METROCAR: RIDE SHARING APP

FUNNEL ANALYSIS PROJECT :
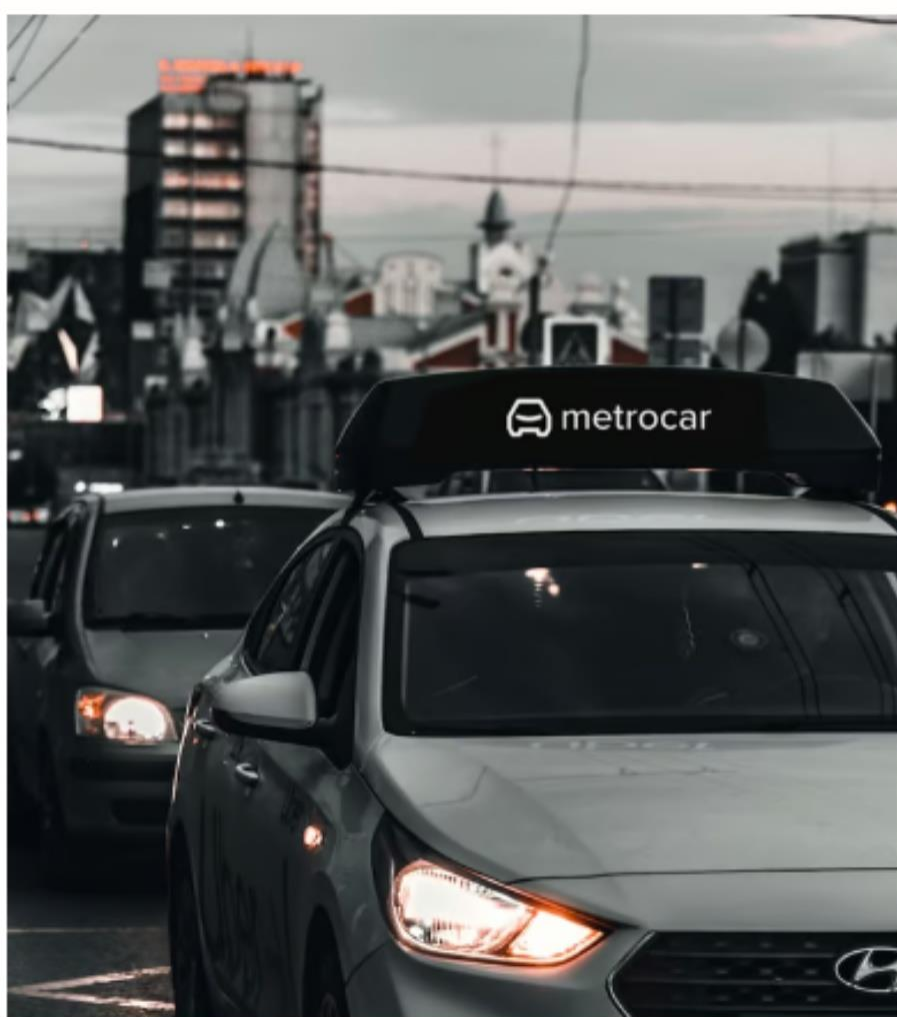
— By Mekdes Asfaw —

— 25th October 2023 —

PROJECT MOTIVATION
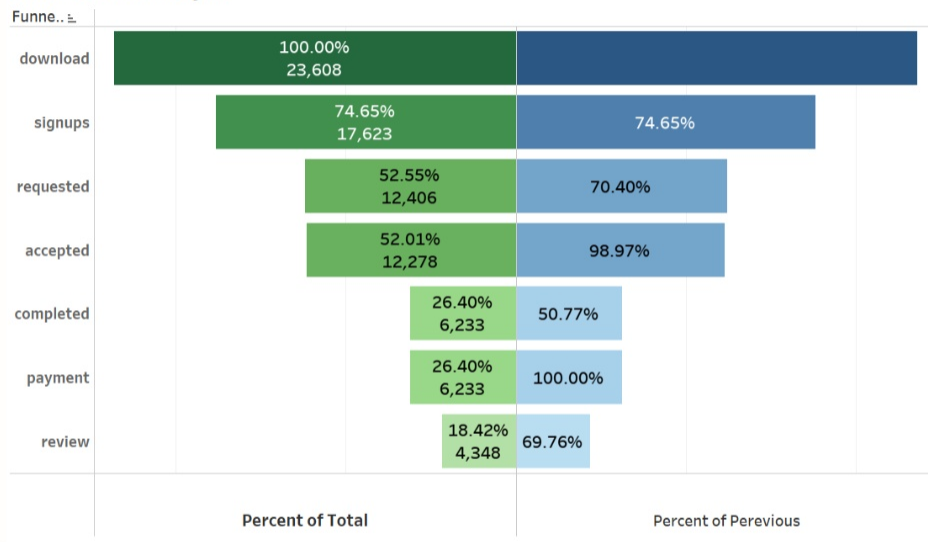
- **Goal**: Identify areas for improvement and optimization for Metrocar's service

