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Funnel Analysis

ABOUT THE FUNNEL

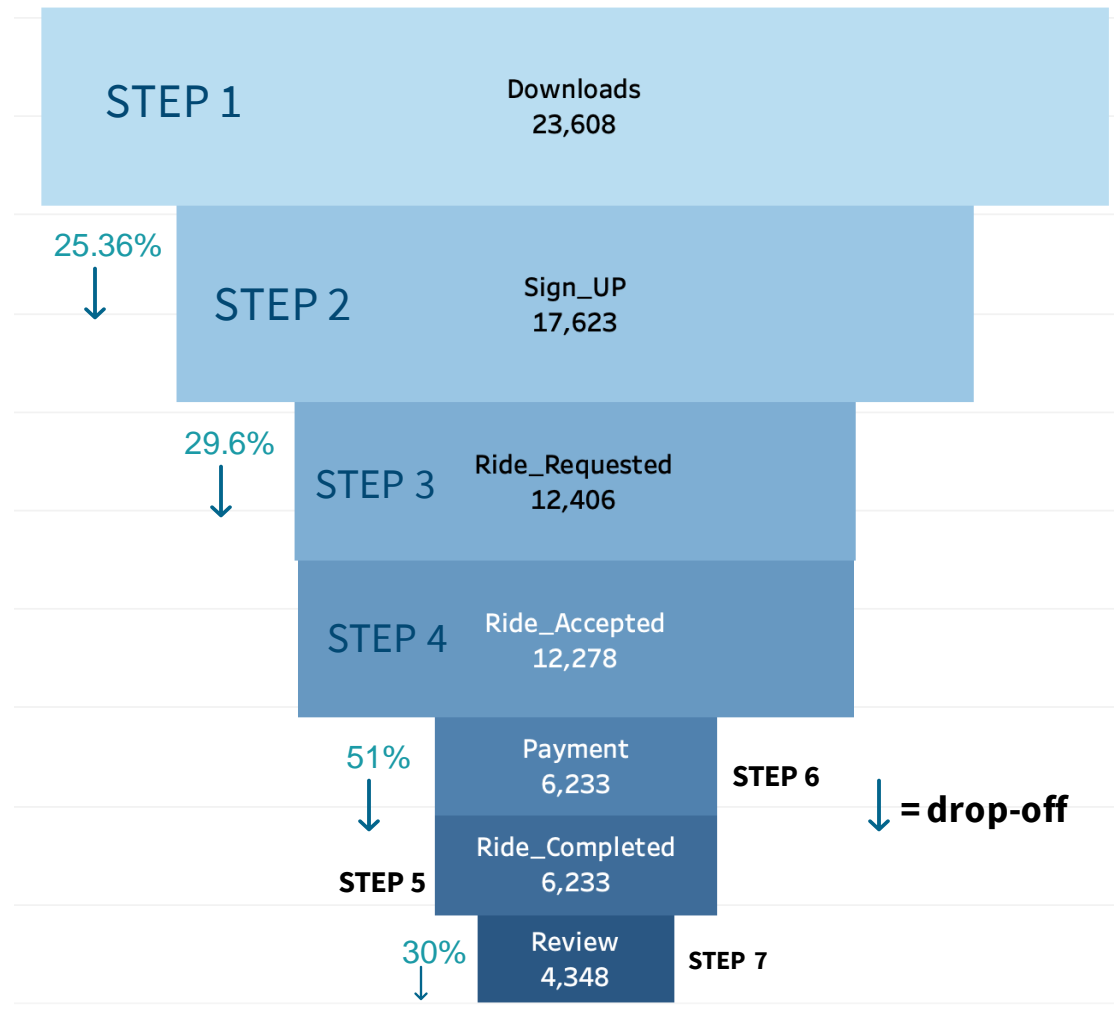
The customer funnel represents key steps users complete in the Metrocar ride experience. Funnel steps used in this evaluation are:

1. Download
2. Sign Up
3. Ride Requested
4. Ride Accepted
5. Ride Completed
6. Payment
7. Review

ABOUT

FUNNEL

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FUNNEL RESULTS

Which drop-off points prevent users from completing their first ride? What steps should we research and improve?

