Lastly, implementing a reward for leaving a review may definitely help get more rating for drivers, which in turn gives Metrocar a better understanding of the users' experience.

Thank You!