**1) Construct a cab booking funnel based on the data provided in the summary.**

**Q2.Specify improvements that can be made for each step in the funnel (Use chats and try out the cab booking experience on the app for hints)**

SOLUTION:

|  |  |  |  |
| --- | --- | --- | --- |
| STAGE | Booking | % of Success | % of Failue |
| User Initiated conversation | 1225 | 0 | 0 |
| Location Picked | 917 | 75 | 25 |
| Cab selected | 286 | 31 | 69 |
| Cab Booked | 71 | 25 | 75 |
| Ride Completed | 25 | 35 | 65 |

After analysis of data following insights are drawn:

1. Every step have problem but the biggest problem lies at steps of Ride Completed, Cab Booked and Cab Selected.
2. The Ride Conversion Rate is 35%.
3. Cab Booked conversion rate is only 25%.
4. Cab selection conversion rate is 31%.

So on the basis of Chats and service experienced data Reason of the low conversion percentage and improvement at each step should be mad.

There are four key parameter for cab service, time, location, cab preference, availability of cab.

Based on these parameters Company can improve its service.

1. IMPROVEMENT: User Initated conversation:

With the reference of chats it is evident that many customers even though logged in Apps not able initiated Conversation.

1. **Easy to book and easy to pay**

Business can be grown by booking easy and providing reliable payment channels.

1. **Extensive ride Details**

Business can be upscale by providing customers with real time ride tracking feature and comprehensive details on the rides scheduled and undertaken.

2. IMPROVEMENT: Location picked: Only 75% location picked on the Apps. This shows 25% customer’s Locations are not been traced on App and this is the loss to the Company. Company can practise some improvement as follows:

**a. Availability of Cab across Maximum Location**

**b. Customize the Driver’s Apps so that it can Locate the customer current Location easily.**

**c. Allowing Driver to street pick-ups passenger along the specific route to eliminate the waiting time**

1. IMPROVEMENT: Cab selected:

About 23% customers are able to reach the stage of cab selected on Apps.

1. **availability of Cheapest Cab**

From the reference of Chats and service experience mostly customers prefer cheapest Cab thus the company may look into increasing such type of cab. Hence routing the supply as per demand.

1. **Increase Number of Micro Cab availability**

4. IMPROVEMENT: Cab Booked:

1. Only 25% of selection is making to cab booking stage which means 75% of selections are not booked. That’s a phenomenal figure calling for a deeper investigation into data to find out the technical/real problem.
2. The app can be added with a feature wherein a reminder mail should automatically be sent to user mail i.d. while recovering his booking selection and prompting him to continue his booking.

5.IMPROVEMENT:

Ride Completed: 35% ride completed according to Funnel

1. User can be given option of “promotional codes” or lucrative offers at booking stage to increase the percentage of users into this stage from previous one.
2. Option for user to enter their feedback to leave ride completion stage to gather more data to analyse the reasons.

**3) Prioritize these improvements based on expected impact of performing these improvements. Create a list of the top 3 improvements**

On the basis on analysis we can sort following three improvements.

1. Improvement on cab booking process as at this stage the app is losing most of its users.
   1. Improving app booking page to avoid user exit and losing data.
   2. Improving app to allow user to change input/booking data at this phase to avoid voiding the booking completely. E.g. user should be having flexibility to change the location at this point without restarting.
2. Improvement on cab selection process as at this stage the app is losing 2nd highest nos. of user.
   1. Adding more cab service providers to increase the inventory so to meet the demand of users.
3. Improvement on ride completion as at this stage user and app has already spent its valuable time to select and book the cab. But only 35% of the users are completing this stage.
   1. Users should be given more options by app to not leave this stage and suggest alternatives.
   2. App should generate reminder mails or message to user to continue his ride.

**4) If you need to perform segmentation on niki users, what is the kind of user data you will need and where will you get it from? (Looking for a list of data needed along with sources from which the data can be retrieved)**

For segmentation on niki.ai users different type user data will need

1. Visitors types

|  |  |  |
| --- | --- | --- |
| Srn. | Visitors types | Source |
| 1. | Regular users | javascript API,cookies |
| 2. | First time users | javascript API,cookies |
| 3. | Guest User | javascript API,cookies |
| 4. | Recent users | javascript API,cookies |
| 5. | Top Users | javascript API,cookies |
| 6. | Location | javascript API,cookies |
| 7. | Personalized Info (Gender, Age etc.) | javascript API,cookies |
| 8. | Device type(iphone, Android, ipad) | javascript API,cookies |
| 9. | Source type(search engine, campaign, referral and direct) | javascript API,cookies |