

# Driving to Success:

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Unlocking Metrocar's User Journey Through  
Funnel Analysis



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# Project Overview

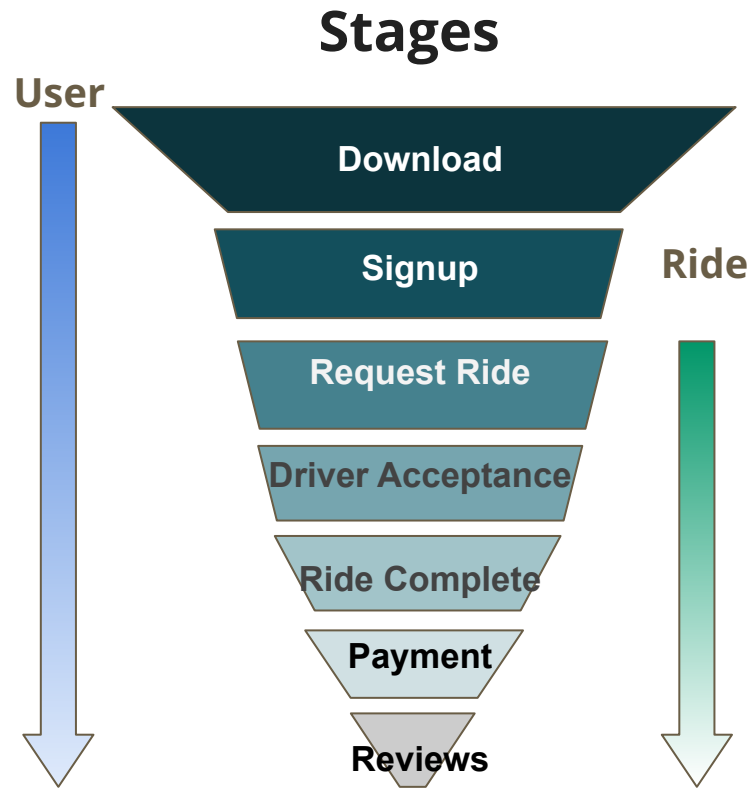
## Objective

- ★ Provide **actionable insights** to enhance customer acquisition and retention.

## Key Focuses

- ★ Analyze success rates at each service stage
- ★ Examine ride distribution across different times
- ★ Assess user demographics (age) and platform preferences
- ★ Provide recommendations for improvement and profitability

