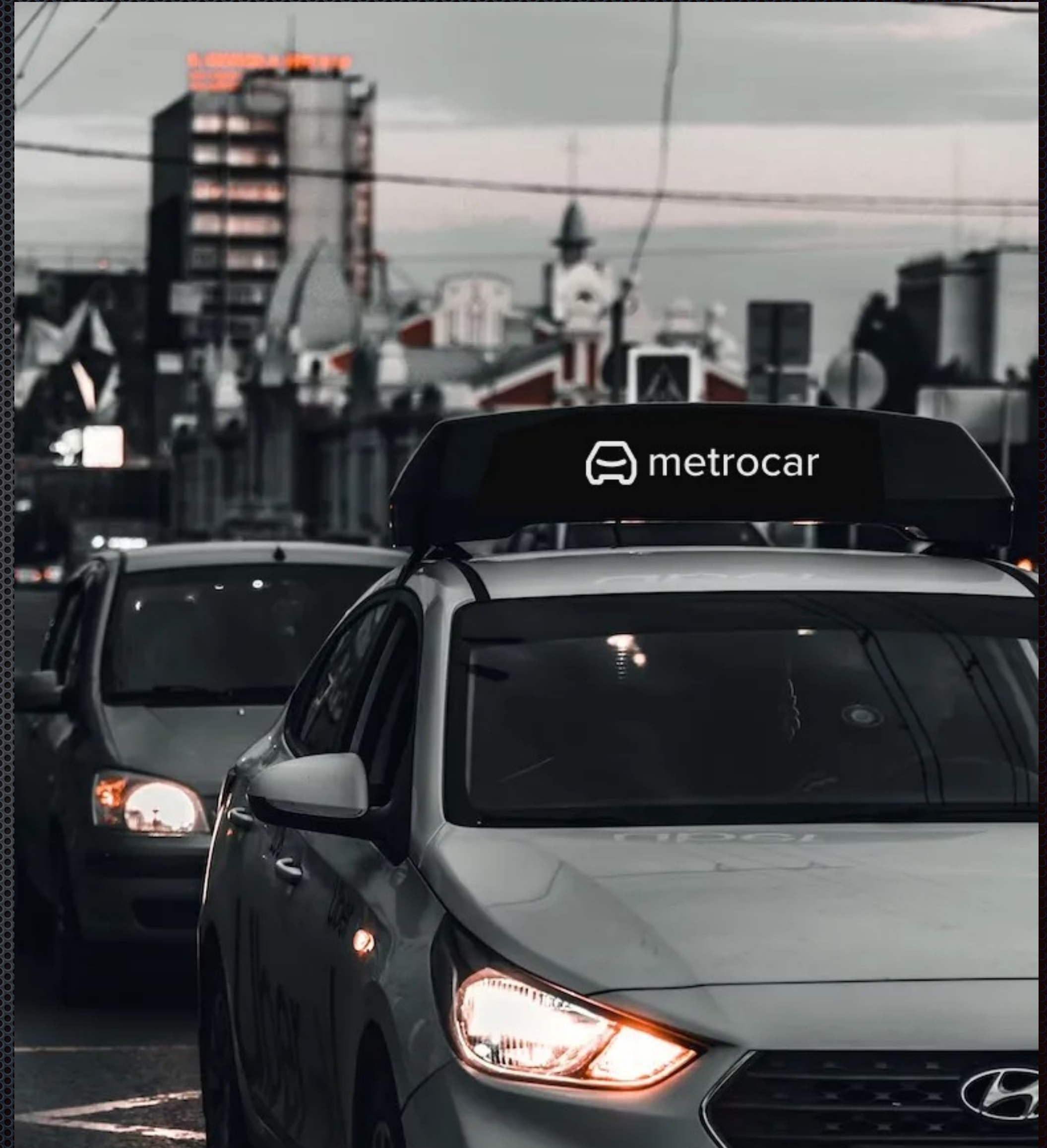


# METROCAR

## Funnel analysis





## Business questions:

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?
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?
3. What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?
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?
5. What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?