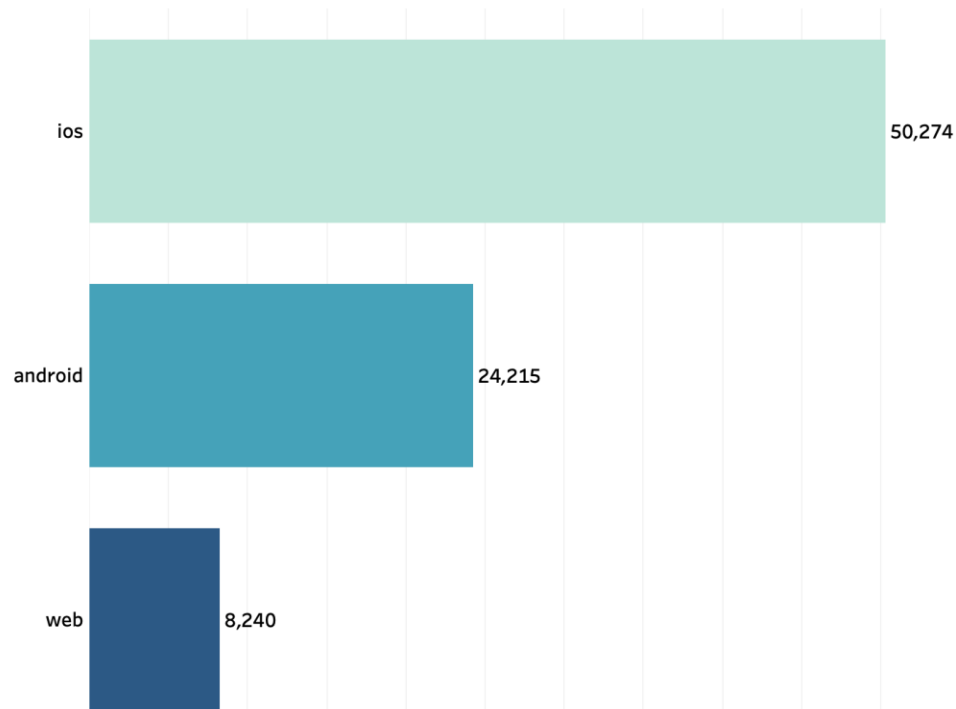
- Research needed to determine cause of 51% drop on Ride Accepted to Ride Completed. Major improvement needed.
- The Sign Up to Ride Requested steps have a 29.6% Drop-off. Research can determine why cause.
- Drop-off of 25.36% from Downloads to Sign Ups.

FUNNEL STEPS



FUNNEL RESULTS

Users by Platform



Platform-based Insights:

- Apple has 48.16% more users than Android. Great marketing opportunity!
 - Apple/ios – 7,471 rides accepted and 3,792 completed. 51% drop-off!
- Android – 3,580 rides accepted and 1,830 completed. 51% drop-off!
 - Web – 1227 accepted and 611 completed. 50% drop-off!
- Only 10.86 % of total completed rides are web-based. Another great marketing opportunity!

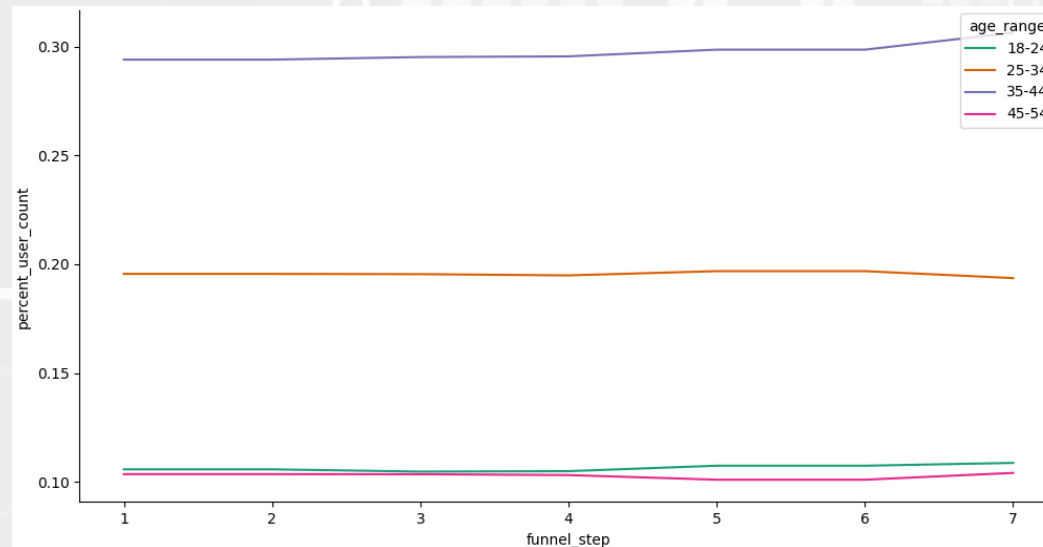
FUNNEL RESULTS

Which age group has the best performance at each stage of the funnel?

