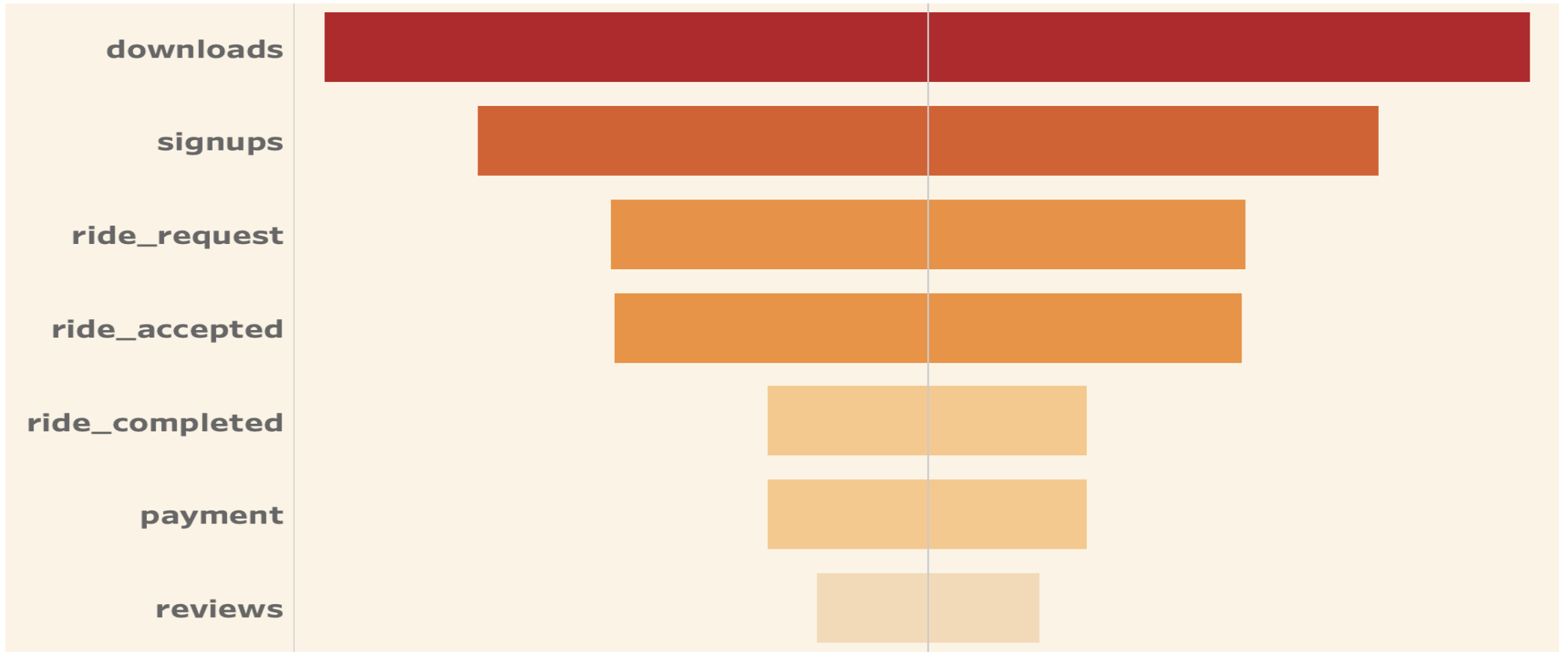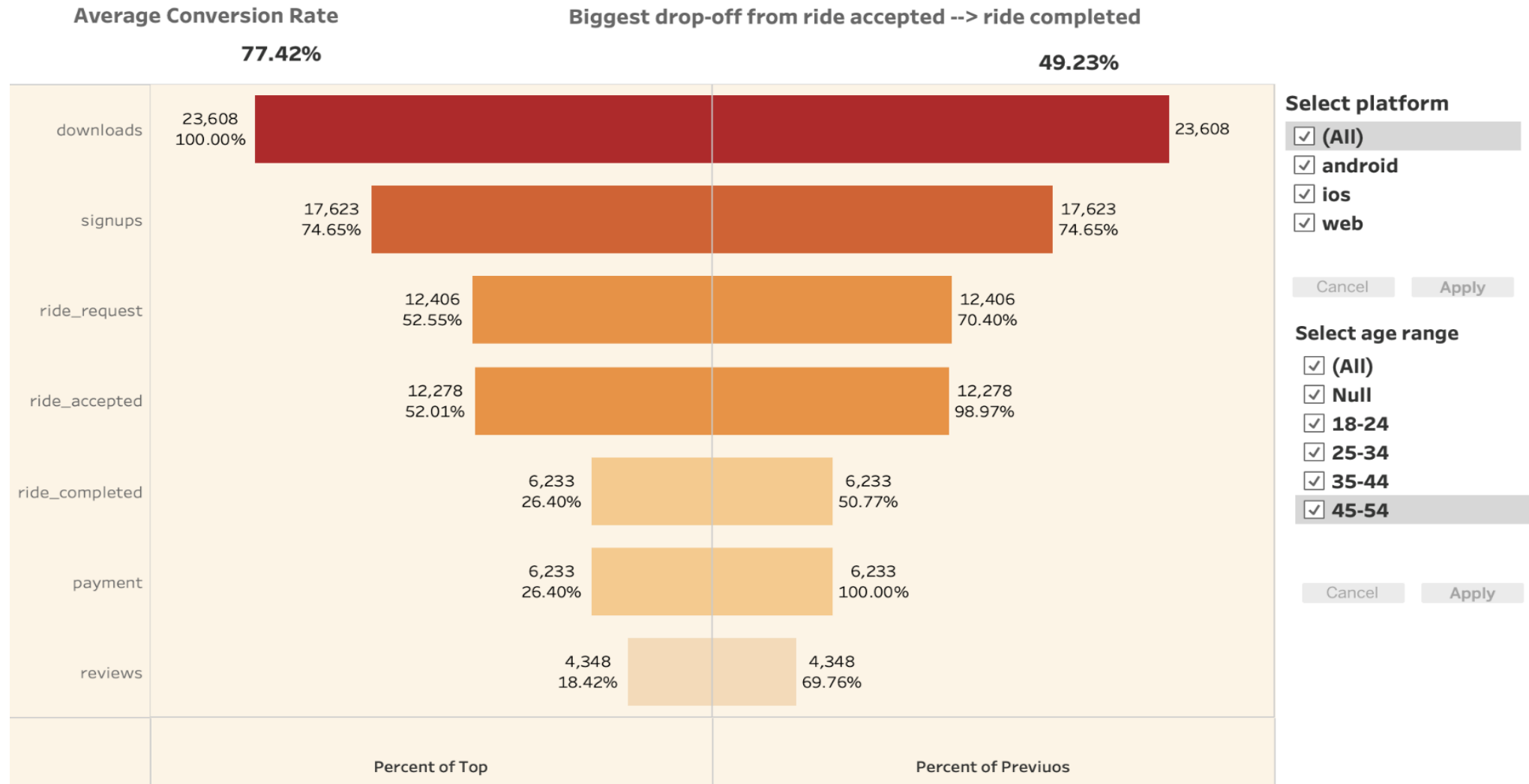