METROCAR: FUNNEL ANALYSIS

Insights & Recommendations - Summary Report

JULY 2024

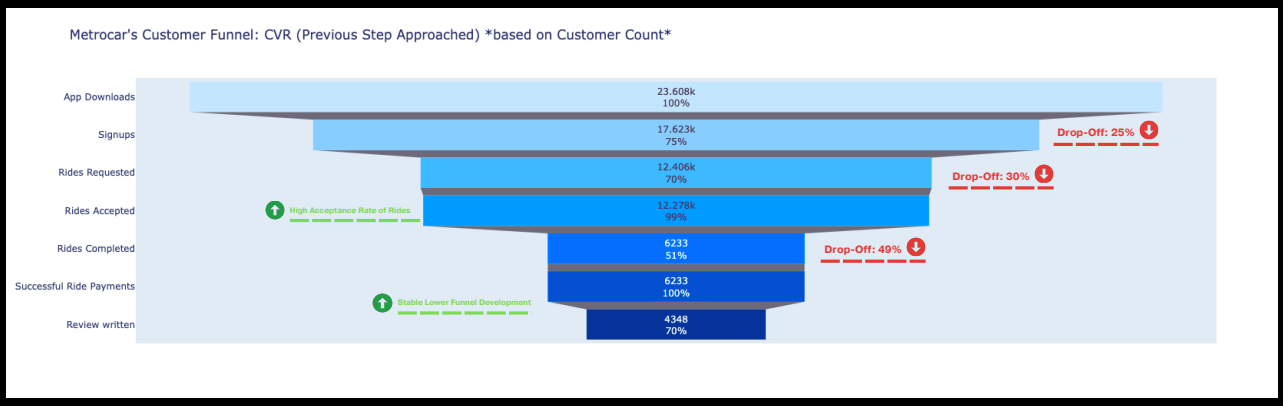
1 | FUNNEL ANALYSIS

UPPER FUNNEL RECOMMENDATION

- 25% (App Download to Signup) Drop-Off: Simplify signup process | Program of Incentives | intuitive UX design
- 30% (Ride Request) Drop-Off: Highlight ease of ride request | Provide short app-go-throughs and/or video-tutorials

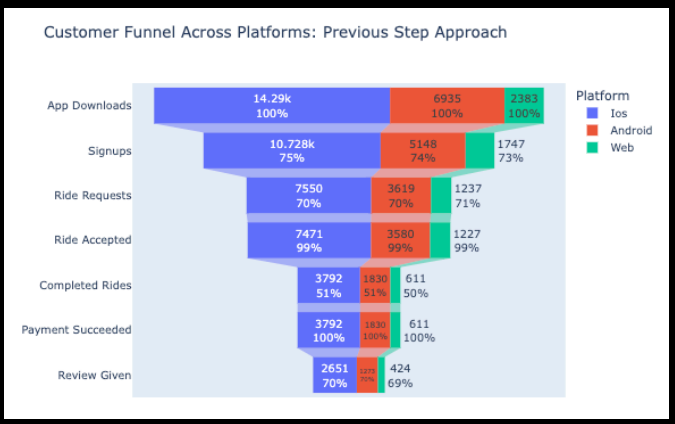
MIDDLE FUNNEL INVESTIGATION

- High Acceptance-Rate of Ride Requests (99% CVR): Drivers availability given down to the lower funnel?
- 49% (Rides Completed) Drop-Off:
  - Should driver availability and reliability be improved?
  - Are users canceling ride due to long waiting times?
  - Are there specific drivers who lead to a signifcant overall high drop-off rate?



2 | PLATFORM BUDGET ALLOCATION

- Consitent CVR performance across platforms: Device-related / operation-system app malfunction can be ruled out
- Analyse shows significantly higher iOS downloads (14,290) compared to Android (6,395) and Web (2,383), indicating strong initial interest from iOS users. Higher iOS downloads and 10,728 signups result in increased app usage by iOS users