- The 35-44 age group had the highest number of users, 29%-31% through every funnel stage.

Which group is our target age group?

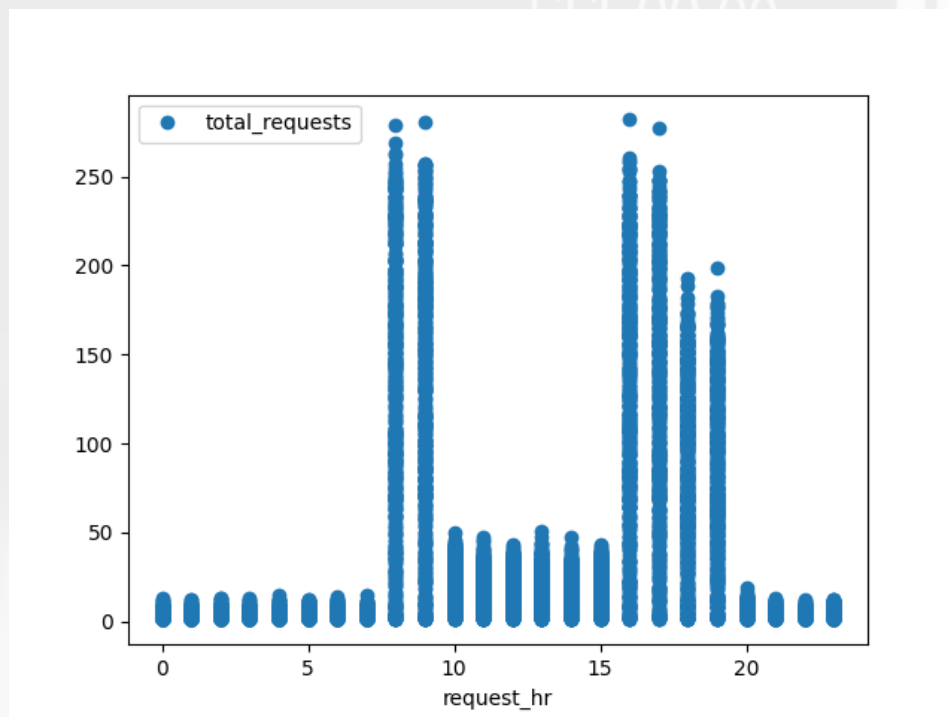
- Our target age group is 35-44. Great opportunity! Focus marketing strategy toward 35-44 year olds.



RESULTS

FUNNEL RESULTS

Daily Ride Distribution:



- Morning surge from 8am to 9am
 - Approx 275-280 ride request during morning commute hour.
- Afternoon surge from 4pm to 7pm
 - The 4pm hour is the highest peak with 290 ride requests.
 - Afternoon/evening surge slows at 7pm with approximately 200 ride requests.

****Surge pricing would be most beneficial during peak hours of 8am-9am, and 4pm-7pm.****

FUNNEL RESULTS

What part of our funnel has the lowest conversion rate?

- The **Ride Accepted** to **Ride Completed** step has the lowest conversion rate of all our steps.
- **Only **51%** of accepted rides get completed!**

How can we improve this?

- We could canvass drivers for insights to close this gap.
- Screen **Reviews** for possible insights to problem areas. Though reviewers have completed their ride, they have insights to share.

FUNNEL STEPS





THANK YOU!

For your time and attention.

KEY TAKE AWAYS:

- Reduce lost revenue by researching drop-off rate from [Ride Accepted](#) to [Ride Completed](#) funnel step.
- Generate revenue by adopting a price surge strategy during peak usage times, [8am-9am](#) and [4pm-7pm](#).
- Marketing to target customers:
 - [35-44](#) year olds
 - Apple Users
 - Start Android and web specific marketing

SUMMARY