- **Funnely Analysis: User_level and Ride_level**

- Data Collection Time:Jan2021-Apr2022

- Metrics:
  - Conversion Rate
  - Drop off Rate
  - Ride Request daily Trend
  - User Platform and Age Distribution
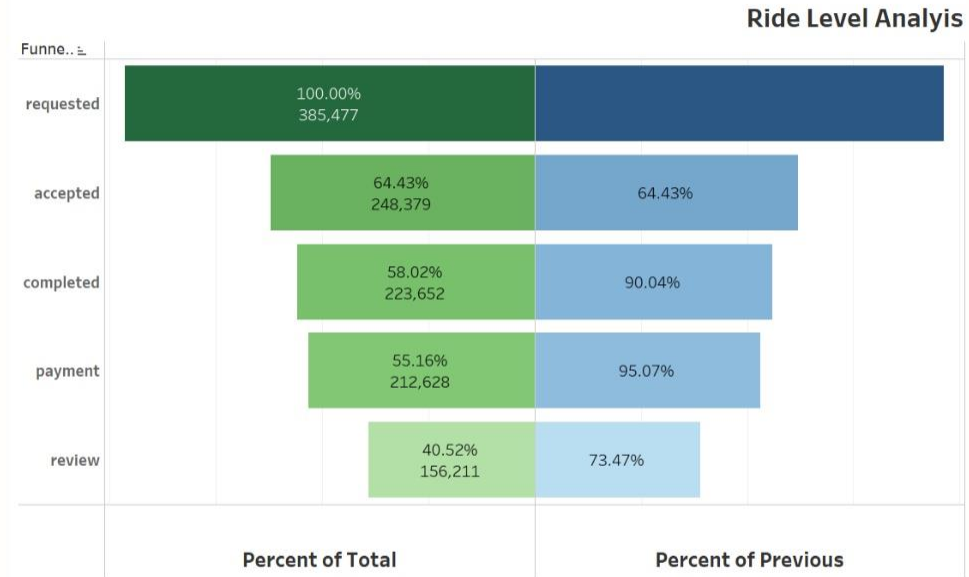
USER LEVEL FUNNEL ANALYSIS

- The highest conversion rates of total is from sign-ups to ride request (74.65%)

- the lowest conversion rate from previous is **"Ride Accepted to Ride Completed"** with a conversion rate of 50.77%.

- A substantial percentage of completed rides resulting in user feedback with 69.76%