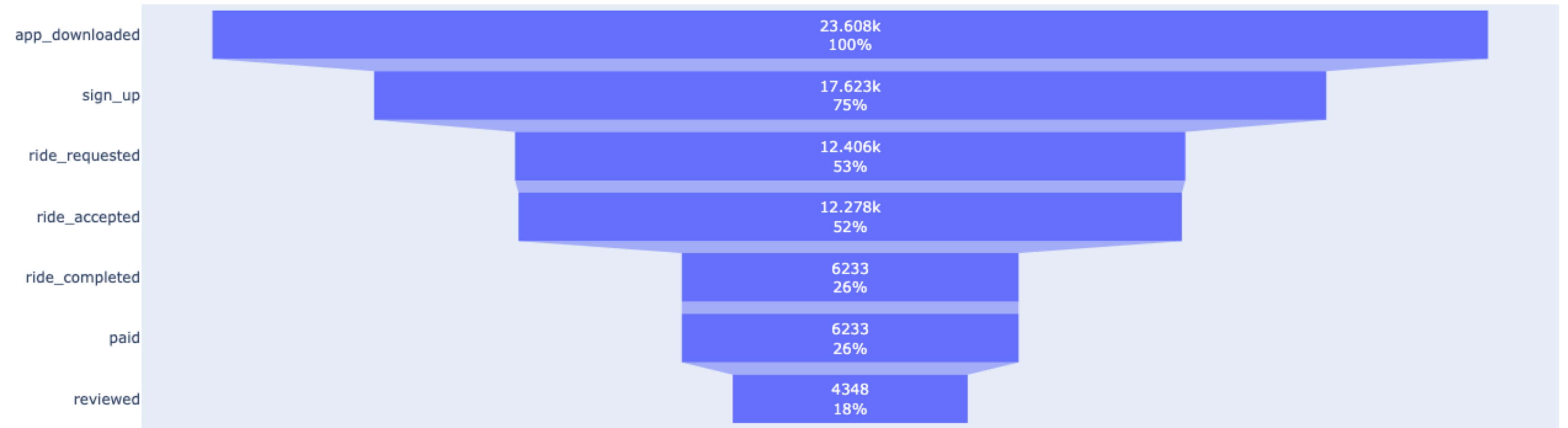
Key Drop-off Point:

- **Drop-off from Downloads to Signup:**
  - Significant drop-off between app downloads and users signed up.
  - Suggest investigating barriers preventing users from completing the signup process.
- **Ride Accepted to Ride Completed:**
  - **49% drop-off** observed between the ride accepted and ride completed stages.
  - Requires further investigation to identify causes and potential improvements.

funnel	users	drop	drop_pct
downloaded	23608	0	0
signed up	17623	-5985	-25.35
ride requested	12406	-5217	-29.60
ride accepted	12278	-128	-1.03
ride paid	6233	-6045	-49.23
ride completed	6233	0	0.00
reviewed	4348	-1885	-30.24



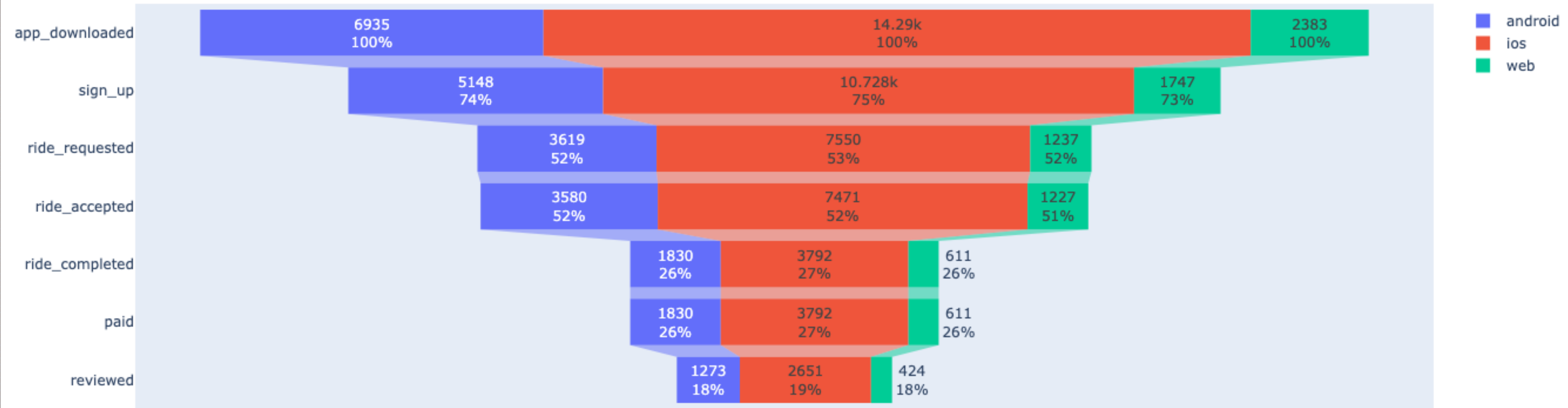
## Full funnel



Prioritising improvements at these two key stages in the user funnel will result in meaningful changes in business performance.



## Full funnel by platform



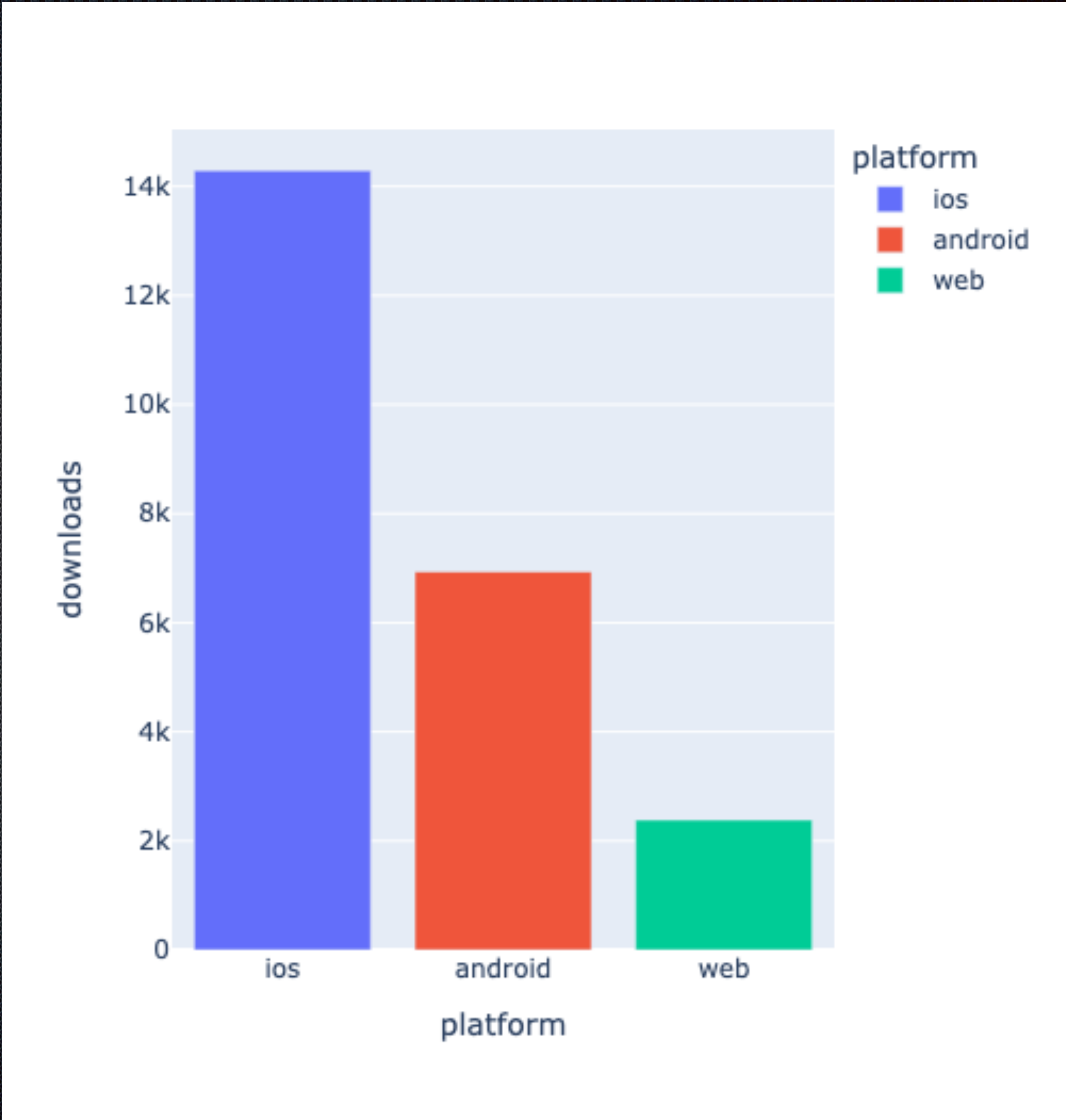
As majority of users are from iOS platform, we should allocate more marketing budget to iOS instead of web platform.



