

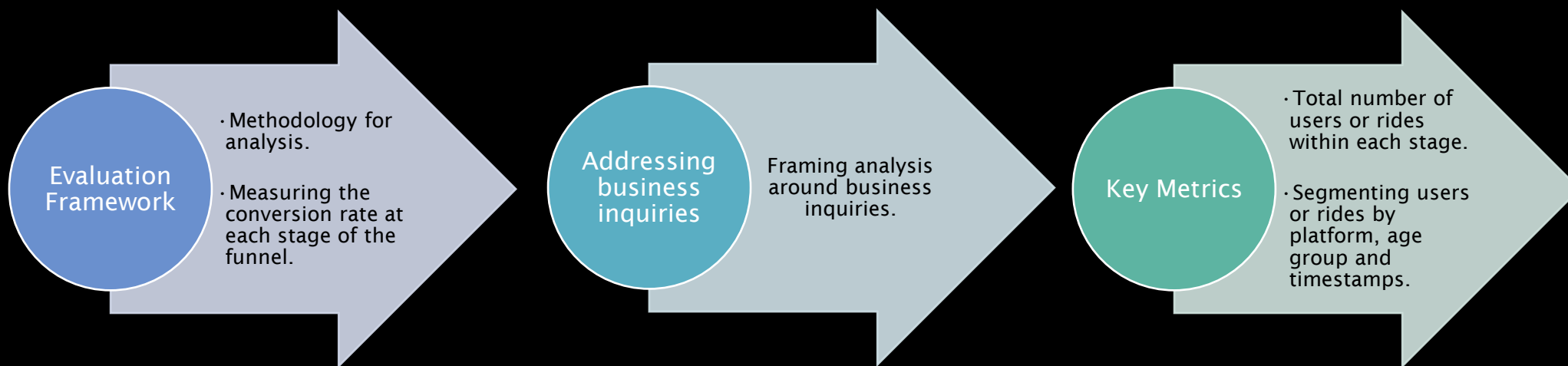
# Metrocar Funnel Analysis

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Last Updated: November 2023

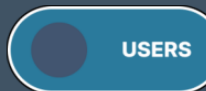


# *Key Objectives*





## User Funnel



### Metrics

- Percent of the initial funnel stage.
- Percentage of previous funnel stage.

### Percent of Top

- 18.4% of users progress from downloading the app to writing a review.

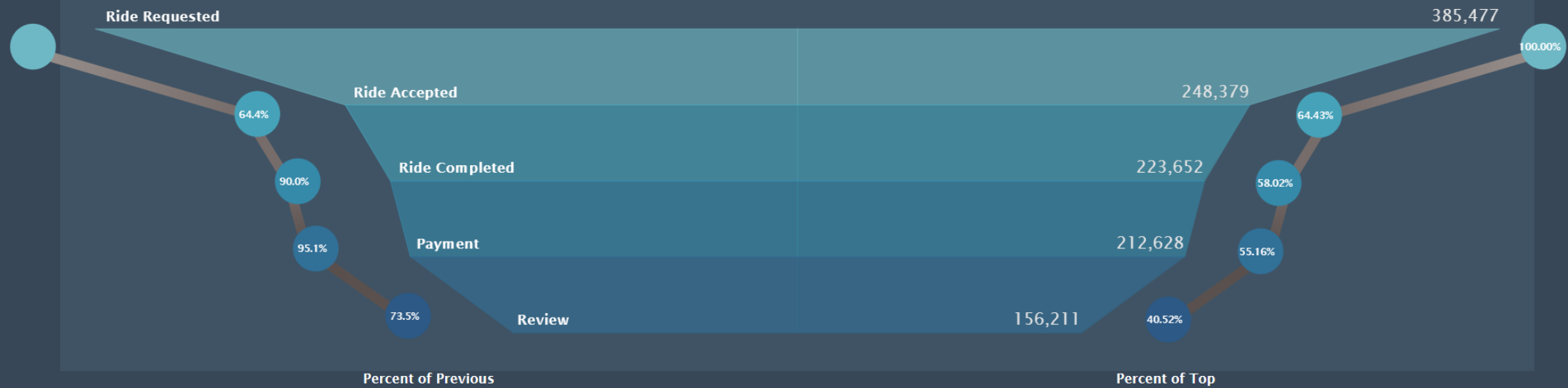
### Percent of Previous

- 100% of users progress from completing a ride to a successful payment.
- 50.8% of users progress from having a ride accepted to completing a ride.