User Level Analyis

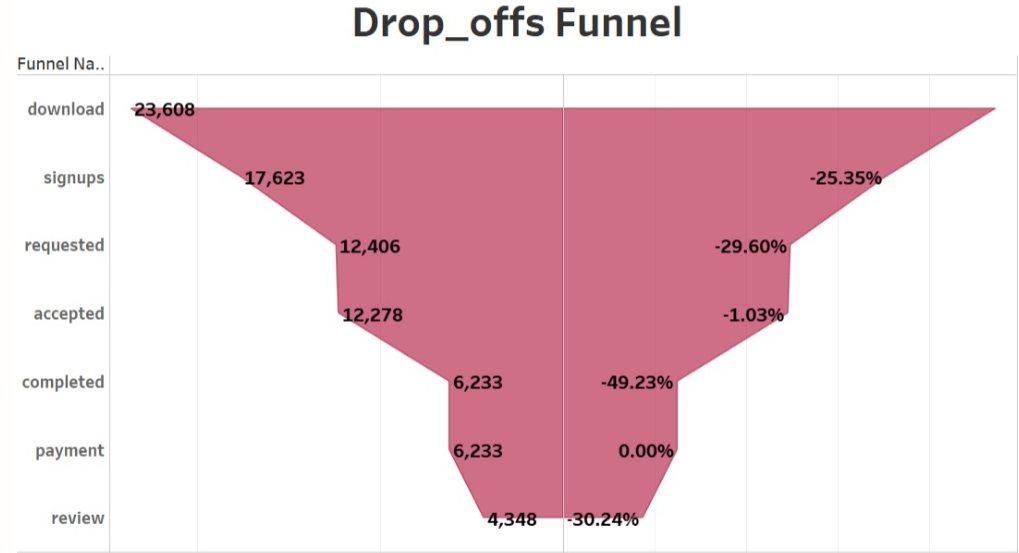| Funne..	Percent of Total	Percent of Perevious
download	100.00% 23,608	
signups	74.65% 17,623	74.65%
requested	52.55% 12,406	70.40%
accepted	52.01% 12,278	98.97%
completed	26.40% 6,233	50.77%
payment	26.40% 6,233	100.00%
review	18.42% 4,348	69.76%

RIDE LEVEL FUNNEL ANALYSIS

- 64.43% of ride requests are accepted

- High conversion rates from ride acceptance to ride completion,90.04%

- The payment process is reliable, with 95.07% successful transactions.

Ride Level Analyis

| Funne.. ≣	Percent of Total	Percent of Previous
requested	100.00% 385,477	
accepted	64.43% 248,379	64.43%
completed	58.02% 223,652	90.04%
payment	55.16% 212,628	95.07%
review	40.52% 156,211	73.47%

DROP-OFF FUNNEL ANALYSIS

- Drop-off from download to sign up is 25.35%

- Drop-off from signups to ride request 29.6%

- The highest drop-off in all funnel stage is from Ride Requested to Ride Completed (49.23%)

Drop_offs Funnel

| Funnel Na..		
download	23,608	
signups	17,623	-25.35%
requested	12,406	-29.60%
accepted	12,278	-1.03%
completed	6,233	-49.23%
payment	6,233	0.00%
review	4,348	-30.24%

Number of Ride Request per Hour

- The highest demand hours are in the morning (7:30am - 10am) and

- In the evening peak hours (4pm - 6pm)

- Outside the above time intervals there is low demand ride request below 1k
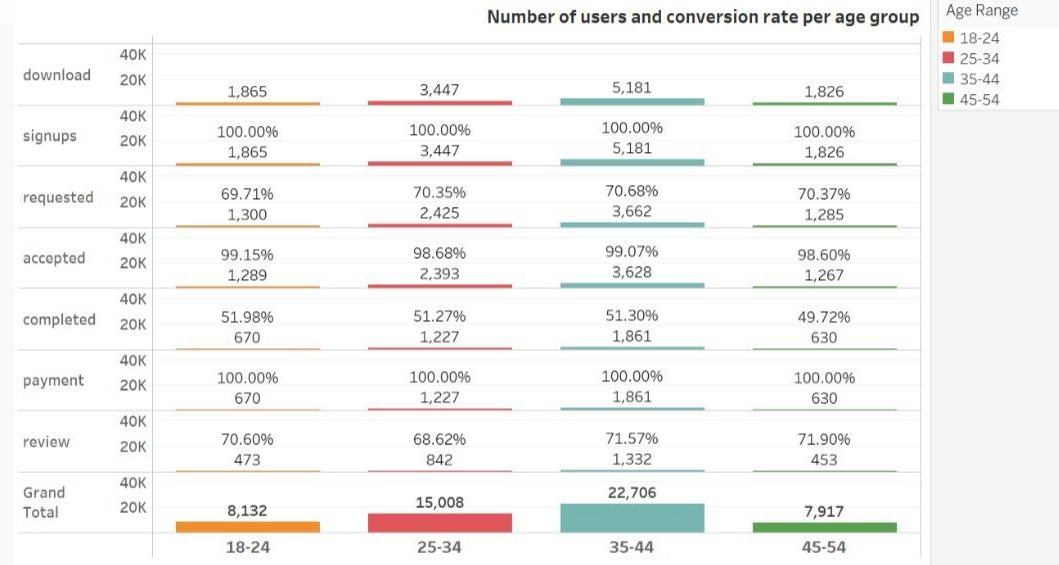

