# Metrocar Funnel Analysis

➡ File created by : Bijal Patel

➡ Created On: 20th January, 2024

# Objective:

- To Conduct and analyze the customer funnel of Metrocar

- To identify and pinpoint the areas for improvement and optimization.

- Justify recommendations by referencing insights retrieved from the collected data.

# **Metrocar Funnel Stages**



The customer funnel for Metrocar typically includes the following stages:

- App Download..
- Signup..
- Request Ride..
- Driver Acceptance..
- Ride..
- Payment..
- Review..

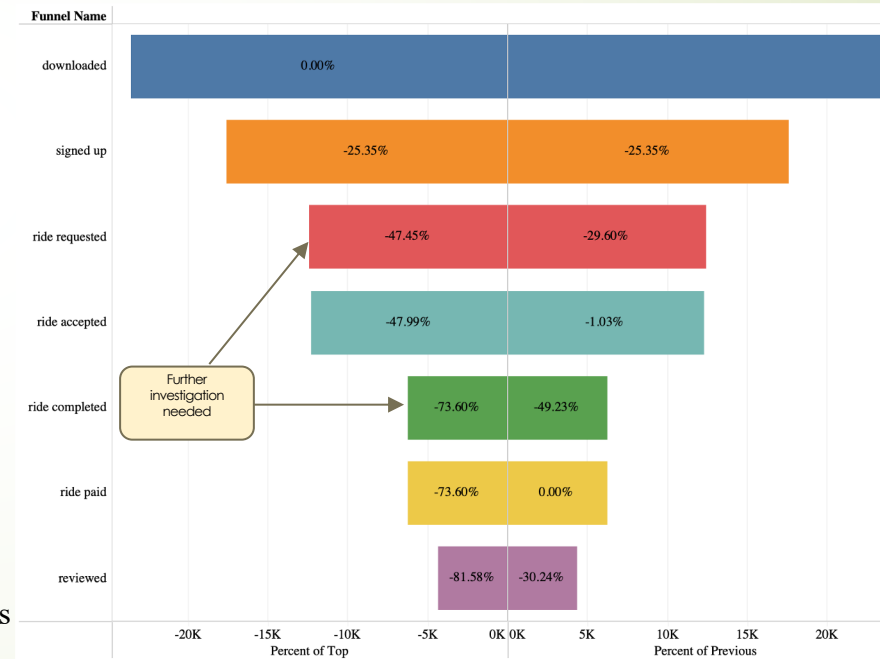# Are there any specific drop-off points preventing users from completing their first ride?

**Findings:**

- Almost 50% Drop-off from **"ride accepted"** to **"ride completed"** stage
- Almost 50% Drop-off from **"download"** to **"ride requested"** stage

**Recommendation:**

Need to encourage users to request their 1st ride and completion of the accepted ride by:

- Promotional offer like first time user discount
- Referral program, Welcome Bonus and ride credit
- Immediate Ride Confirmation notification to users and drivers
- Incentivize prompt departure for drivers
- Implementing Ride cancellation fees for user and driver with reason codes



| Funnel Name | Percent of Top | Percent of Previous |
|---|---|---|
| downloaded | 0.00% | |
| signed up | -25.35% | -25.35% |
| ride requested | -47.45% | -29.60% |
| ride accepted | -47.99% | -1.03% |
| ride completed | -73.60% | -49.23% |
| ride paid | -73.60% | 0.00% |
| reviewed | -81.58% | -30.24% |

Further investigation needed

# what insights can we make based on the platform?

**Findings:**

- Highest i.e 60% users engagement is on **iOS platform** and with the lowest i.e 8.26% from Web platform.