## Ride Funnel

RIDES



### Metrics

- Percent of the initial funnel stage.
- Percentage of previous funnel stage.

### Percent of Top

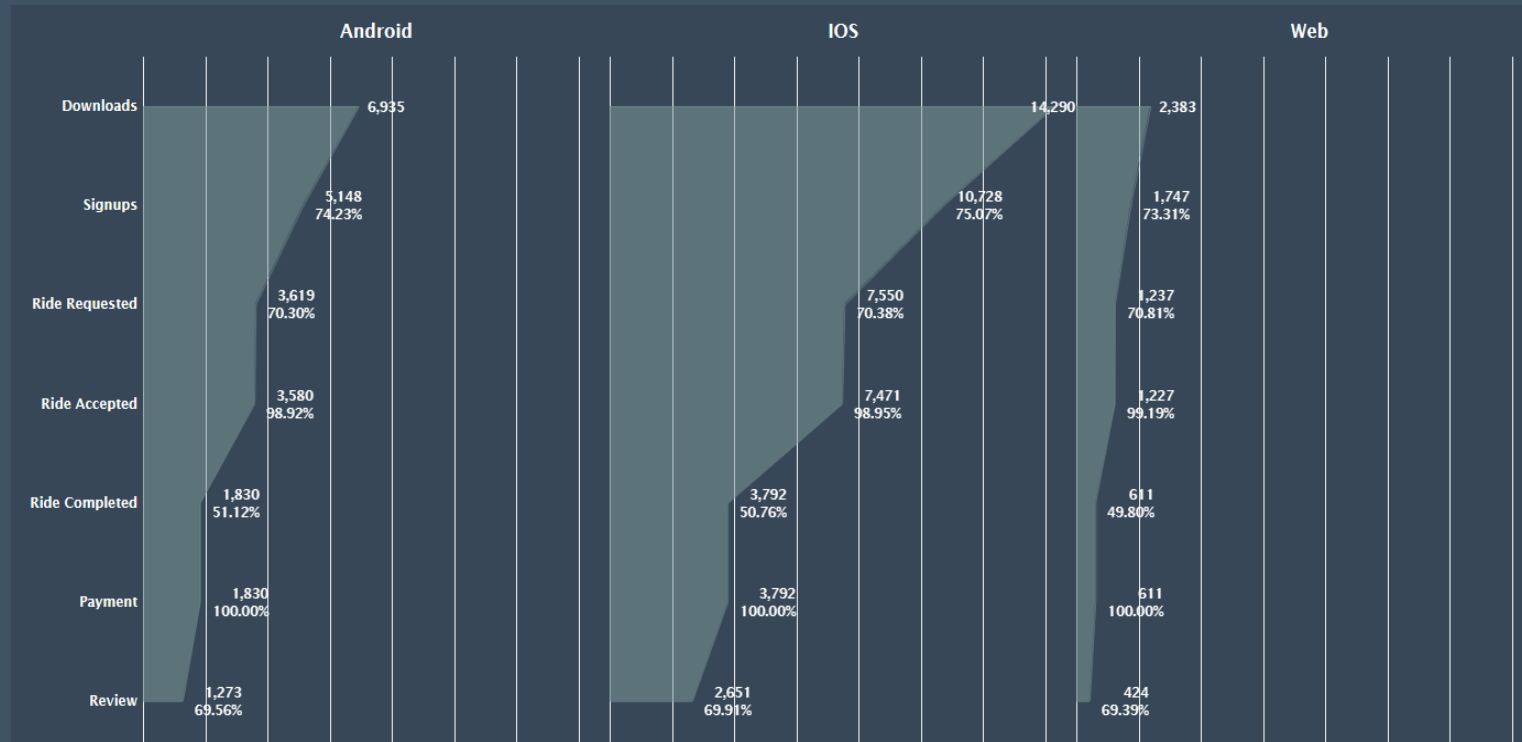
- 40.5% of rides progress from requesting a ride to writing a review.