Number of Ride Requested per Hour
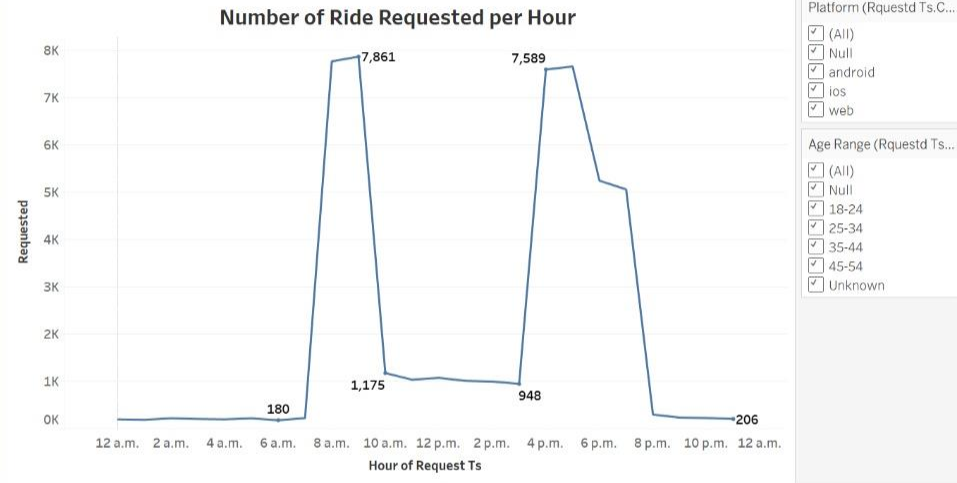
Duration from ride request to ride accept

- The average duration time between ride request and accepted is on average 6.9minute.

- There is an inefficient ride acceptance process.

Duration befor Ride_accept
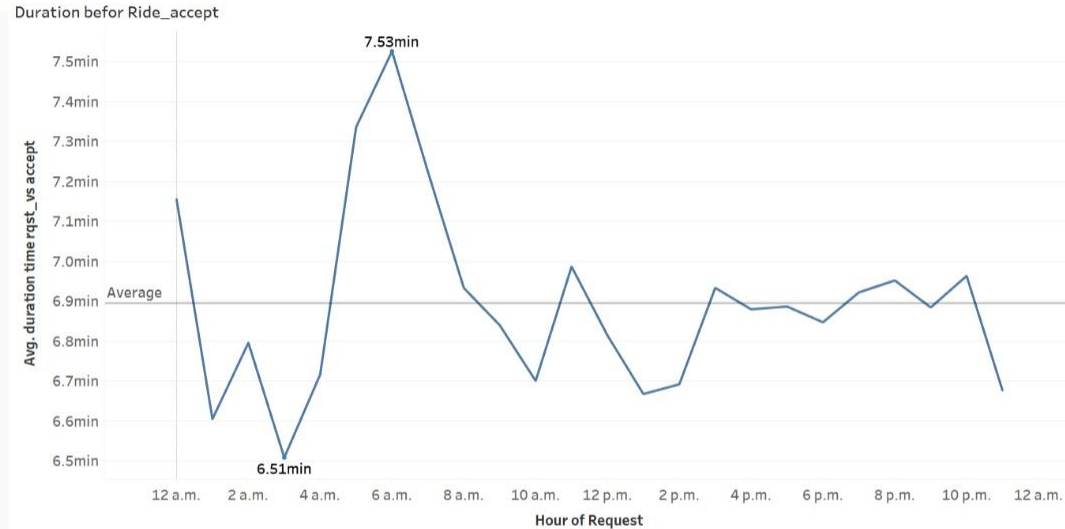
Number of Users & Conversion rate per Age group

- All age groups have a 100% conversion rate from downloads to signups

- From signup to ride request, the 35-44 age group having a slightly higher conversion rate(70.68).