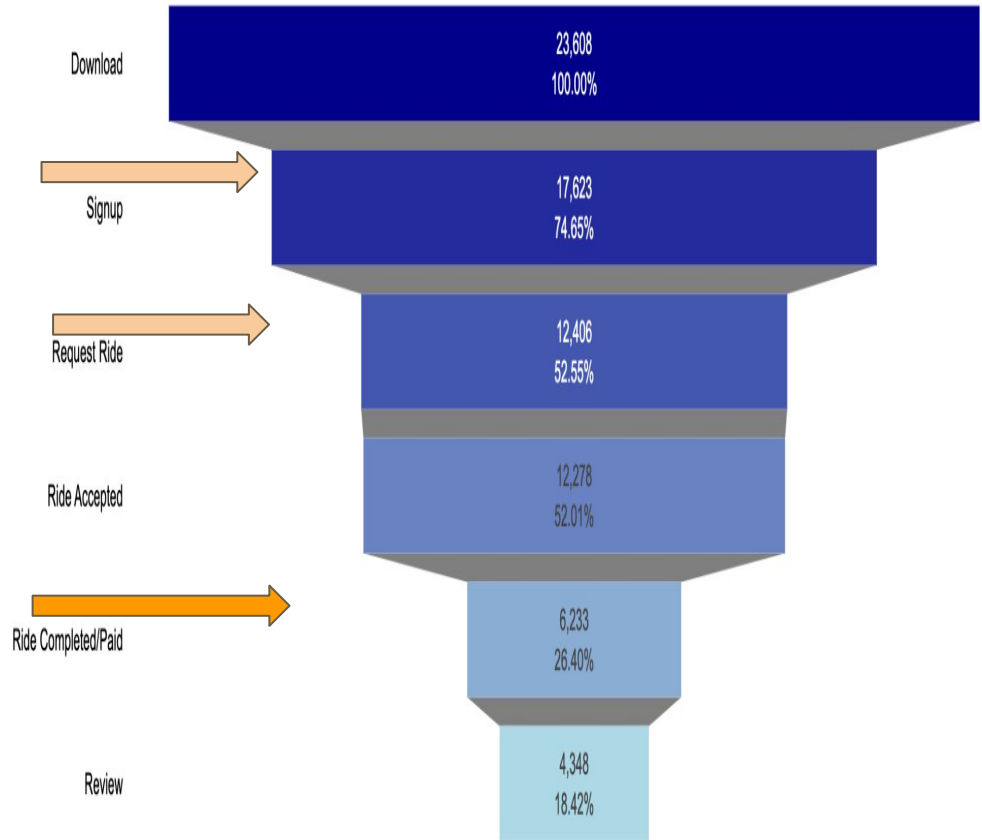
## User & Ride Journeys



# User Drop-Off at All Stages

## Significant Drop-Off Points:

- ★ Signup ~25%
- ★ Ride request ~30%
- ★ Ride completion ~49%