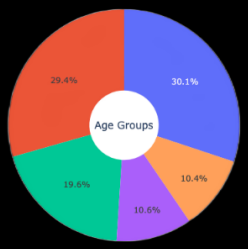


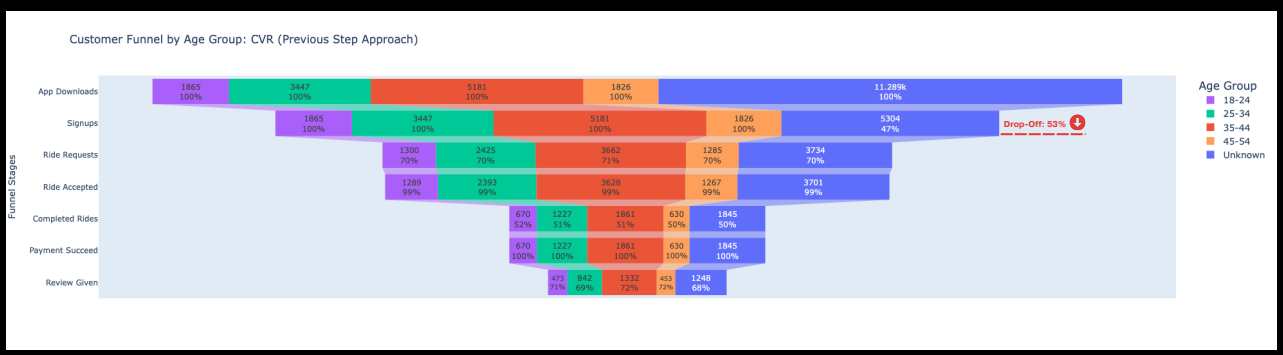
BUDGET ALLOCATION AND HIGHER REVENUE OPPORTUNITIES IN THE US MARKET

- Metrocar should prioritize budget allocation to iOS in the US market, as it has the most users and higher average salaries (iPhone users have a 43.7% higher average salary than Android users) driving greater app revenue
- Android has fewer users but successful CVRs throughout the funnel; future market shares can still be leveraged
- Gurantee a diverse revenue stream

3 | AGE GROUP ANALYSIS

- Primary demographics are users aged 35-44 (29.4%) and 25-34 (19.6%)
- CVRs for identified age groups vary by 0.1% to 1.0%, showing no notable differences
- There is a 53% drop-off from app download to signup across all users
- The highest drop-off, nearly 50%, occurs between ride acceptance and completion
- 30.1% of users are 'Unknown', hindering targeted marketing, customer evaluations, or promotions for specific age group needs
- The largest user group (11,289) with a very low upper funnel CVR (53% drop-off between App Download & Signups)





4 | PRICE STRATEGY: SURGE PRICING

WEEKDAY PATTERNS

Morning Peak Hours
- Significant ride requests between 8am - 9am due to commuters and early appointments

Evening Peak Hours
- Ride requests spike from 4pm - 7pm as people return from work or school, second peak from 6pm - 7pm for those working late or evening activities

Midday Activity:
- Noticeable ride requests around noon to early afternoon for lunch breaks and errands

Night Activity:
- Low ride requests between 8pm - 7am

WEEKEND PATTERNS
- Morning and evening peaks similar to weekdays

RECOMMENDATIONS

1. Increase prices during weekday morning and evening peak hours.
2. Midday Adjustments: Consider moderate price increases and discounts around noon on weekdays to boost demand and revenue

5 | FUNNEL OPTIMIZATION

- Lowest conversion rate (51%) from Ride Accepted to Ride Completed > highest drop-off (49%) at this stage
- No significant platform/device, user group, technical, or market issues identified

RECOMMENDATIONS

App Improvements
1. Enhance app usability and ride confirmation process
2. Offer first-ride discounts + loyality programs
3. Collect and analyze feedback from incomplete rides
4. Provide proactive customer support and a comprehensive help center

Driver Improvements
1. Ensure driver availability and reliability, especially during peak times
2. Improve driver-rider communication with real-time updates
3. Train drivers for high service levels and app proficiency
4. Offer driver incentives for completing rides

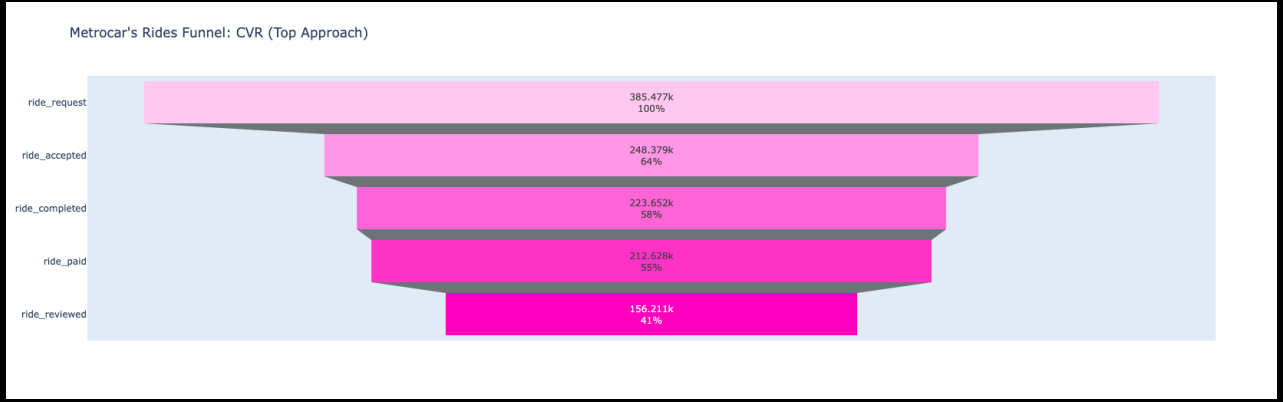
6 | RIDES FUNNEL

- Ride Request to Ride Completed: Largest drop-off, with 58% of ride requests resulting in completed rides
- Ride Completed to Ride Paid: Slight drop-off, with only 3% of completed rides not resulting in successful payment
- Ride Paid to Ride Reviewed: Review rate is 41%, indicating that 59% of users do not leave a review

