Metrocar Funnel Analysis

Insights and Strategic Recommendations

By João Morgado

Introduction to Metrocar Funnel Analysis

- A leading ride-sharing service dedicated to efficient and user-friendly transportation
- Analyzing user engagement stages to improve service and efficiency
- Summary of Key Findings, Platform Analysis, Strategic Recommendations.

Funnel Analysis Summary

High Engagement Early On:

- About 75% download to sign-up rate.

Good Ride Request Rate:

- Over 70% sign-up to ride request.

Drop-off After Acceptance:

- Significant drop to about 50% from acceptance to ride completion.

Strong Review Engagement:

- Nearly 70% of users leave a review after payment.

Platform-Based Performance

Rides by Platform:

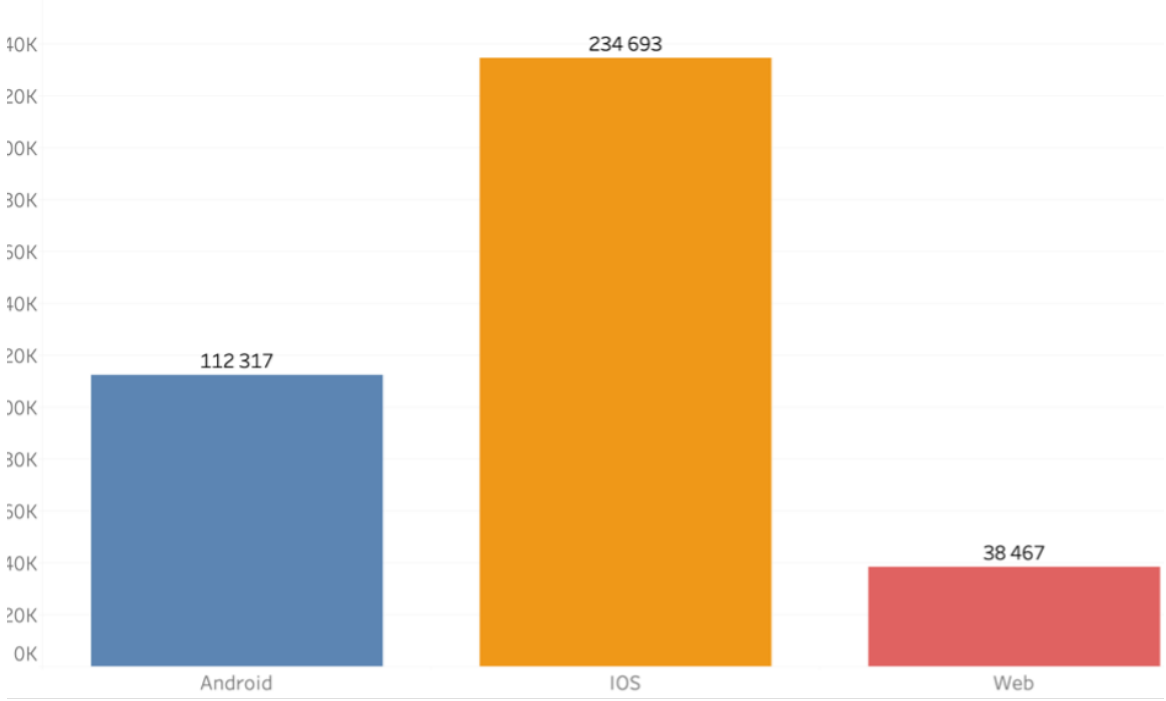
- iOS dominates with 234,693 rides, followed by Android (112,317) and Web (38,467).
- "Reflects user preference and iOS app's user-friendliness."

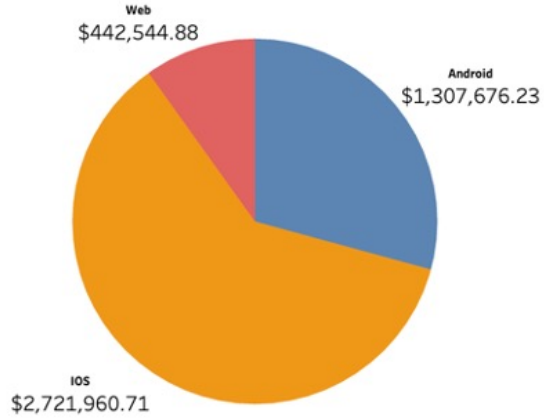
Revenue by Platform:

- iOS leads in revenue with $2,721,960.71.
- Android and Web significantly lower at $1,307,676.23 and $442,544.88, respectively.

Conversion Rate by Platform:

- Android leads with a 58.29% conversion rate.
- Closely followed by iOS (58.04%) and Web (57.42%).
- Similar conversion rates across platforms.