# Distribution of Users at the Download stage

platform ▲	revenue ▲	pct_of_total_rev ▲
IOS	2721961	0.6086427162400815
ANDROID	1307676	0.29240223228839973
WEB	442545	0.09895505147151883

60% of Metrocar’s revenue is generated from iOS users. Therefore, I recommend allocating a larger portion of the marketing budget toward acquiring and retaining users on this platform.



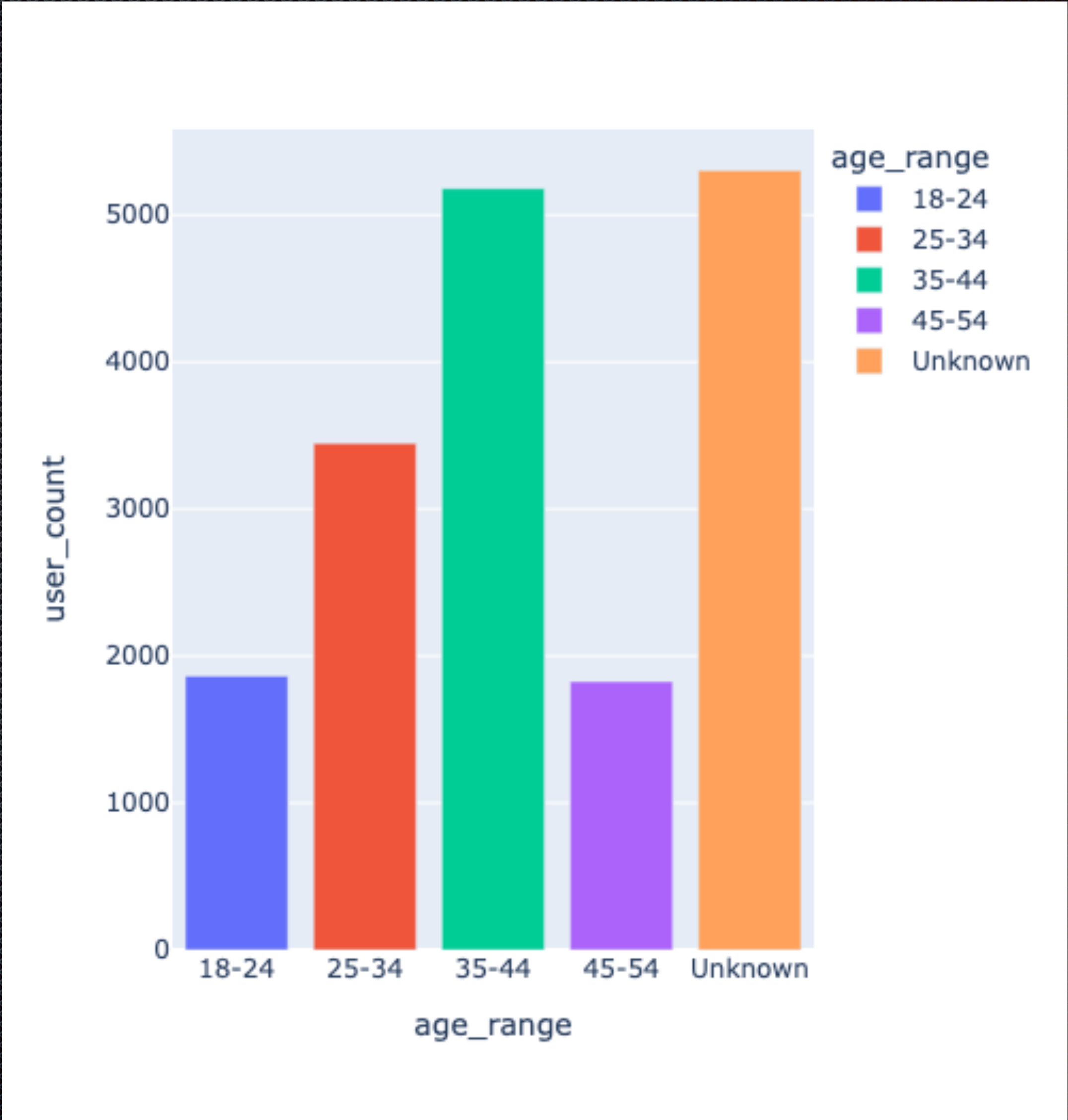


# Distribution of Users by age-range at the Signup stage



The best-performing age groups are 35–44, followed by 25–34.

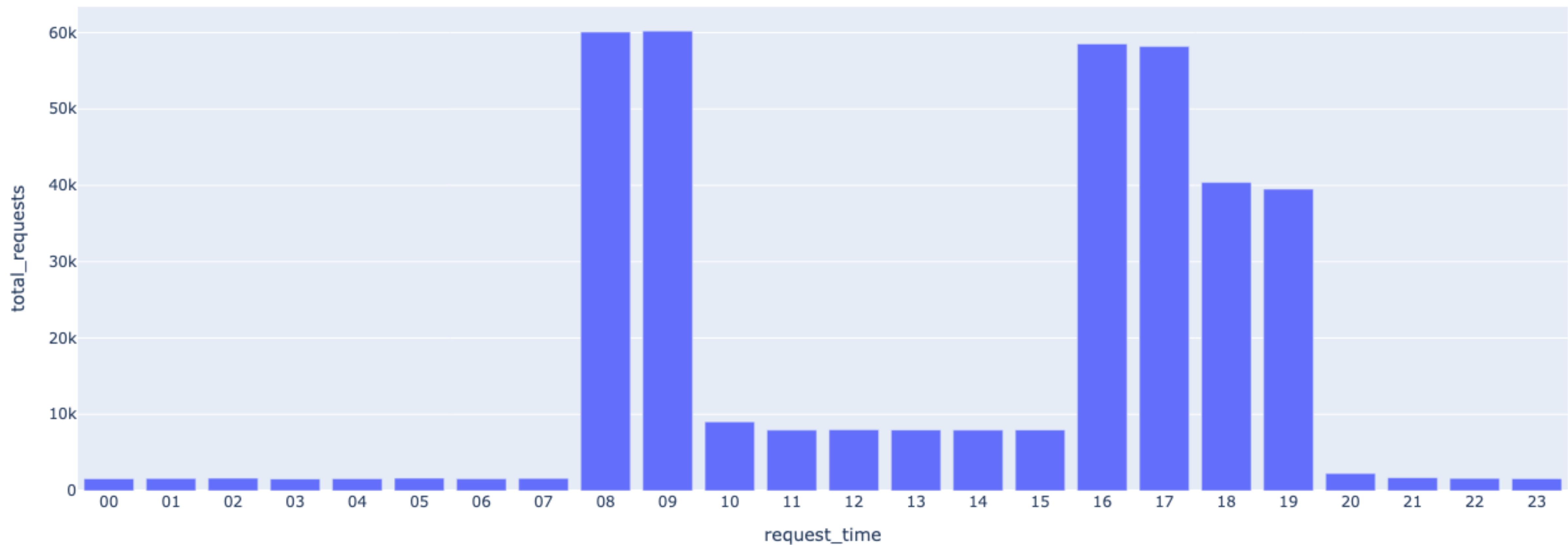
The 35–44 group is likely our target customer, as they generate the highest revenue.





The trip distribution data reveals two activity peaks:  
One between 8 AM to 10 AM, and another between 4 PM to 8 PM.

Stakeholders have mentioned a **price surging strategy** as a potential method to increase company revenue. The distribution of ride requests throughout the day, as shown below, can help identify optimal times to implement surge pricing and better manage demand.