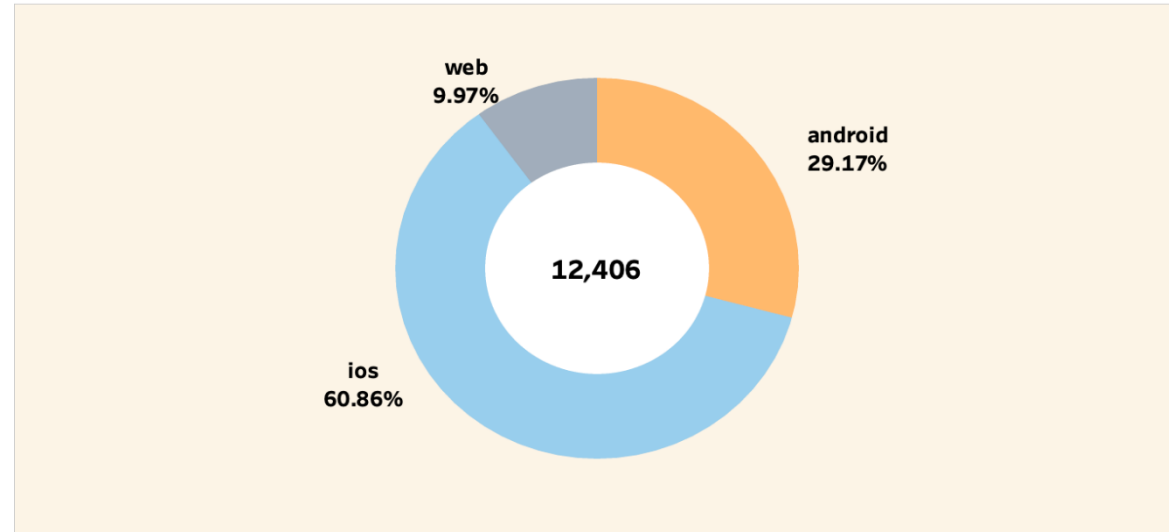# CUSTOMER FUNNEL OF METROCAR APP