Age Group Analysis

Rides Distribution:

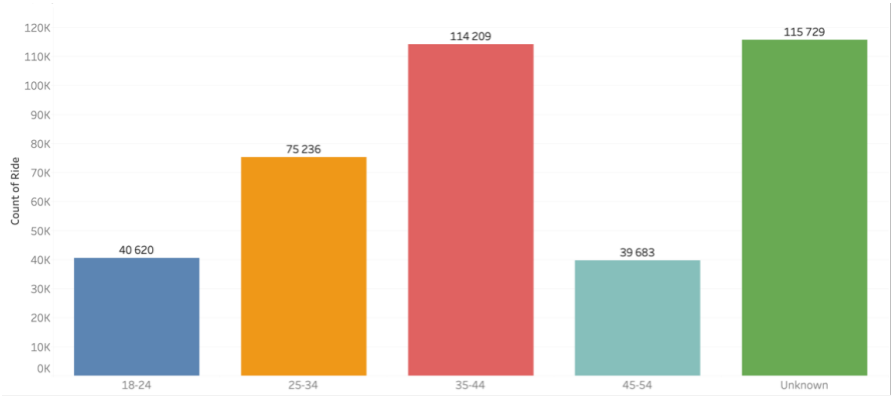
- Majority rides by 'Unknown' age group, followed by 35-44 age group.

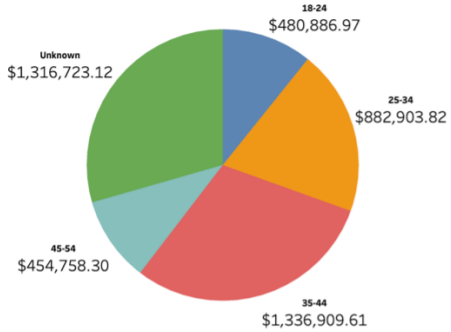
Revenue Contribution:

- 35-44 age group leads in revenue contribution.
- 'Unknown' age group also significant in revenue.

Strategic Recommendations:

- Targeted strategies for the active 35-44 demographic.
- Improve data capture for 'Unknown' group for personalized services.
- Replicate success factors from 18-24 group to other demographics.





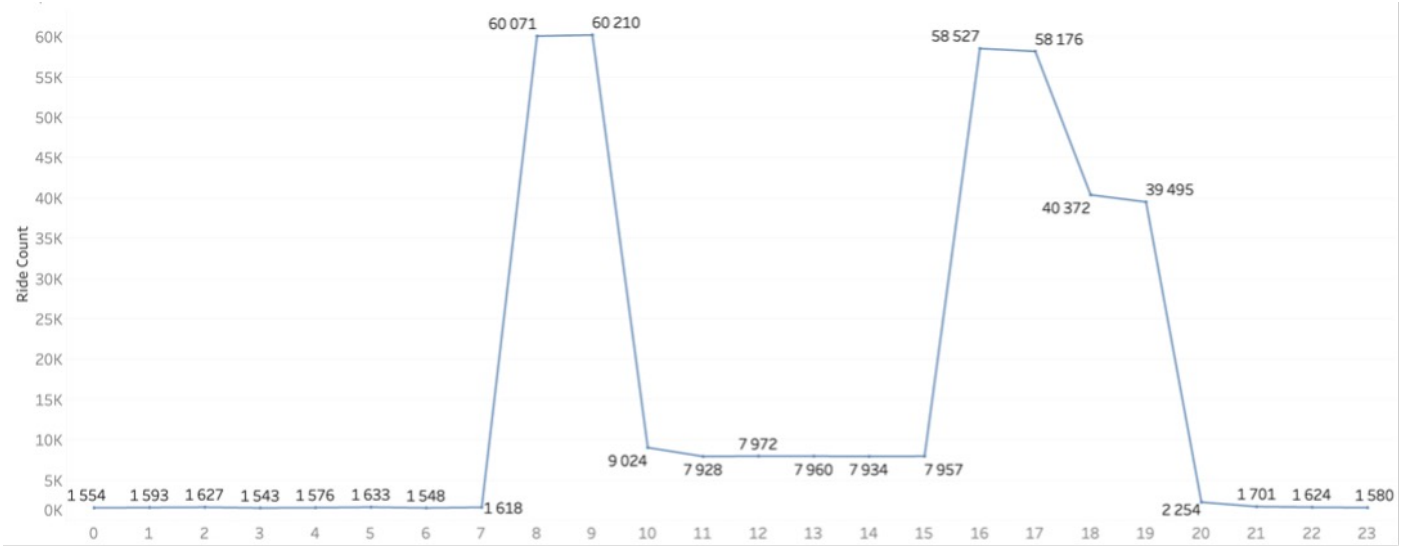
Surge Pricing Strategy

Demand Patterns:

- Peak demand during morning (8 am) and evening (5-6 pm) rush hours.
- Lower demand in early mornings and consistent demand late morning to afternoon.