### Percent of Previous

- 95.1% of rides progress from completing a ride to a successful payment.
- 64.4% of rides progress from having a ride requested to a ride accepted.

# Platform

## Segmentation by Platform

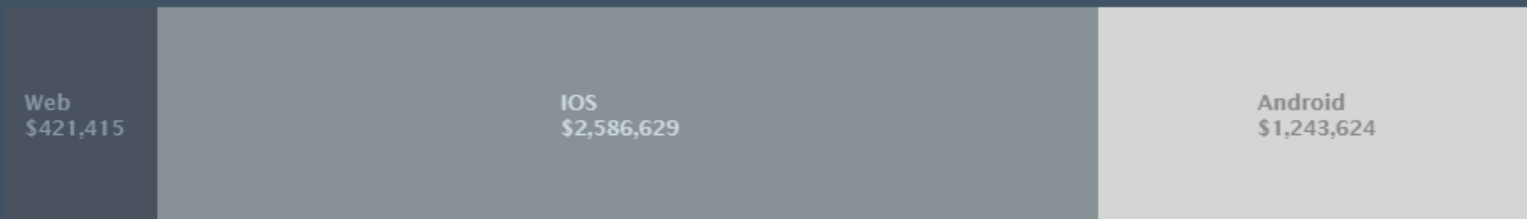