BUSINESS QUESTIONS TO ANSWER THROUGH THE RESEARCH

- Steps of the funnel to research and improve: specific drop-off points?

- ios, android, or web: where to focus our marketing budget and why?

- Age groups: best performers at each stage, and our target customers?

- Surge pricing: applicability according to the distribution of ride requests throughout the day?

- What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?
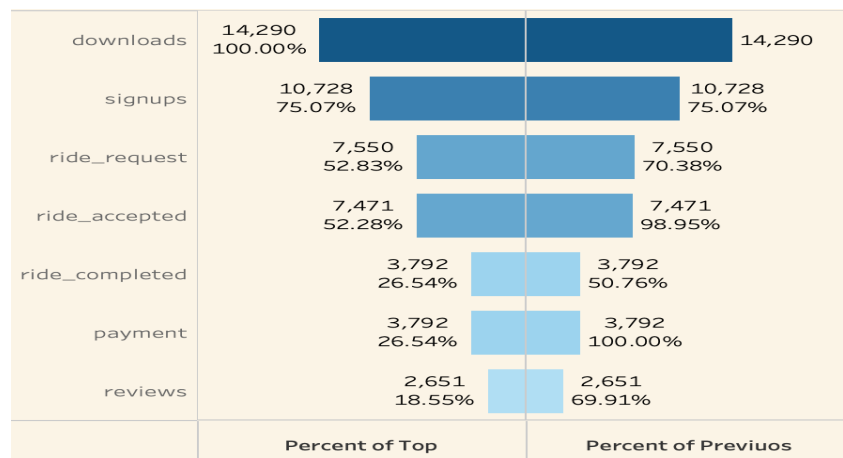
Steps of the funnel to research and improve: specific drop-off points?

Average Conversion Rate

77.42%

Biggest drop-off from ride accepted --> ride completed

49.23%

Step	Percent of Top	Percent of Previuos
downloads	23,608 / 100.00%	23,608
signups	17,623 / 74.65%	17,623 / 74.65%
ride_request	12,406 / 52.55%	12,406 / 70.40%
ride_accepted	12,278 / 52.01%	12,278 / 98.97%
ride_completed	6,233 / 26.40%	6,233 / 50.77%
payment	6,233 / 26.40%	6,233 / 100.00%
reviews	4,348 / 18.42%	4,348 / 69.76%

Select platform
- ☑ (All)
- ☑ android
- ☑ ios
- ☑ web

Cancel   Apply

Select age range
- ☑ (All)
- ☑ Null
- ☑ 18-24
- ☑ 25-34
- ☑ 35-44
- ☑ 45-54

Cancel   Apply

ios, android, web: where to focus? - iOS

IOS

	Percent of Top	Percent of Previuos
downloads	14,290 / 100.00%	14,290
signups	10,728 / 75.07%	10,728 / 75.07%
ride_request	7,550 / 52.83%	7,550 / 70.38%
ride_accepted	7,471 / 52.28%	7,471 / 98.95%
ride_completed	3,792 / 26.54%	3,792 / 50.76%
payment	3,792 / 26.54%	3,792 / 100.00%
reviews	2,651 / 18.55%	2,651 / 69.91%