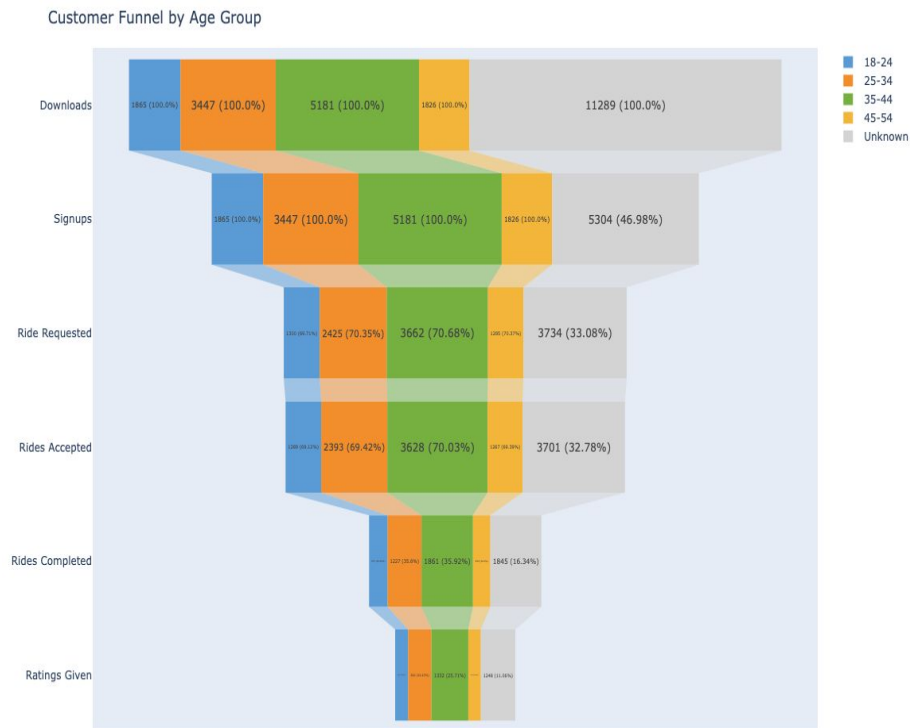


# User Drop-Off Rate Is Unaffected by Age

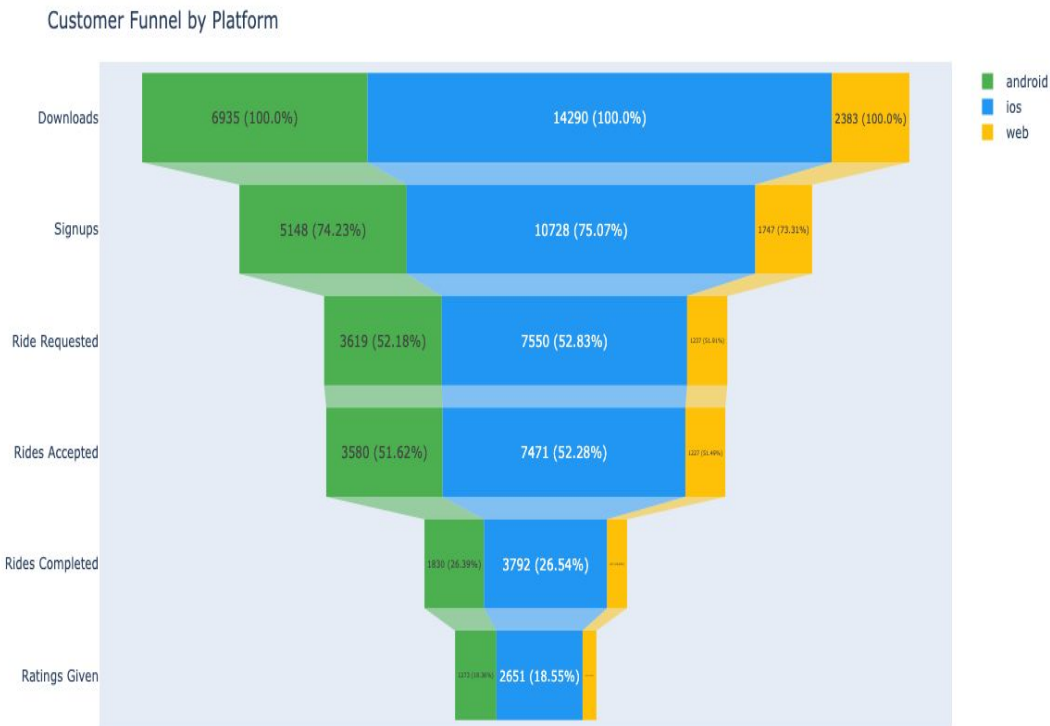
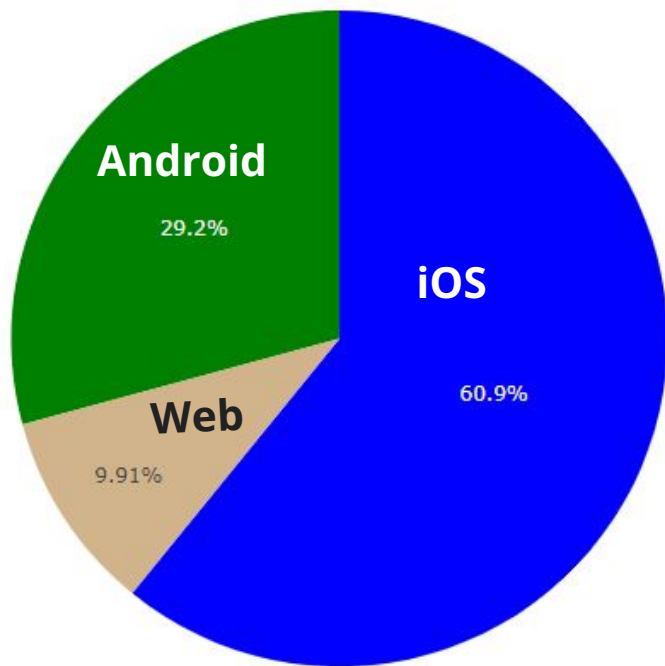
★ The largest users by age group are in the category of:

1. Unknown
2. 35-44 years
3. 25-34 years

★ All three together makes 80% of the total ride request



# Platform Type Doesn't Impact Ride Service Stages



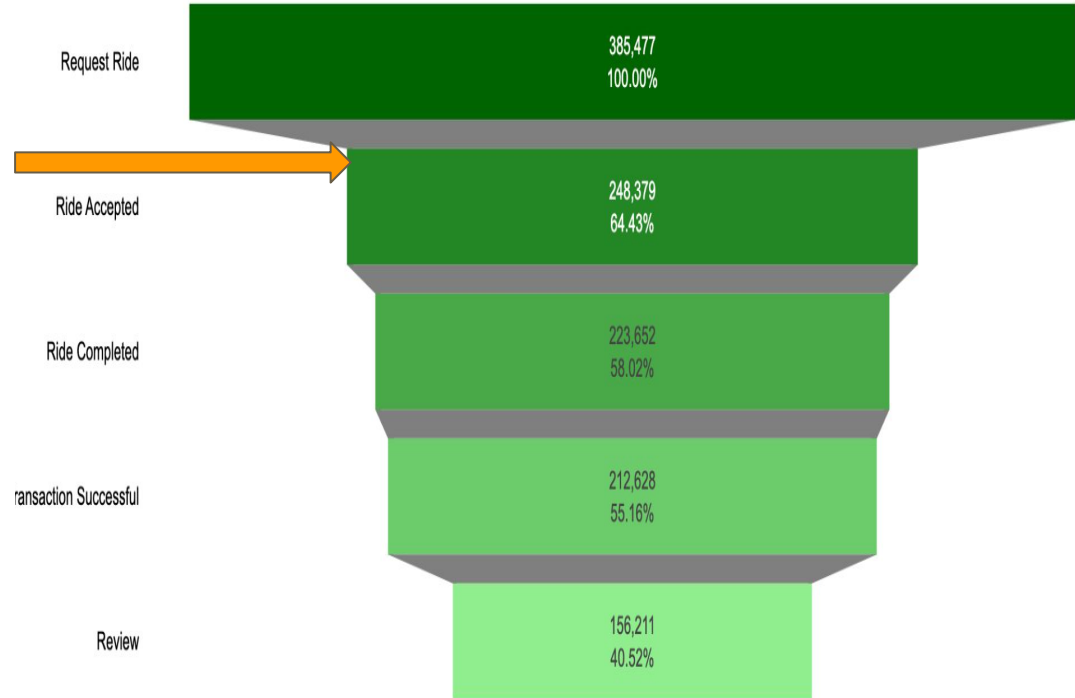
# Significant Drop-off in Ride Acceptance After Request