- From ride accepted to ride completed, the 18-24 age group having a slightly higher conversion rate which is 51.98%


Number of users and conversion rate per age group

Age Range
■ 18-24
■ 25-34
■ 35-44
■ 45-54

		18-24	25-34	35-44	45-54
download	40K 20K	1,865	3,447	5,181	1,826
signups	40K 20K	100.00% 1,865	100.00% 3,447	100.00% 5,181	100.00% 1,826
requested	40K 20K	69.71% 1,300	70.35% 2,425	70.68% 3,662	70.37% 1,285
accepted	40K 20K	99.15% 1,289	98.68% 2,393	99.07% 3,628	98.60% 1,267
completed	40K 20K	51.98% 670	51.27% 1,227	51.30% 1,861	49.72% 630
payment	40K 20K	100.00% 670	100.00% 1,227	100.00% 1,861	100.00% 630
review	40K 20K	70.60% 473	68.62% 842	71.57% 1,332	71.90% 453
Grand Total	40K 20K	8,132	15,008	22,706	7,917

User's Platform

- iOS has the largest user base among the three platforms(60.77%)

- The Android user base is smaller than iOS, it still represents a substantial user pool(29.27).

- The web platform might not be as popular as the mobile platforms, but it's only 9.96%

platform
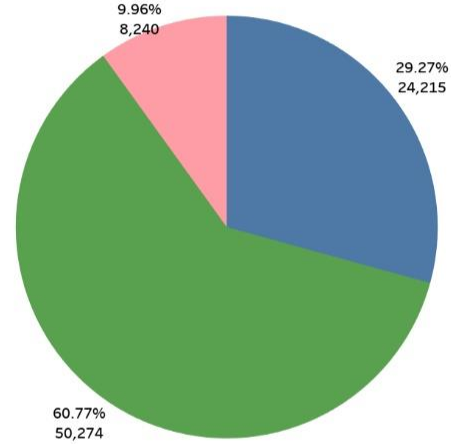
Platform
- android
- ios
- web

SUM(User Count)
82,729

9.96%
8,240

29.27%
24,215

60.77%
50,274

RECOMENDATION

(Based on funnel analysis)

- **Improving Signups:** make sure the signup process is seamless, user-friendly, and doesn't have unnecessary barriers

- *Encouraging Ride Requests: a*fter signing up, there's a drop-off of over 29% This suggests that there might be a barrier so we need to consider :

  - ✓ **Providing incentives scheme**

  - ✓ **making the ride request process more intuitive**

  - ✓ **making uploading time to be faster.**

- **Addressing Ride Completion Drop-off:** drop-off of almost 49% from ride acceptance to ride completion or there is only 50.77% of conversion rate which is the lowest conversion rate from all the funnel step.

  To improve this aspect of the funnel, we should focus on minimizing the drop-off by :

  - ✓ *Enhance Communication and Transparency:*

  - ✓ *Optimize Driver Allocation:*

  - ✓ *Incentivize Completion:*

  - ✓ *Gather and Act on Feedback:*

  - ✓ *Improve Driver Training and Support:*

RECOMENDATION

(Based on peak hour and duration)

- **Peak Hour Strategy:** Allocate more drivers during peak hours

- **Surge Pricing**: during peak hours (7:30am - 10am) and(4pm - 6pm)to balance demand and supply and generating additional revenue.

- **Promotions and Incentives:** Consider offering promotions, discounts, or incentives during low demand hours

- **Driver Scheduling:** This can also help balance supply and demand.

- **For Duration from ride request to accept**
  - ✓ Response time target
  - ✓ Driver Availability

RECOMENDATION

(Based on Platforms and Age)

- **Based on different Platforms:**
  - ✓ I recommend to allocate a significant portion of the marketing budget towards iOS
  - ✓ Allocate a portion of the marketing budget to target Android users
  - ✓ Consider allocating a smaller portion of the budget to target web users and potentially invest in improving the web experience

- **Based on Different Age Groups**
  - ✓ The **35-44** age range has the highest number of users 42% of all and have strong conversion rate in all stage. This group might contain a significant portion of our **target customer**
  - ✓ We need to study the user persona and doubling down on marketing towards this group (35-44) may turnaround more and more users

- **Based on Review Section:** Currently the review section has no different category feature, I propose the implementation of separate review sections for both riders and drivers in different category. This approach has a potential benefit of:
  - ✓ More granular Feedback
  - ✓ Targeted improvement Effort
  - ✓ Competitive Advantage: