

CUSTOMER FUNNEL ANALYSIS: METROCAR



WHAT IS FUNNEL ANALYSIS & WHY DO IT?

- For analysing steps involved in an event to reach a defined goal
- Trace user journey through different steps of an event
- Help businesses assess drop-offs and conversions of users



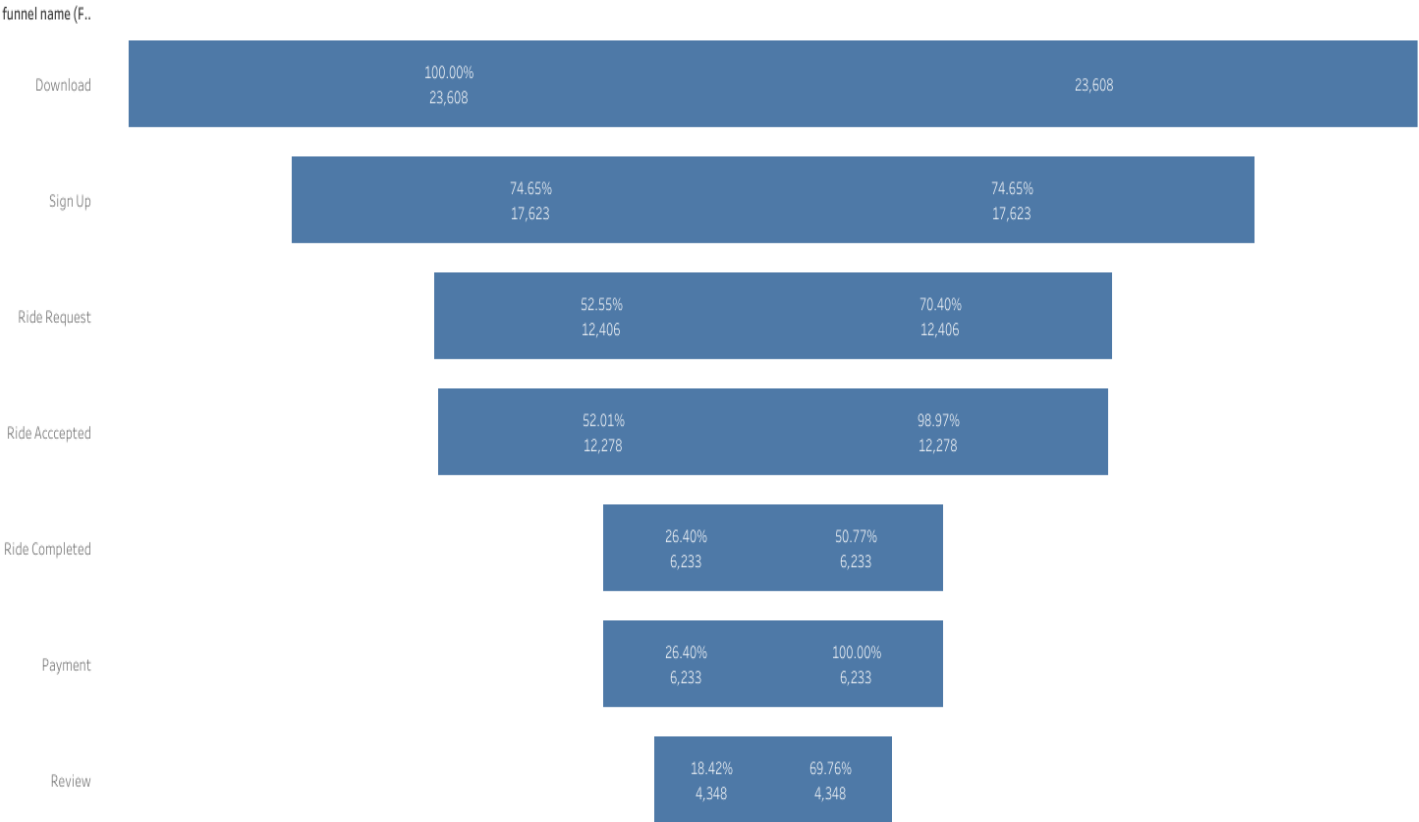
METROCAR FUNNEL....

1. App Download
2. Signup
3. Request Ride
4. Driver Acceptance
5. Ride Completion
6. Payment
7. Review



CUSTOMER FUNNEL & BUSINESS QUESTIONS ANALYSIS

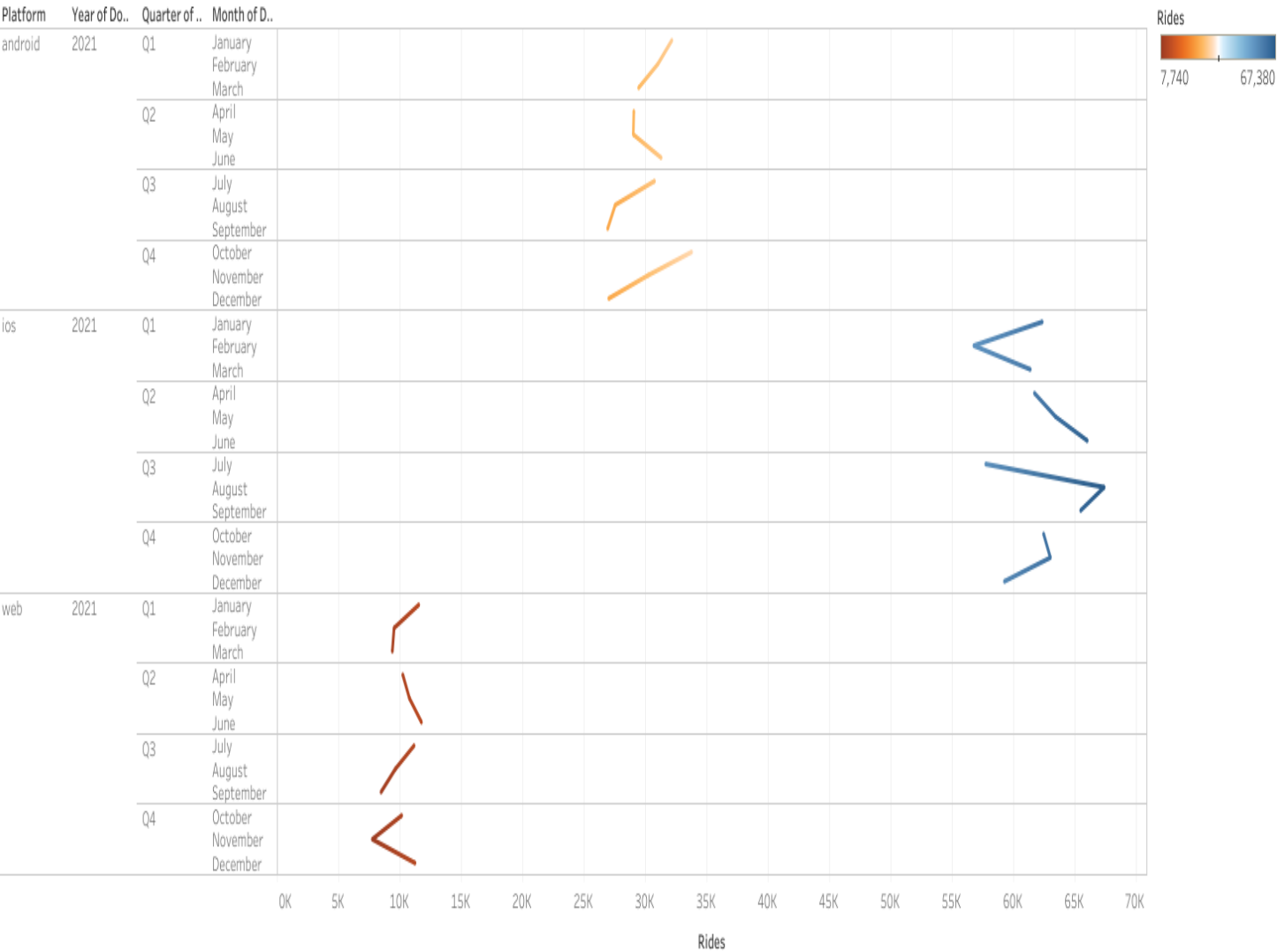
Funnel 7 Steps



1. What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?



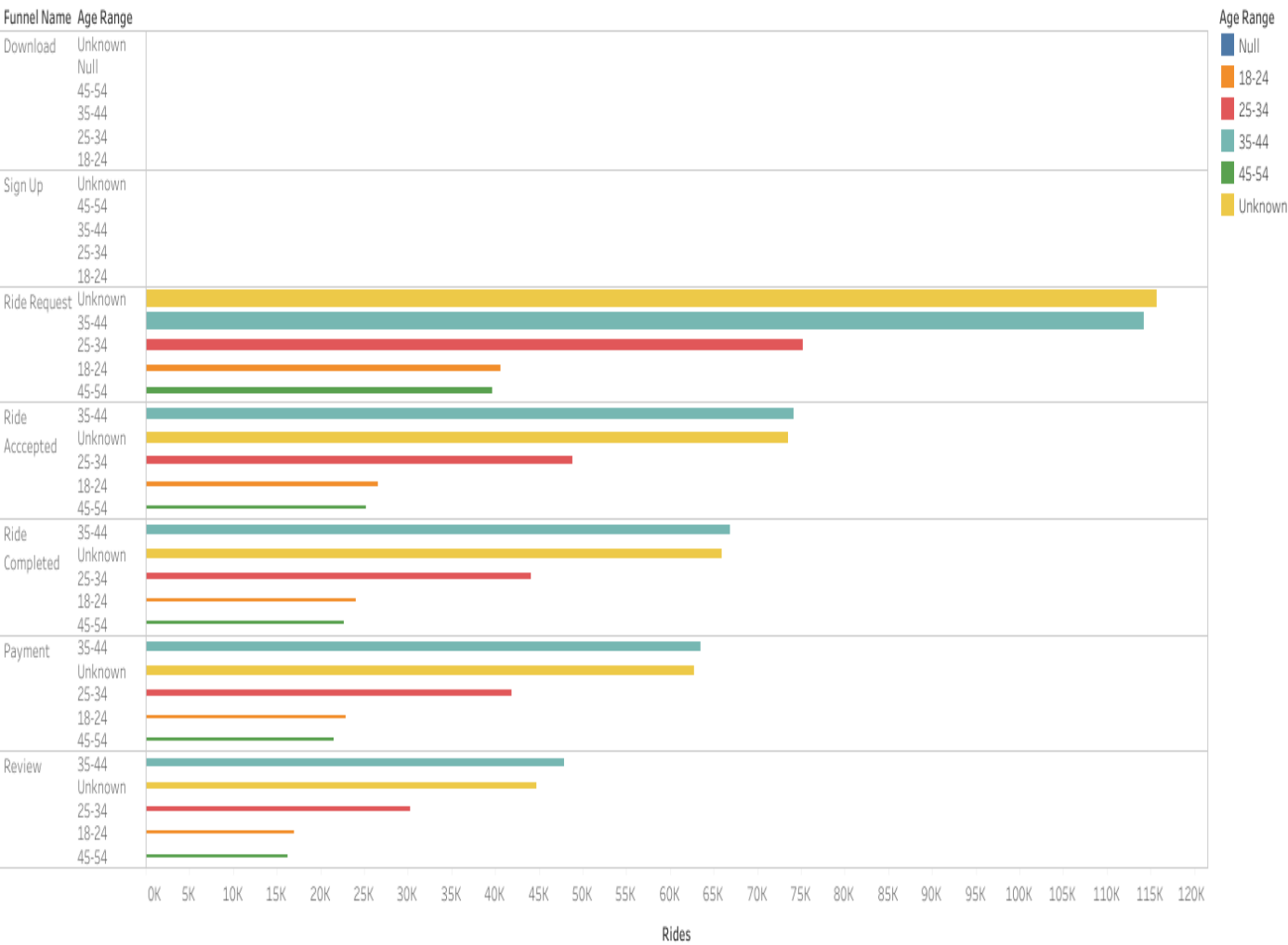
Platform Performance Per Month