Android

	Percent of Top	Percent of Previuos
downloads	6,935 / 100.00%	6,935
signups	5,148 / 74.23%	5,148 / 74.23%
ride_request	3,619 / 52.18%	3,619 / 70.30%
ride_accepted	3,580 / 51.62%	3,580 / 98.92%
ride_completed	1,830 / 26.39%	1,830 / 51.12%
payment	1,830 / 26.39%	1,830 / 100.00%
reviews	1,273 / 18.36%	1,273 / 69.56%

web

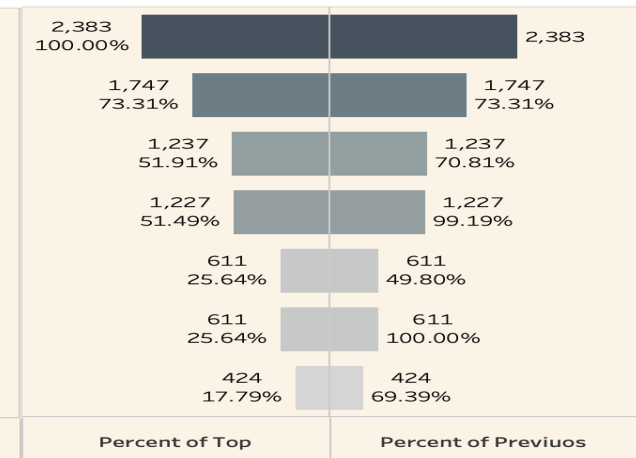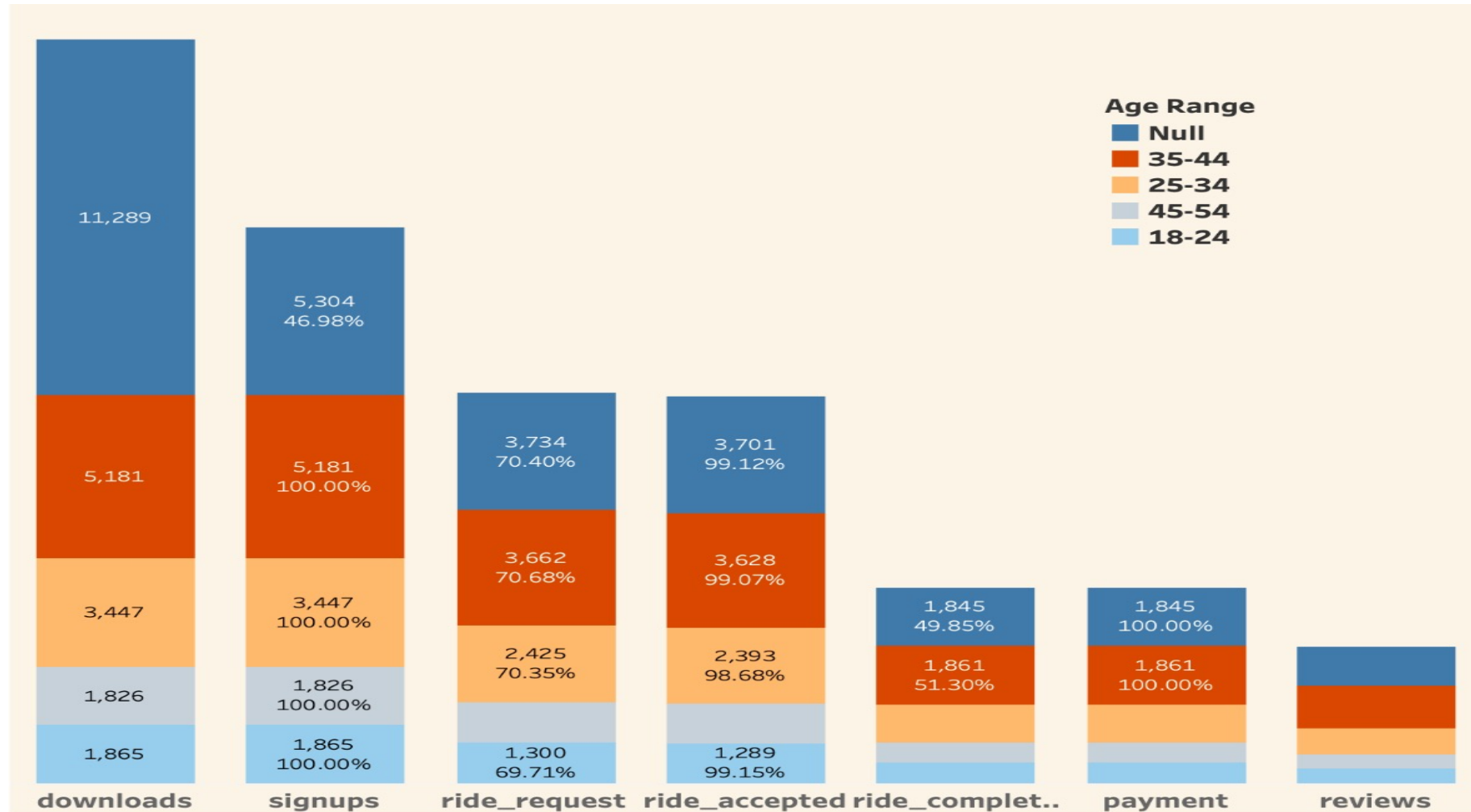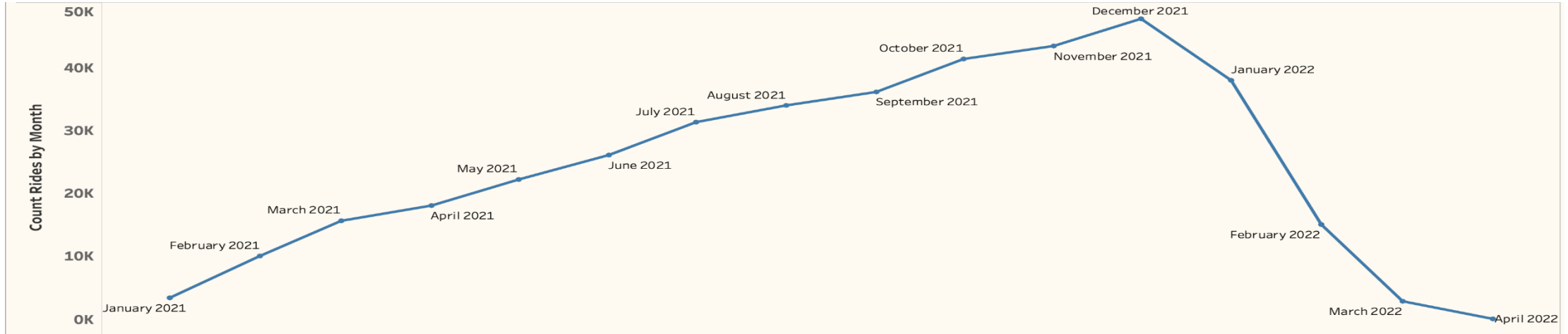|	Percent of Top	Percent of Previuos
downloads	2,383 / 100.00%	2,383
signups	1,747 / 73.31%	1,747 / 73.31%
ride_request	1,237 / 51.91%	1,237 / 70.81%
ride_accepted	1,227 / 51.49%	1,227 / 99.19%
ride_completed	611 / 25.64%	611 / 49.80%
payment	611 / 25.64%	611 / 100.00%
reviews	424 / 17.79%	424 / 69.39%