## Highest Drop-off Stage::

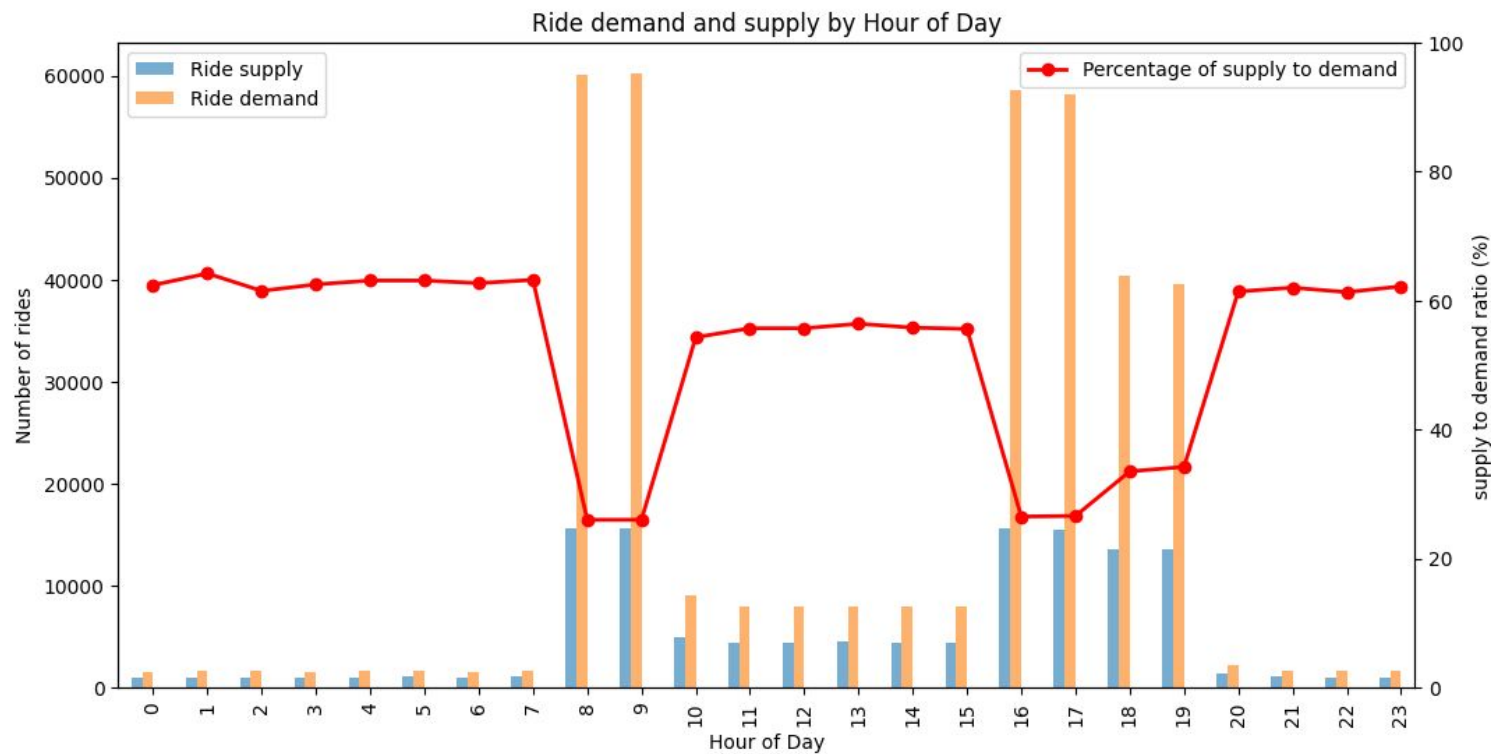
- Over 35% of rides are not accepted after being requested.

## Potential Issues:

- **Driver Availability:** Insufficient drivers during peak times.
- **Matching Efficiency:** Possible inefficiencies in the rider-driver **matching** algorithm.

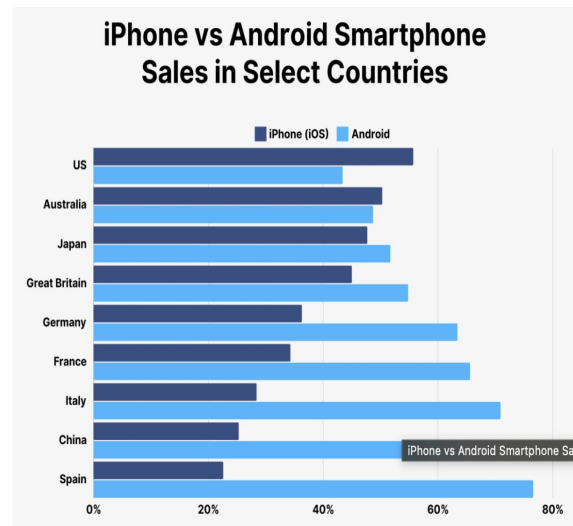


# Large Gap in Ride Supply and Demand at Peak Hours



# Conclusions & Recommendations

| Key Insights   | Action Plans   |
|--|--|
| <b>Supply-Demand Gap:</b><br>The supply of ride service during peak hours is 75% less than the demand. | Implement <b>surge pricing</b> to attract more drivers during rush hours and capitalize on high demand.  |
| <b>Incomplete User Data:</b><br>The forms at signup have missing information about users' age range.   | Investigate and revise the <b>signup process</b> to include age range data, reducing the "unknown" group.  |
| <b>Android User Acquisition:</b><br>Opportunity to increase Android app downloads and user sign-ups.   | Enhance Android's <b>App Store Optimization (ASO)</b> and offer incentives like <b>free rides and discounts</b> to boost downloads and sign-ups. |



Data source  
:<https://backlinko.com/iphone-vs-android-statistics#iphone-vs-android-market-share-us>