**Recommendation:**

- Since IOS platform consistently shows higher user engagement and satisfaction, consider focusing marketing budget on this platform for acquiring and retaining users for upcoming year.
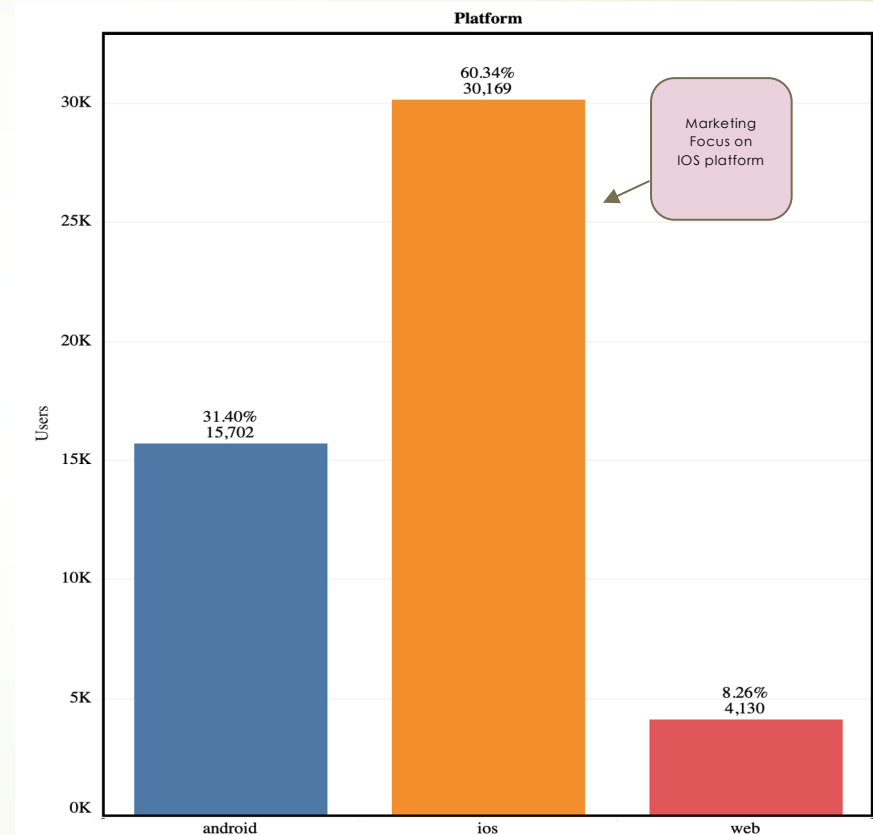
# Which age group(s) likely contain our target customers?

**Findings:**

- 35-44 Age Group has highest user performance followed by 25-34 Age Group.

**Recommendation:**

- Hence, Age group 35-44 and Age group 25-34 has our target customers.

- Note that 35.37% users did not share their age. Therefore encouraging users to share age information would give more precise finding.

- Incentives and Rewards for completing profile

- Making Age a 'required field' in profile
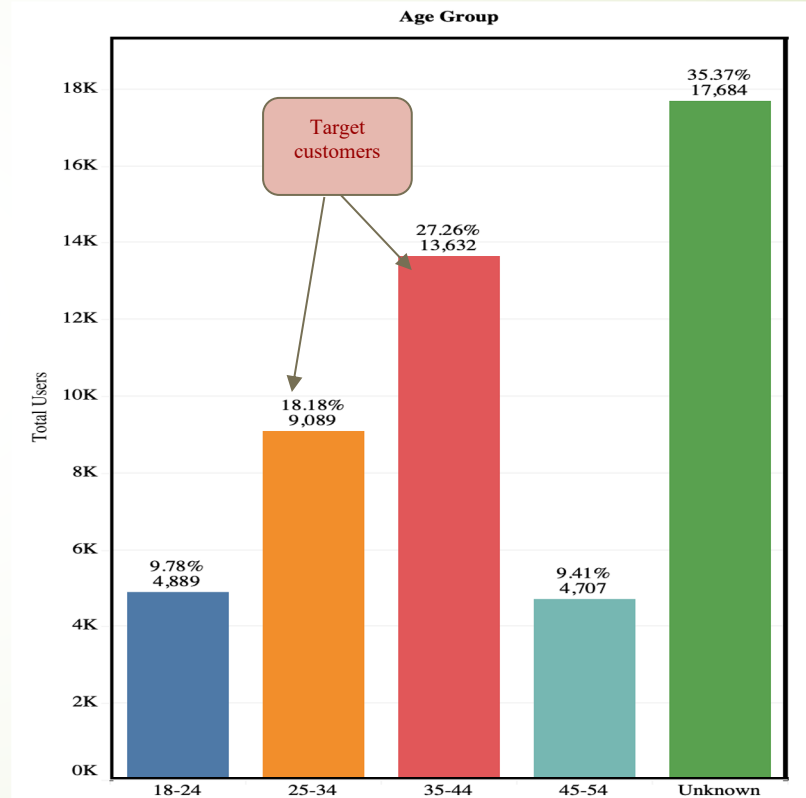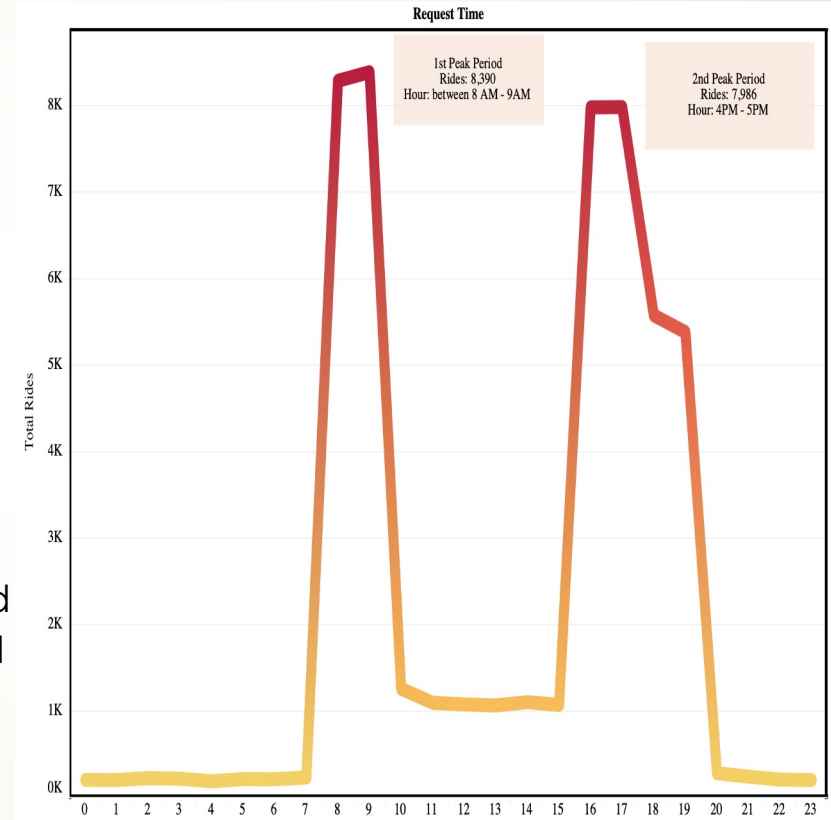