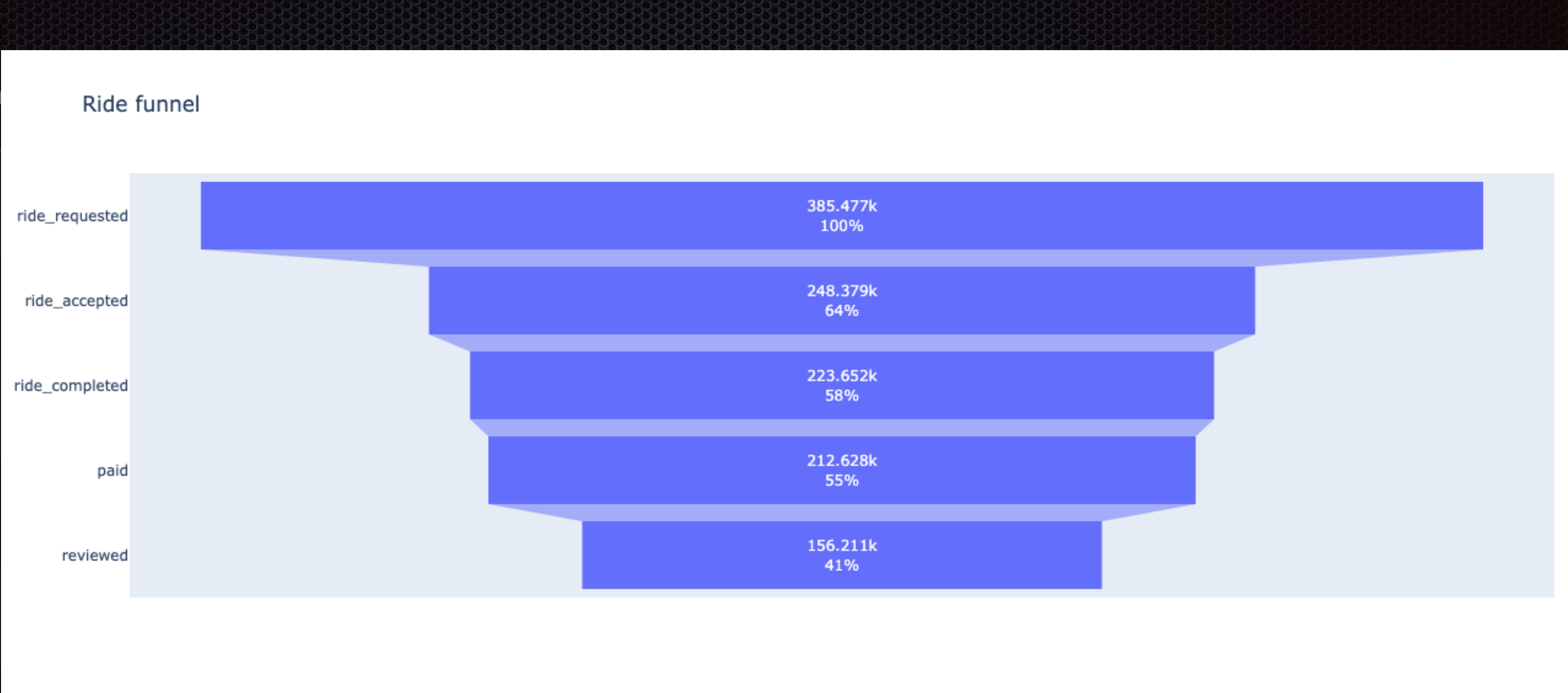


What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

- The lowest conversion rate in the **user funnel** occurs between the **ride accepted** and **ride completed** stages.
- Further research is necessary to understand the reasons behind this drop-off and identify potential improvements.



funnel	rides	drop	drop_pct
ride requested	385477	0	0
ride accepted	248379	-137098	-35.57
ride completed	223652	-24727	-9.96
ride paid	212628	-11024	-4.93
ride reviewed	148464	-64164	-30.18



- In the **ride funnel**, the lowest conversion rate happens between **ride requested** and **ride accepted**, likely due to a shortage of drivers in specific areas or at certain times.
- Additional investigation is needed to pinpoint the exact cause and develop strategies to optimise this part of the funnel.



Thank you!