- Visualised percent of previous funnel between platforms.

- The highest number of downloads is iOS.

- 14,290 downloads.

- 50.76% of users progress from ride acceptance to a completed ride.

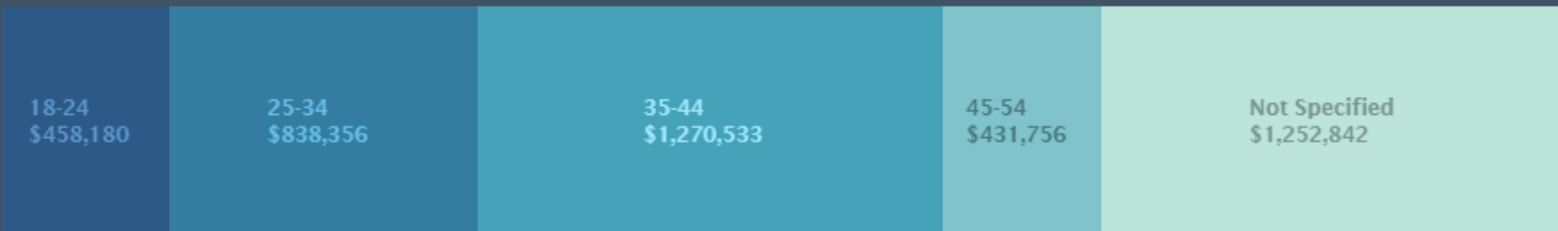
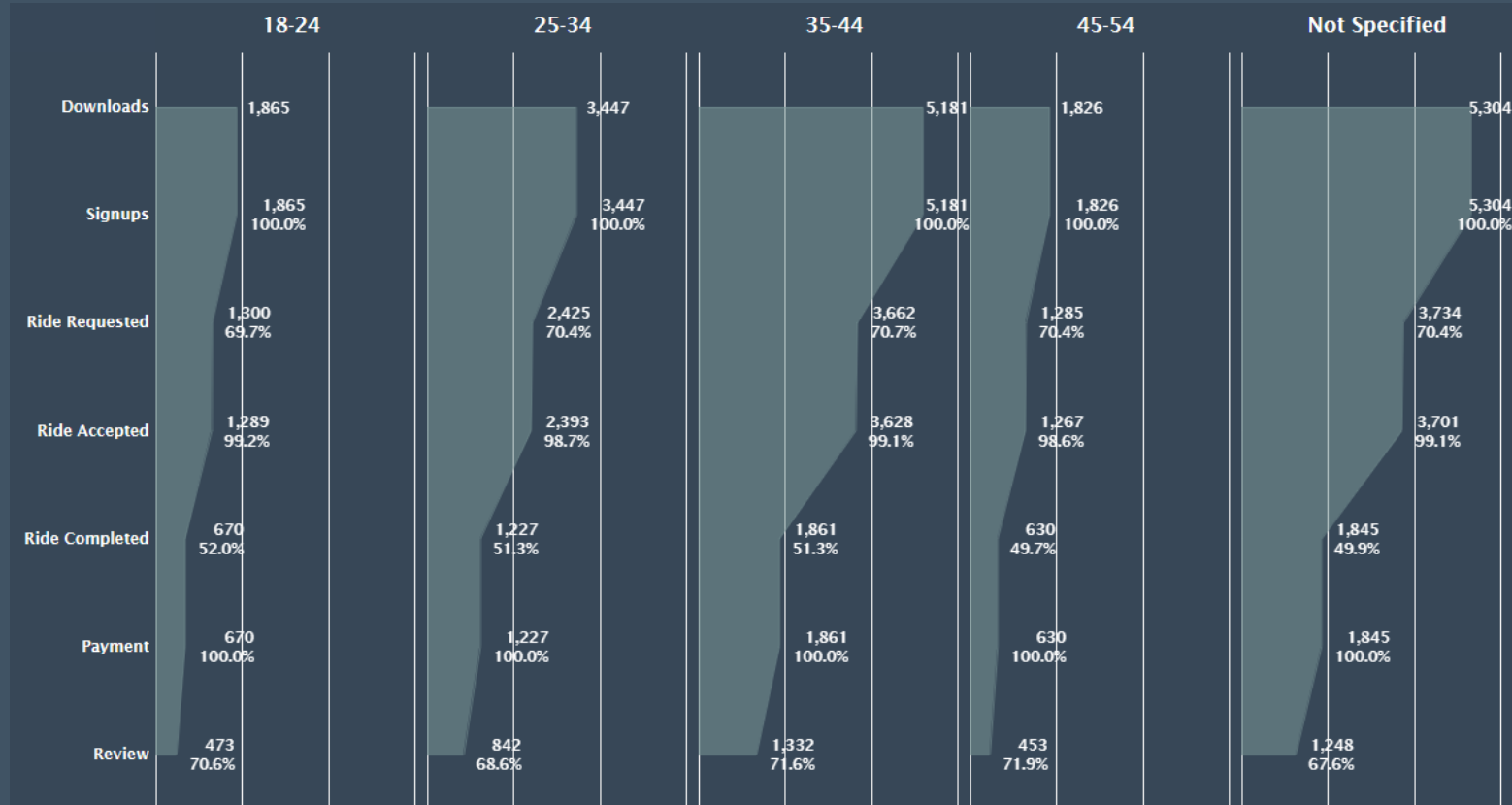