⇢ Investigating factors like driver availability, wait times, and cancellations is crucial

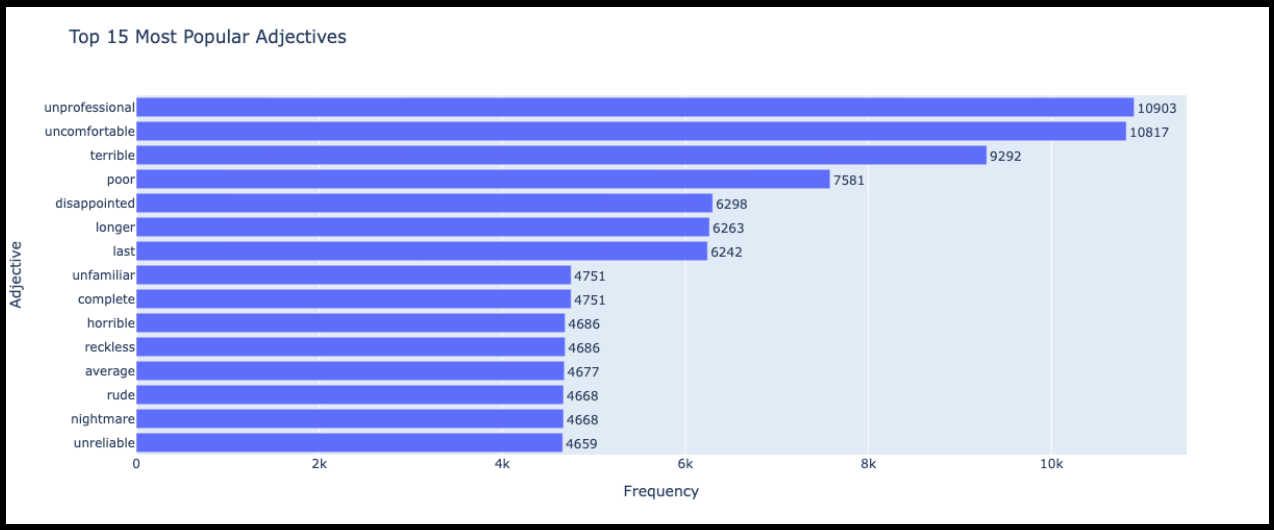
⇢ Investigating payment issues, disputes, or unclear payment processes could be beneficial

⇢ Encouraging reviews through incentives or streamlined processes could improve this rate + **Sentiment Analysis of current review**



6 | RIDES FUNNEL: REVIEW ANALYSIS FOR COMPLETED RIDES

- **Dominance of Negative Sentiment:** The top 15 adjectives are overwhelmingly negative, indicating a generally poor perception of the e-drive service among customers
- **Most Frequent Adjective:** The most frequently used adjective is "unprofessional" with 10,903 mentions, suggesting significant concerns regarding the drivers' professionalism
- **High Levels of Discomfort:** "Uncomfortable" is the second most common adjective, with 10,817 mentions, highlighting a widespread feeling of unease among users
- **Quality and Experience Issues:** Adjectives such as "terrible" (9,292 mentions), "poor" (7,581 mentions), and "disappointed" (6,298 mentions) further emphasize dissatisfaction with the service quality and overall experience
- **Concerns with Time and Familiarity**: Words like "longer" (6,263 mentions) and "unfamiliar" (6,242 mentions) suggest **issues related to pickup duration, ride duration and driver familiarity with routes**



6 | RIDES FUNNEL: REVENUE STREAM BY LOCATION

High Revenue Zones:

- Manhattan Dominance: Midtown and Lower Manhattan are top for both pickups and drop-offs, indicating high demand due to business districts and tourist attractions.

Other High-Revenue Areas:

Northern New Jersey and parts of Brooklyn also show significant pickup and drop-off revenues, suggesting common routes for work and leisure.

Moderate Revenue Zones:

- Brooklyn and Queens: These areas have moderate ride activity, likely driven by daily commutes and less frequent notable activities.
- Low Revenue Zones:
- Outskirts: Staten Island, parts of the Bronx, and the periphery of Queens show lower ride volumes, possibly due to lower population density and economic activity.

RECOMMENDATIONS

- Resource Allocation: Increase vehicles and drivers in high-demand areas (Manhattan and parts of Brooklyn) during peak times. Ensure adequate coverage in moderate-demand areas, and strategically place fewer resources in low-demand areas.
- Targeted Strategies: Use promotions in high-activity zones to attract more users and boost demand in moderate zones. Engage customers in low-activity zones with localized marketing, and offer discounts in low-demand areas.
- Operational Improvements: Optimize routes, reduce wait times in high-density areas, and implement dynamic pricing during peak times to enhance user experience and maximize revenue.
- Feedback and Engagement: Collect customer feedback from high and moderate activity zones to continuously improve service quality and address payment and review issues.