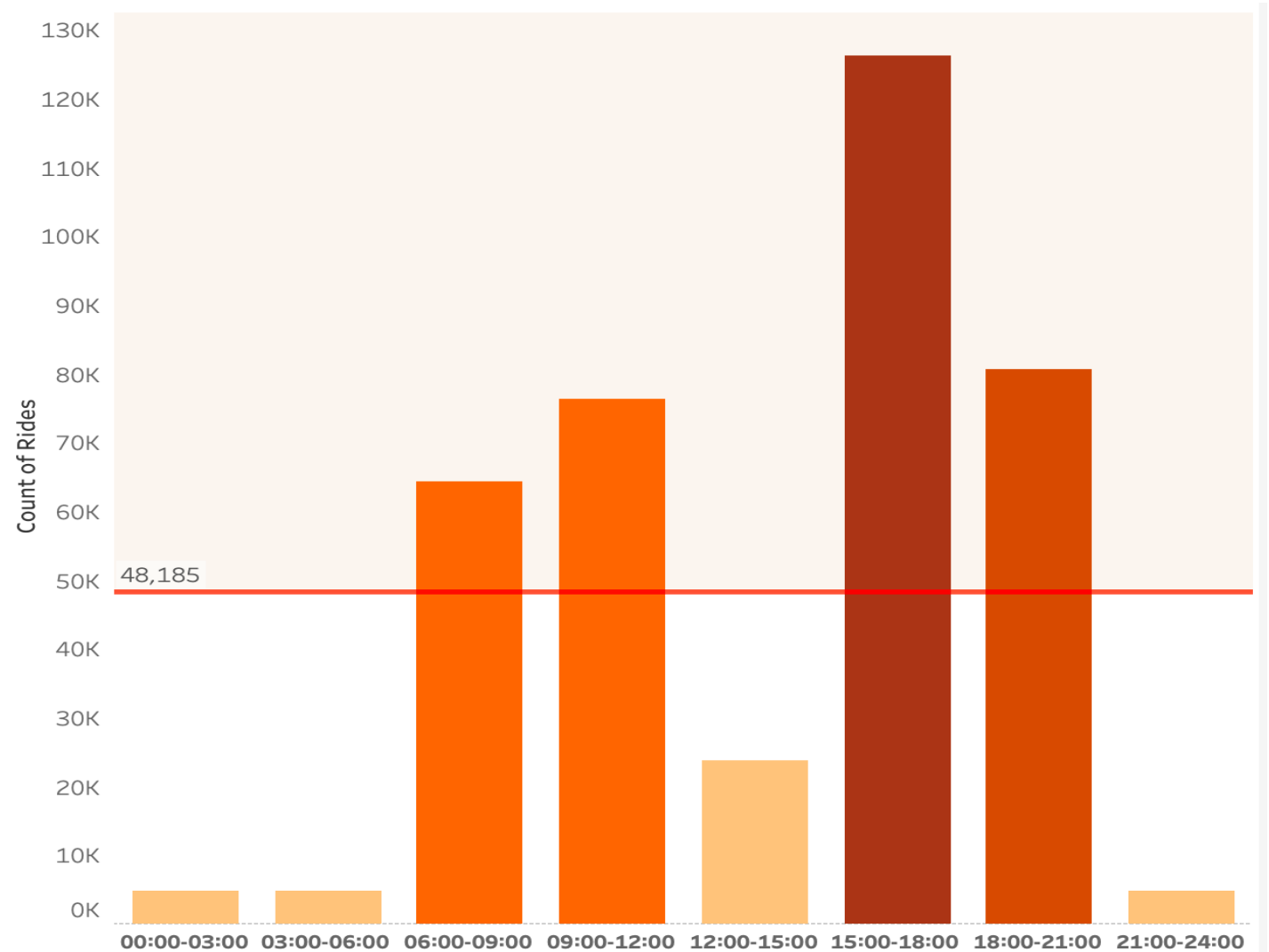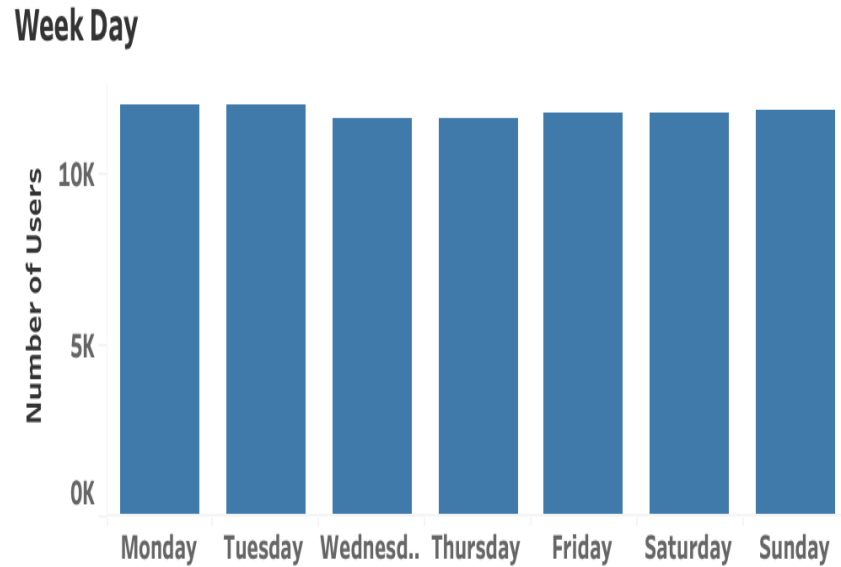# Age groups: best performers at each stage, and our target customers? – Answer: 25-44

SEASONALITY

Surge pricing: when if applicable?
Every day 15:00-21:00

How to improve the stage with the lowest conversion rate?

- Conduct a survey with dropped-off customers and drivers to define the causation of refusals

- Improve App and website design through A/B testing

- Remind customers

- Implement a system of punishments and rewards of drivers

THANK YOU FOR YOUR ATTENTION!