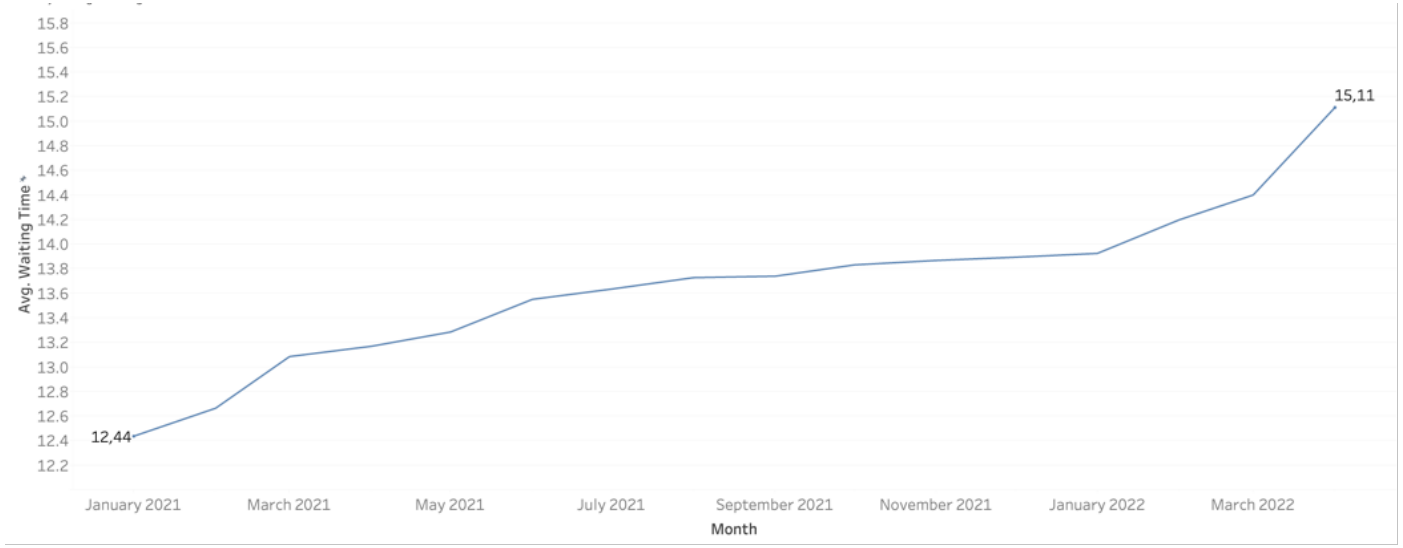
Strategic Recommendations:

- Increase driver availability during peak hours to decrease waiting times.
- Adapt surge pricing month-by-month based on historical demand trends.
- Employ a real-time variable surge pricing model during peak demand hours.



Waiting Time Analysis

- **Monthly Average Waiting Time Trend**:
  - Increase from 12.44 to 15.11 minutes over 15 months, suggesting growing demand or operational inefficiencies.
- **Impact on Service and Satisfaction**:
  - Longer wait times potentially leading to user dissatisfaction and higher cancellation rates.
- **Strategic Recommendations**:
  - Investigate root causes of increased wait times, focusing on demand spikes and resource constraints.
  - Refine operational processes to optimize driver availability and reduce peak waiting times.



Key Recommendations

Targeted Engagement:

- Focus on the 35-44 age group with targeted engagement and retention strategies.

Data Improvement:

- Enhance user profile completeness, especially for the 'Unknown' age group, for personalized services.

Youth Conversion Success

- Replicate the success factors from the 18-24 age group across other demographics.

Variable Surge Pricing:

- Adopt real-time surge pricing during peak hours (morning and evening rush hours).

Operational Efficiencies:

- Investigate the root causes of increased waiting times and consider dynamic driver incentivization during high-demand periods.

Conclusion

Insights Overview:

- Analysis reveals key insights into customer waiting times and their impact on service efficiency and user satisfaction.

Opportunities for Improvement:

- Addressing spikes in waiting times during rush hours and seasonal peaks.
- Refining operational processes to streamline ride allocation and optimize driver availability.

Strategies for Enhanced Satisfaction:

- Develop strategies to manage customer expectations and offer benefits for extended waits.
- Investigate root causes of increased waiting times, focusing on driver availability and ride-matching efficiency.

Any Questions?