

METROCAR ANALYSIS REPORTE

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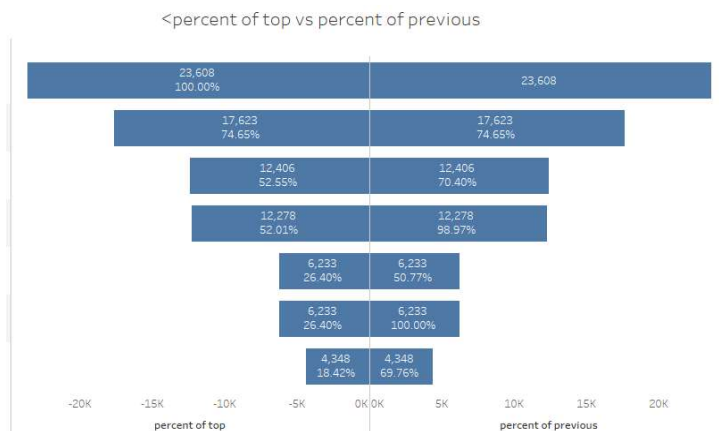
- **Summary**

We have being provided by a data source of Metrocar application, and we followed all the steps of data processing to get the dataset that we worked with to finalize our analysis using SQL , we provided all the sql queries and its results at the end of this report. We did our visualizations in tableau, where we built different funnels and charts to study the users drop off areas. Also try to provide some suggestions.



- **Context**

After getting our Metrocar data set of 2021, we did our visualizations in tableau based on 23608 users 385477 rides



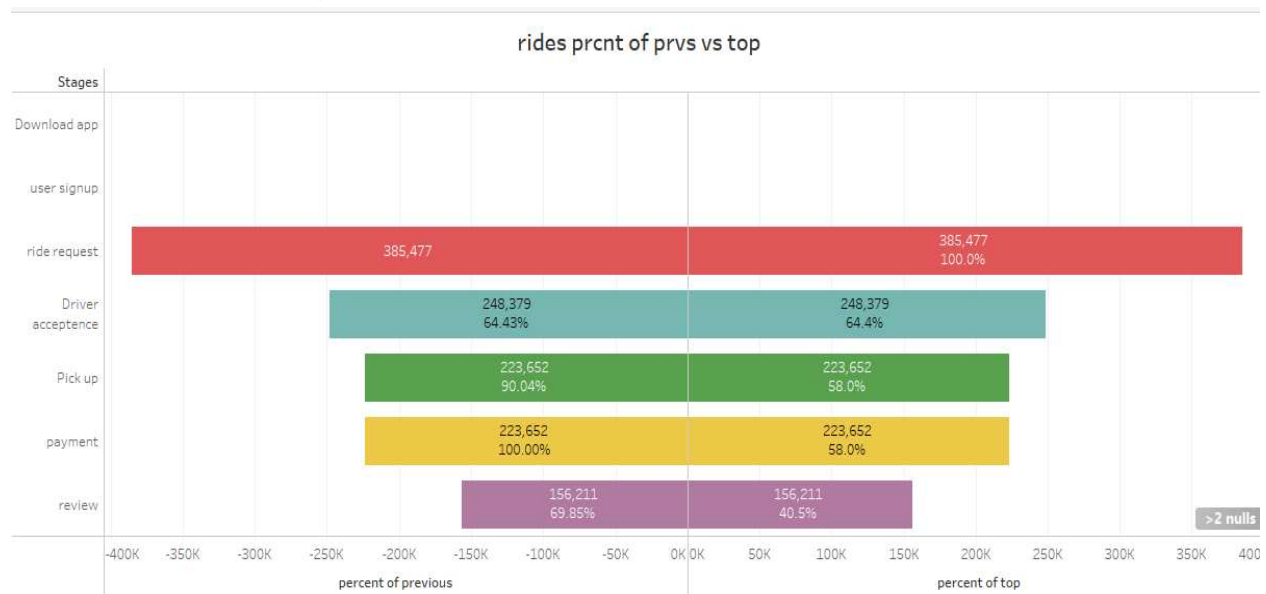
Our users funnel shows that only 74.66% users signed up from total users, and 70.4 % of them requested rides.

98.97% of the users that request rides have being accepted but only 50.77% of them completed the accepted rides

And 100% of users that completed rides made payments

We saw a big drop off from users completed rides to users left reviews by 30.24%

In our rides funnel ,



We saw a huge drop off from ride requested to ride accepted, where only 64.43% of the rides requested have being accepted.

And 90% of accepted ride were completed

100% of rides completed have mad payment

Only 69.85% of the riders that pay left reviews.

• **RECOMMENDATION**

Based on our visualizations we recommend you to:

- provide a promotion codes to get more users that download the app to signup and make first ride
- Provide a surge price for drivers to avoid rider cancelation and losing users

- set a reminder for users to give a reviews
- Give a coupon to users that use ANDROID
- Provide a discount for young people and older people

TABLEAU LINK

https://public.tableau.com/app/profile/jugurtha.hachemi/viz/_J_Hachemi-Metrocarproject/J_HMetrocarProject?publish=yes

SQL Queries, and results

Count of app downloaded

- 23608
- `select count(distinct(app_download_key)) as num_downloads
from app_downloads
where platform is not null`

count of users signed up on the app

- 17623
- `select count(distinct(user_id))
from signups`

count of rides were requested through the app

- 385477
- `select count(distinct(ride_id))
from ride_requests;`

count of rides were requested and completed through the app 223652

- `select count(distinct(ride_id))
from ride_requests
where cancel_ts is null`

count of rides were requested and count of unique users requested a ride rides were requested

- 385477
- `select count(ride_id)
from ride_requests`

unique users requested

- 12406
- `select count(distinct(user_id))
from ride_requests`

the average time of a ride from pick up to drop off?