**Age Group**

Target customers

**Findings:**

Two peak periods:

- 1st : between 8AM -9AM

- 2nd : between 4PM - 5PM

**Recommendation:**

- Hence, Surge pricing strategy should be applied to these two peak periods with careful consideration to balance supply and demand while maintaining positive user and driver experiences.
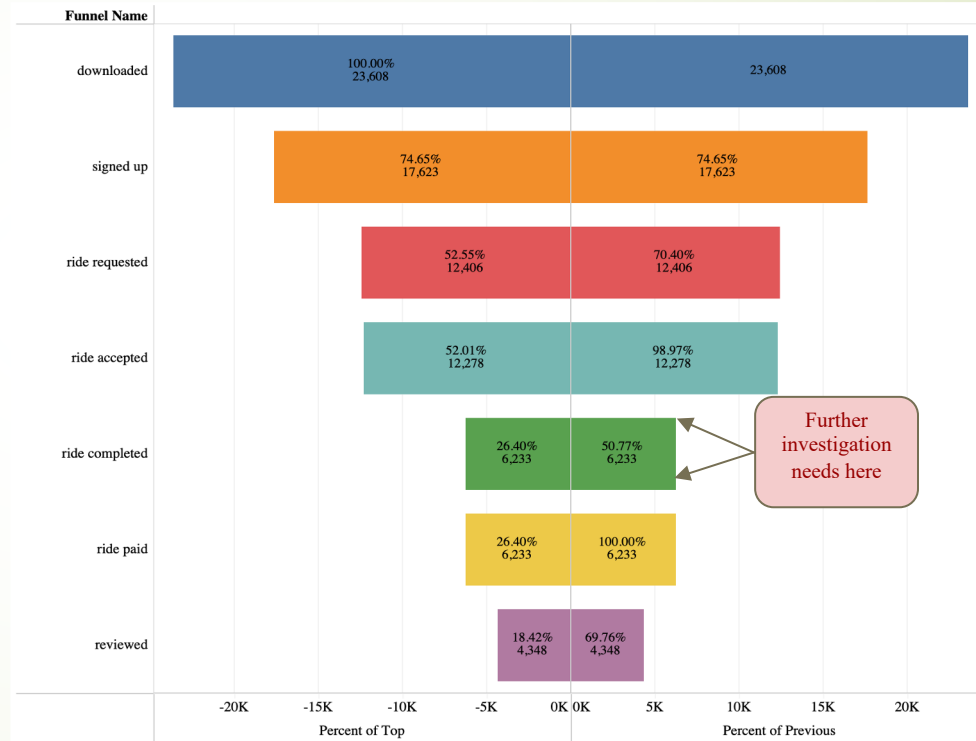
# What part of our funnel has the lowest conversion rate?