- The total revenue from iOS is \$2,586,629.

- We should focus our marketing budget for the upcoming year to iOS.

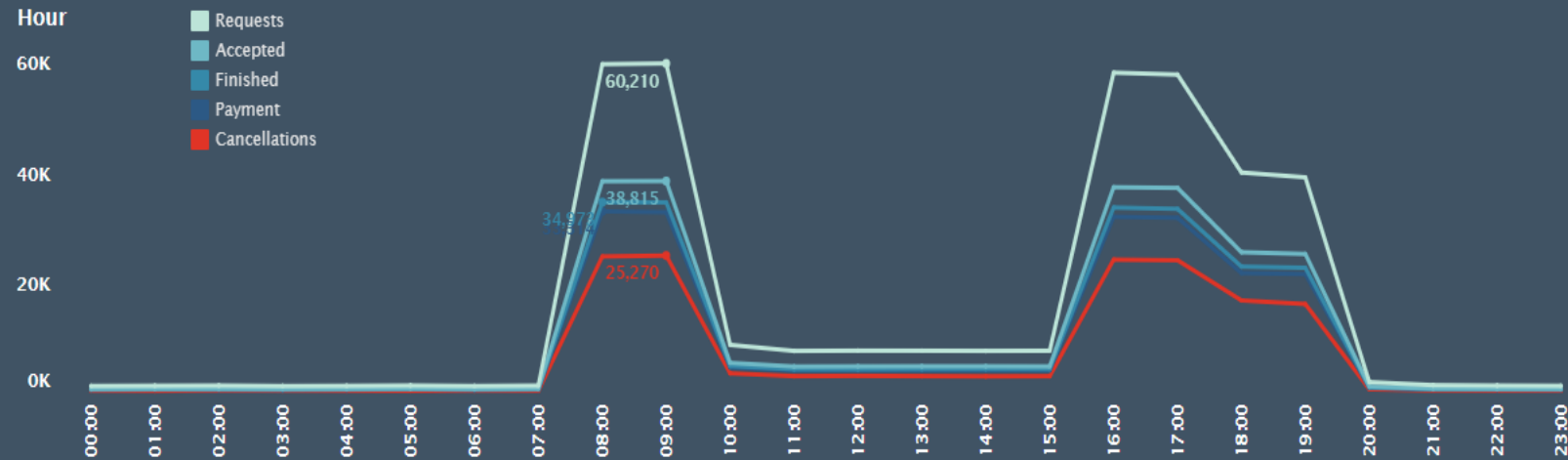
# Age Group

## Segmentation by Age Group



- The largest group is Not Specified.
- The largest labelled group is 35-44.
- Total users in this group, 5181.
- 51.3% of users progress from ride acceptance to a completed ride.
- The total revenue generated from 35-44 is \$1,270,533.
- Although we do not know the ages from our second biggest group.
- Our target audience is 35-44 but we should make efforts to understand who is in the not specified group.

# Hour/Month/Year

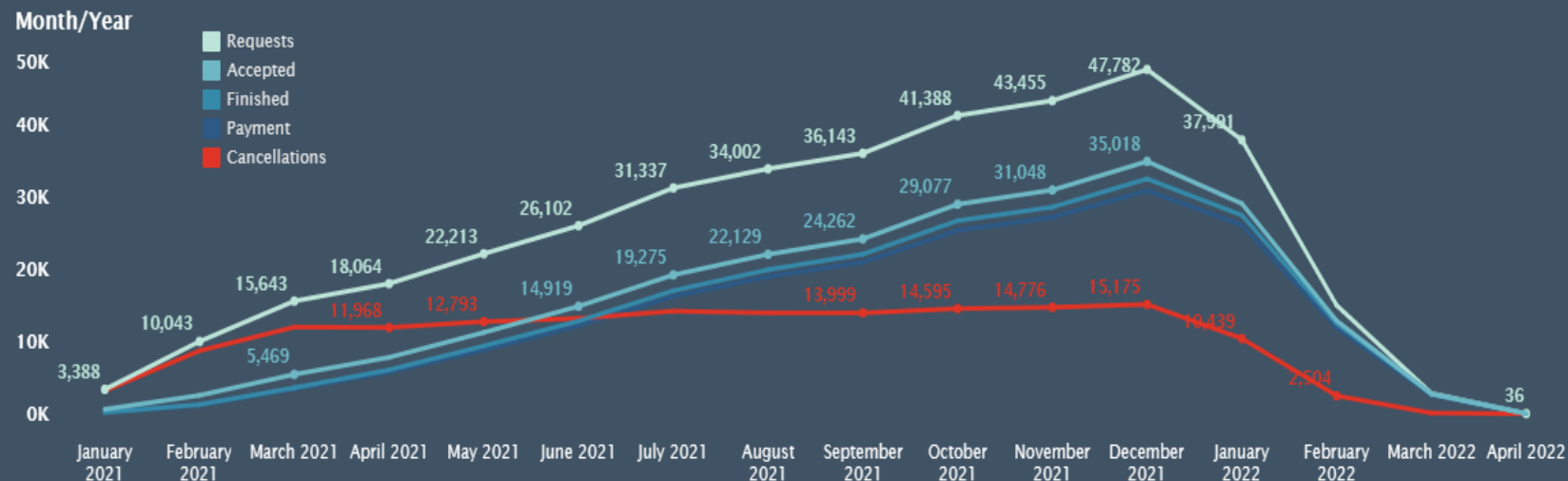


## Segmentation by Hour

We have a peak between 8am and 9am.

We also have a second peak between 4pm and 7pm.

- Recommendation to implement surge pricing during these peak hours, due to increased demand.
- Caution advised due to higher cancellations in both peaks, impacting key low conversion rates mentioned earlier.



## Segmentation by Month / Year

January 2021 to December 2021

- Steady increase observed in every stage of the funnel.

