Metrocar report

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Nov 20th 2023.

Summary

This report analyzes the customer funnel of the Metrocar taxi app, consisting of seven stages: download, signups, request ride, driver acceptance, ride, payment, and review. Key findings include the predominance of the iOS platform, a significant user base in the 35-44 age group, and a high cancellation rate post driver acceptance.
The objective of this analysis is to gain insights into Metrocar's customer funnel, identifying opportunities for improvement and optimization.

Context

The analysis conducted focuses on the customer funnel within the Metrocar platform, a process that encapsulates the user journey from app download to ride completion. The Metrocar customer funnel comprises several distinct stages:

1. App Download: Users initiate their interaction with Metrocar by downloading the application from popular app distribution store.

2. Signups: Following the app download, users proceed to create accounts within the Metrocar app, furnishing essential details such as their name, email address, phone number, and payment information.

3. Request Ride: Users, now registered, utilize the app to request rides by specifying pickup and drop-off locations, along with the desired ride capacity, catering to 2 to 6 riders.

4. Driver Acceptance: A critical stage involves a nearby driver receiving and accepting the ride request, initiating the journey process.

5. Ride: With the driver accepting the request, the user experiences the core service, riding from the pickup location to the specified destination.

6. Payment: Post-ride, users experience seamless payment processes facilitated through the app, with charges applied automatically, and receipts sent to their registered email addresses.

7. Review: Metrocar encourages users to provide feedback on their ride experience by rating the driver and leaving a review.

Potential drop-offs exist at each stage, indicating points where users may discontinue their journey. This analysis aims to scrutinize each stage for areas of enhancement.

Results

To answer the first business question, "What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?

The highest priority improvement lies in the shift from driver acceptance to ride beginning, where only 50.77% of accepted rides proceed, with the rest being canceled.

funnel_step ▲	funnel_name ▲	value ▲	conversion_from_previous_step ▲
1	downloads	23608	(NULL)
2	signups	17623	74.65%
3	ride_requested	12406	70.40%
4	driver_accepted	12278	98.97%
5	ride_begin	6233	50.77%
6	payment_approved	6233	100.00%
7	user_review	4348	69.76%

It appears that the main reason for cancellations is the extended waiting time for users. Canceled rides have an average waiting time of 15 minutes, while non-canceled rides average only 5:59 minutes.

ride_status	avg_waiting_time
Canceled Rides	00:15:00.04125
Not Canceled Rides	00:05:59.624685

Platform Analysis

The main platform that metrocar users use is IOS.

platform	total_downloads
ios	14290
web	2383
android	6935

The main platform used by Metrocar users is iOS, with 14,290 users, followed by Android (6,935 users) and Web (2,383 users). The substantial iOS user base suggests a strong presence in the Apple ecosystem, indicating a potential focus for increased marketing efforts. I would suggest two main steps :

- Intensify iOS Marketing: Increase marketing initiatives targeting iOS users to leverage the significant user base. Explore promotional strategies, exclusive features, or incentives to enhance user engagement and attract a broader audience.

- Market Research on iOS: Conduct in-depth market research on iOS, including user behavior, preferences, and competitor analysis. This will provide valuable insights for refining marketing strategies and optimizing user acquisition efforts.

Age Group Performance

The age group of 35-44 performs best, followed by 25-34. Both age groups align with target customers considering factors like digital adoption, financial stability, and family needs.

Peak Demand Periods

Analysis of ride requests throughout the day reveals peak demand periods during the morning rush hour (8-9 am) and the evening rush hour (4-7 pm), indicating higher demand for transportation services during these times.

Suggestions

The significant 50% drop from driver acceptance to ride beginning indicates a crucial point in the customer funnel that may require attention. To address this issue, we can consider the following steps:

- Driver Onboarding and Training: Ensure that drivers are adequately onboarded and trained to handle ride requests promptly. This includes understanding the app's functionality, navigation, and customer service aspects.
- Communication and Notifications: Improve communication between drivers and users. Implement features or notifications that encourage drivers to expedite the pickup process, such as incentives for quick response times.

- Incentives for Drivers: Provide additional incentives for drivers who consistently accept rides and minimize delays in starting the rides. This could include bonuses, rewards, or recognition programs.
- Feedback Loop: Establish a feedback loop with users and drivers to gather insights into their experiences during the driver acceptance to ride beginning phase. Use this feedback to make targeted improvements.

Appendix

SQL queries:
https://docs.google.com/document/d/1dNzzTX_fEa8d4Albv9hW7Bq0j2q0vs9yCjUjJJnM8Ks/edit?usp=sharing

Tableau Dashboard:

https://public.tableau.com/views/MetrocarDashboard_16999541138560/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link