**Findings:**

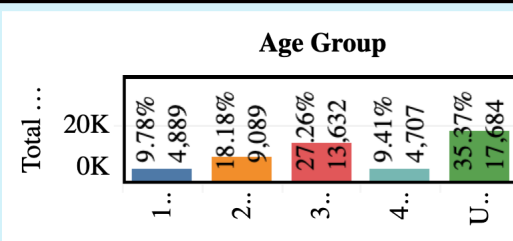The lowest conversion rate : ride completed stage.

**Recommendation:**

- Offering incentives for ride completion
- Avoiding wait time concerns by addressing ride ETA and proactive communication
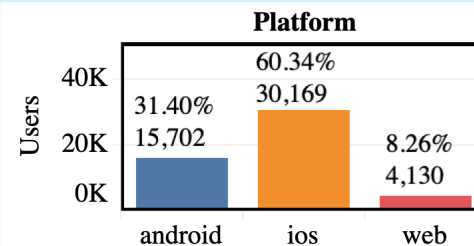- Regularly assessing and adapting to competitive offering
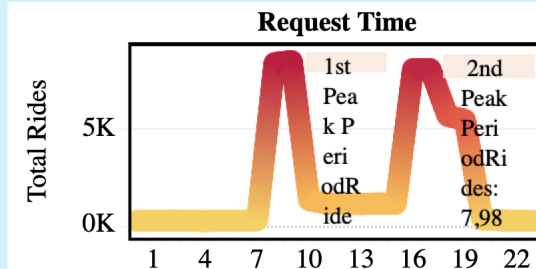
# Metrocar Funnel Dashboard

## User Age Group Distribution at each satge of Funnel

### Age Group

| | |
|---|---|
| 9.78% 4,889 | |
| 18.18% 9,089 | |
| 27.26% 13,632 | |
| 9.41% 4,707 | |
| 35.37% 17,684 | |

Total ...
20K
0K

1..  2..  3..  4..  U..

## Insights based on Platform

### Platform

40K
20K
0K

Users

31.40%
15,702

60.34%
30,169

8.26%
4,130

android    ios    web

## Rides Distribution throughout the Day

### Request Time

Total Rides
5K
0K

1st Peak Period Ride

2nd Peak Period Rides: 7,98

1   4   7   10   13   16   19   22

## User/Ride Convertion Rate for each stage (Top vs Previous)

Funnel ..
- downloa..
- signed up
- ride re..
- ride ac..
- ride co..
- ride paid
- reviewed

-20K   -10K   0K0K   10K   20K
Percent of Top    Percent of Previous
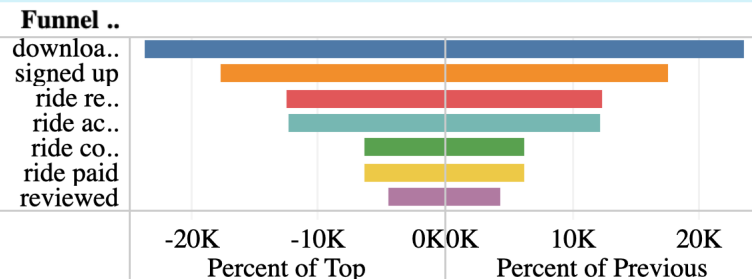
## Drop off Rate accross User/Ride Funnel

Funnel Name
- downloaded
- signed up
- ride requ..
- ride acce..
- ride comp..
- ride paid
- reviewed

-20K   -10K   0K0K   10K   20K

### Age Group
- ☑ (All)
- ☑ 18-24

### Platform
- ☑ (All)
- ☑ android
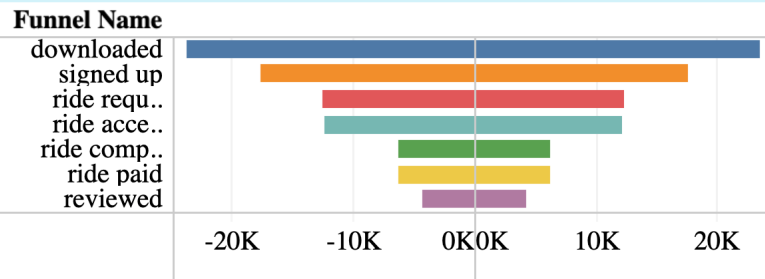
Rides
196                              8,390

### Funnel Type
- ◉ Users Funnel
- ○ Rides Funnel

### Drop off Rate
- ☑ (All)
- ☑ downloaded

### Conversion Rate
- ☑ (All)
- ☑ downloaded

+ableau

Thank You!