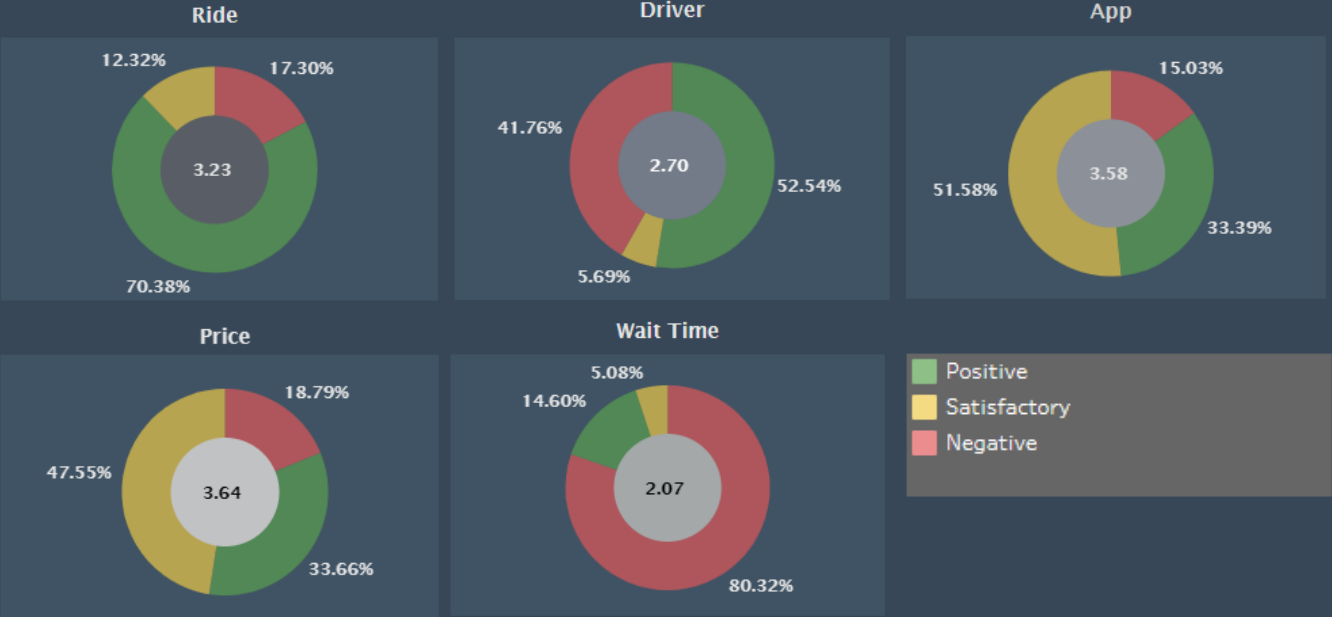
January 2022 to April 2022

- No downloads recorded.
- Rapid decrease observed in every stage of the funnel.

**Urgent requirement to investigate the observed trends in 2022.**



# Reviews



## Analysis of Customer Feedback

### Ride Aspect

- Mention prominently at 40.8%.
- Mainly positive reviews but garnered a rating of 3.2 stars.

### Drivers Aspect

- Second most mentioned, at 30.5%.
- Reviews nearly evenly split between positive and negative but garnered a rating of 2.7 stars.

### App Aspect

- Mentioned in 12.6% of reviews.
- Mostly satisfactory but garnered a rating of 3.6 stars.

- Detailed insights available on tableau dashboard.
- Highlights the prevalent themes across different review types with keywords.



# Recommendations

## Resources

- We should consider gathering data to understand the decline in 2022.
- Implement incentives to encourage users to provide feedback via surveys to identify reasons for the sudden drop in usage.
- It is essential to research and enhance the stages of ride requests, ride acceptances and ride completions.

## Experience

- To improve service quality based on customer feedback, its recommended to conduct research on app optimisation. This research will validate the accuracy of our GPS, routes and timings.
- Provide incentives for drivers to enhance customer experience.
- We should consider encouraging driver availability during peak hours to boost conversion rates.

## Moving forward

- Introduce surge pricing after increasing conversion rates during peak hours.
- Expect improved figures with fewer cancellations.