⇒ 52 min 36738773 seconds

```

with trips_time AS(
select count(distinct rrq.request_ts) as cnt_user,sum((cast(dropoff_ts as
time) - cast(pickup_ts as time))) as duration

from ride_requests as rrq
)
select ((EXTRACT(hour from duration)*60)+ (extract(minute from
duration)))/cnt_user
from trips_time
group by duration, cnt_user

```

count of rides were accepted by a driver

⇒ 248379

```

Select count(ride_id)
From ride_requests
Where accept_ts is not null

```

Count of rides were successfully collect payments and the amount collected

⇒ 212628 --- \$425166761

```

Select count(ride_id),SUM(purchase_amount_usd)
FROM transactions
WHERE charge_status = 'Approved'

```

Count of ride requests happened on each platform?

⇒ Android-112317,ios—234693,web—38467

```

select platform,count(ride_id)
from ride_requests rrq
join signups snp
on rrq.user_id=snp.user_id
join app_downloads apd
on snp.session_id=apd.app_download_key
group by 1

```

the drop-off from users signing up to users requesting a ride

⇒ 29.6%

```

select round((count (distinct snp.user_id) - count(distinct rrq.user_id))
*100.0 / count (distinct snp.user_id),1)
from signups snp
left join ride_requests rrq
using (user_id)

```

the funnel query

```
➔ WITH customer_funnel AS(
select
  1 AS funnel_step
  ,'Download app' as stages
  ,platform AS device
  ,age_range AS age
  ,DATE(download_ts) AS date_down
  ,COUNT(DISTINCT app_download_key) AS user_cnt
  ,NULL::bigint AS ride_cnt
```

```
from app_downloads AS apd
left join signups AS snp
ON apd.app_download_key=snp.session_id
group by device,age,date_down
```

UNION

```
select
  2 AS funnel_step
  ,'user signup' AS stage
  ,platform AS device
  ,age_range AS age
  ,DATE(download_ts) AS date_down
  ,COUNT(DISTINCT user_id) AS user_cnt
  ,NULL::bigint AS ride_cnt
from signups AS snp
left join app_downloads AS apd
on snp.session_id=apd.app_download_key
group by device,age,date_down
```

UNION

```
select
  3 AS funnel_step
  ,'ride request' AS stage
  ,platform AS device
  ,age_range AS age
  ,DATE(download_ts) AS date_down
  ,COUNT(DISTINCT rqst.user_id) AS user_cnt
  ,count(ride_id) AS ride_cnt
from ride_requests AS rqst
left join signups as snp
on rqst.user_id=snp.user_id
left join app_downloads apd
```

```
on apd.app_download_key=snp.session_id
GROUP BY device,age,date_down
```

UNION

```
SELECT
4 AS funnel_step
,'Ride acceptance' AS stage
,platform AS device
,age_range AS age
,DATE(download_ts) AS date_down
,COUNT(DISTINCT rqst.user_id) AS user_cnt
,count(ride_id) AS ride_cnt
FROM ride_requests AS rqst
left join signups AS snp
using (user_id)
left join app_downloads as apd
on apd.app_download_key= snp.session_id
where accept_ts is not null
group by device,age,date_down
```

UNION

```
select
5 AS funnel_step
,'Ride completed' AS stage
,platform AS device
,age_range AS age
,DATE(download_ts) AS date_down
,COUNT(DISTINCT rqst.user_id) AS user_cnt
,count(ride_id) AS ride_cnt
FROM ride_requests AS rqst
left join signups AS snp
using (user_id)
left join app_downloads AS apd
on apd.app_download_key=snp.session_id
where pickup_ts is not null
group by device,age,date_down
```

UNION

```
SELECT
6 AS funnel_step
,'payment' AS stage
,platform AS device
```

```

,age_range AS age
,DATE(download_ts) AS date_down
,COUNT(DISTINCT rqst.user_id) AS user_cnt
,count(ride_id) AS ride_cnt
from transactions AS trns
left join ride_requests AS rqst
using (ride_id)
left join signups AS snp
using (user_id)
left join app_downloads AS apd
on apd.app_download_key=snp.session_id
group by device,age,date_down

```

UNION

```

SELECT
7 AS funnel_step
,'review' AS stage
,platform AS device
,age_range AS age
,DATE(download_ts) AS date_down
,COUNT(DISTINCT user_id) AS user_cnt
,count(ride_id) AS ride_cnt
FROM reviews AS rvw
left join signups AS snp
using (user_id)
left join app_downloads AS apd
on apd.app_download_key=snp.session_id
GROUP BY device,age, date_down

```

```

)
select funnel_step,stages,device,age,date_down,user_cnt
,case
  when ride_cnt is null then "
    else ride_cnt::text
  end AS ride_count
from customer_funnel
order by funnel_step

```