2. Metrocar currently supports 3 different platforms: ios, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?



Age-Group per Funnel Stage

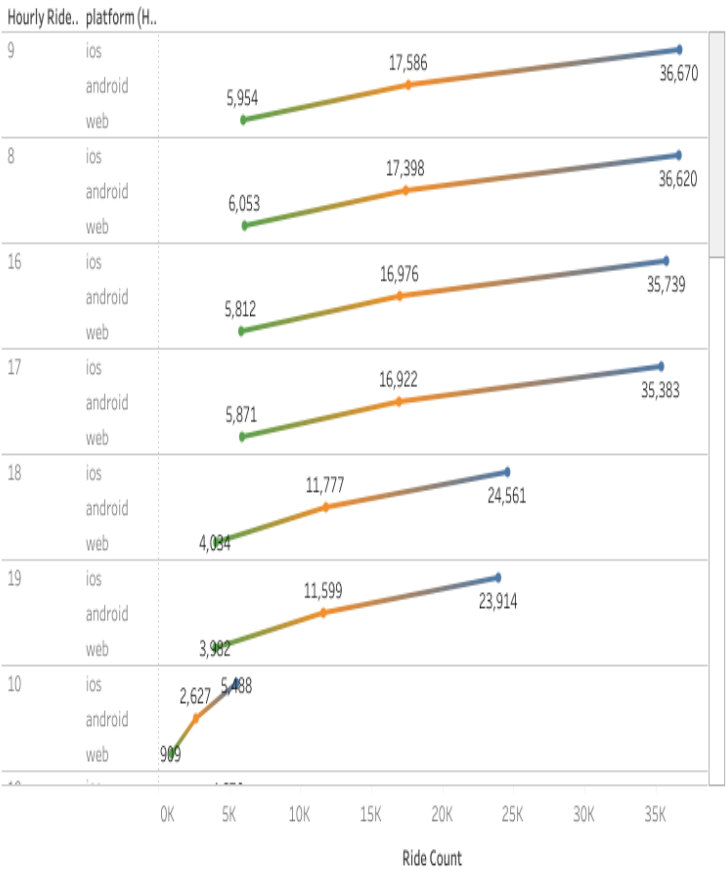


3. What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?

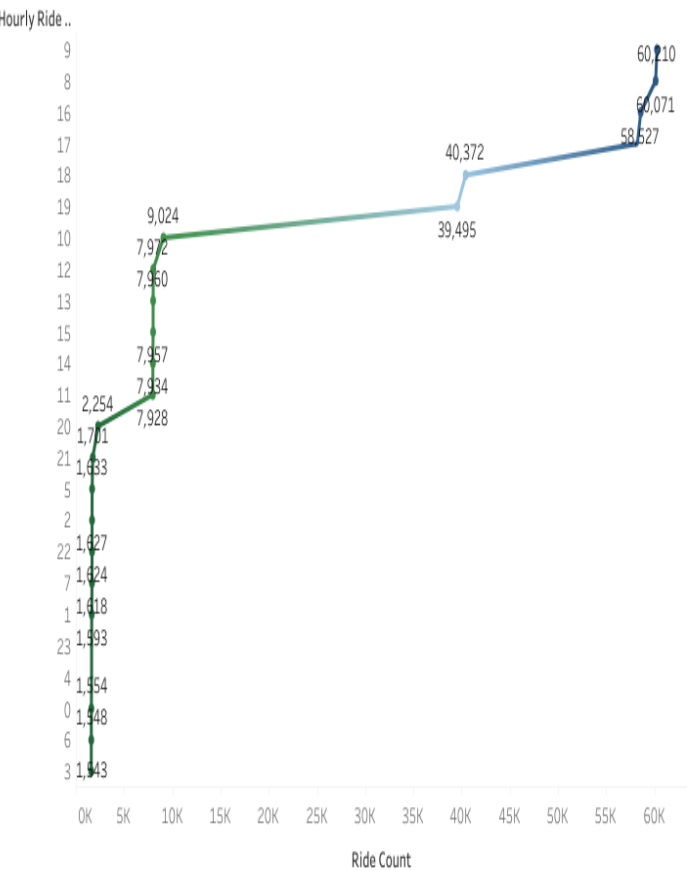


Ride Count at Peak Hours & Based on Different Platforms

Daily Hourly Ride Count For Different Platforms



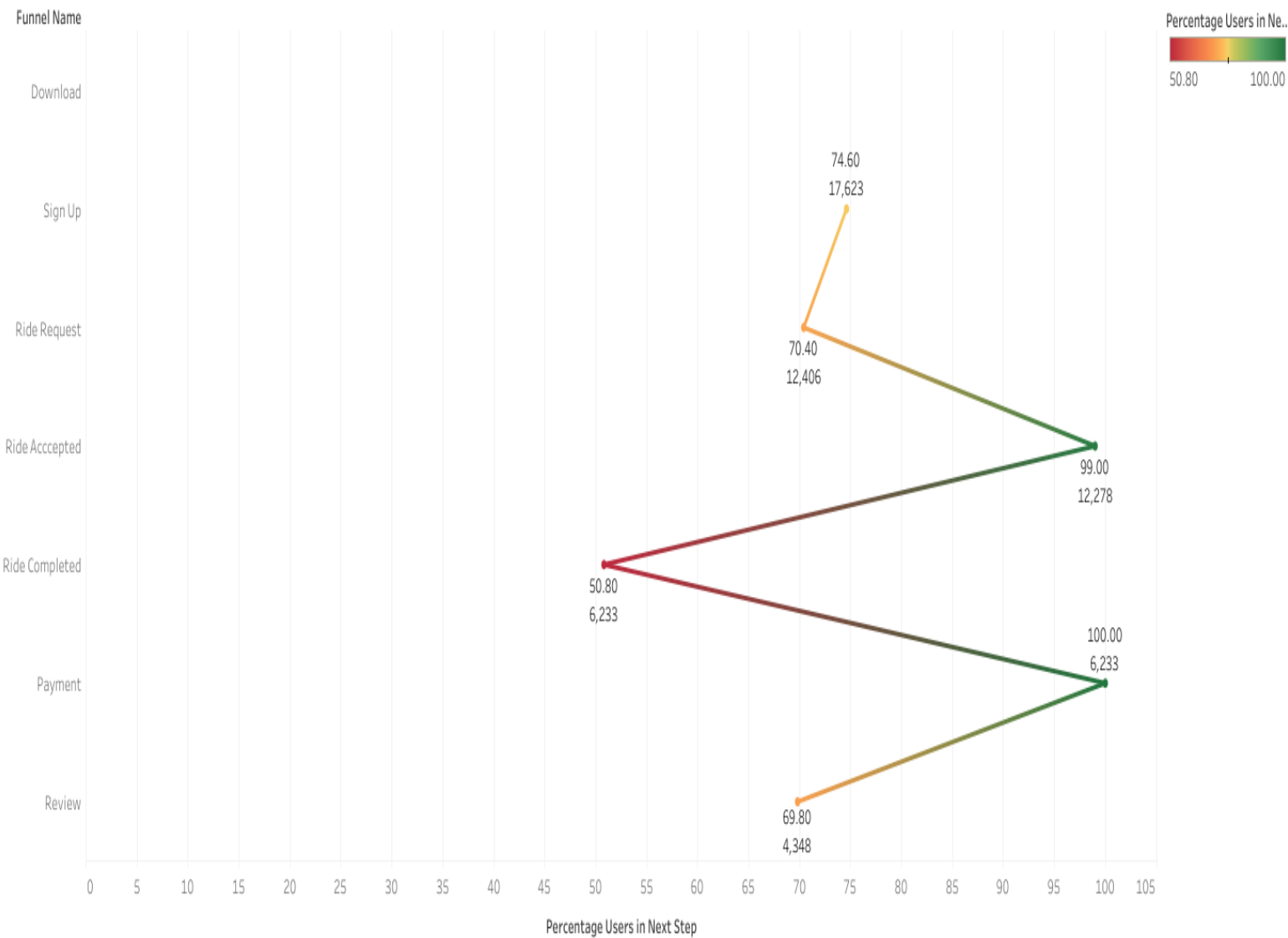
Hourly Ride Count Throughout Day



4. Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surfing strategy, what does the distribution of ride requests look like throughout the day?



Conversion Rate of Users in Each Funnel Step



5. What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?



RECOMMENDATIONS

1. Marketing strategy to focus on acquiring more users withing the age-group of 45-54 years.
2. High probability that with right method more users may use Android.
3. Creating a reward program or cutting down the target pressure on drivers so that ride conversion is not hampered due drivers not accepting the ride requests.
4. The surge pricing should be done considering customer pro and con so as to not loose customers in the process.



THANK YOU

