

Funnel Analysis of Metrocar's Customer Journey

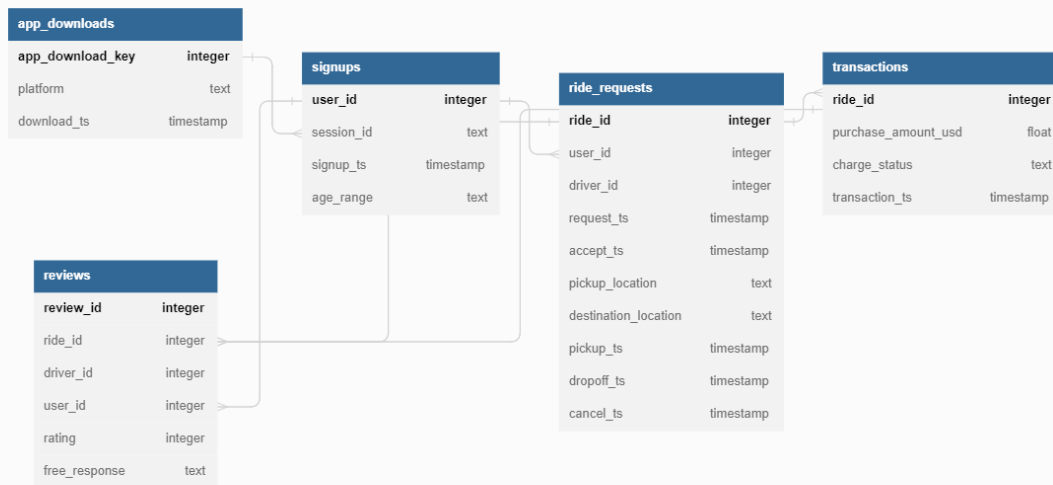
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Introduction:

- **Metrocar is a ride-sharing app**
- **Customer funnel stages: app download, signup, ride request, driver acceptance, ride completion, payment, and review**
- **Dataset: app downloads, user signups, ride requests, transactions, and driver reviews**

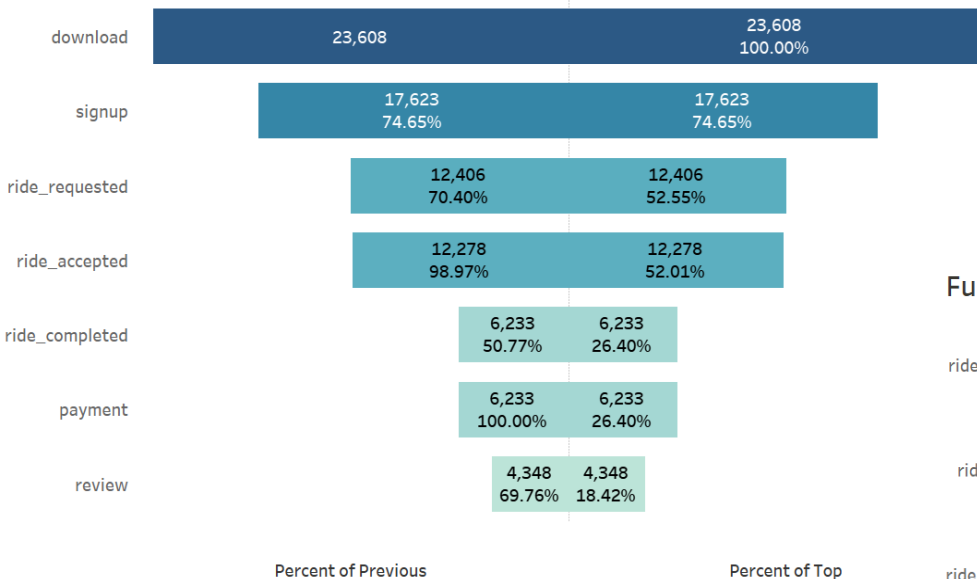


Business Questions:

- **Steps of the funnel need to be researched and improved**
- **Insights on platform performance to guide marketing budget allocation**
- **Age groups performing best at each stage and target customers**
- **Distribution of ride requests throughout the day for surge pricing**
- **Identifying the part of the funnel with the lowest conversion rate**

Funnel Conversion Rate Analysis:

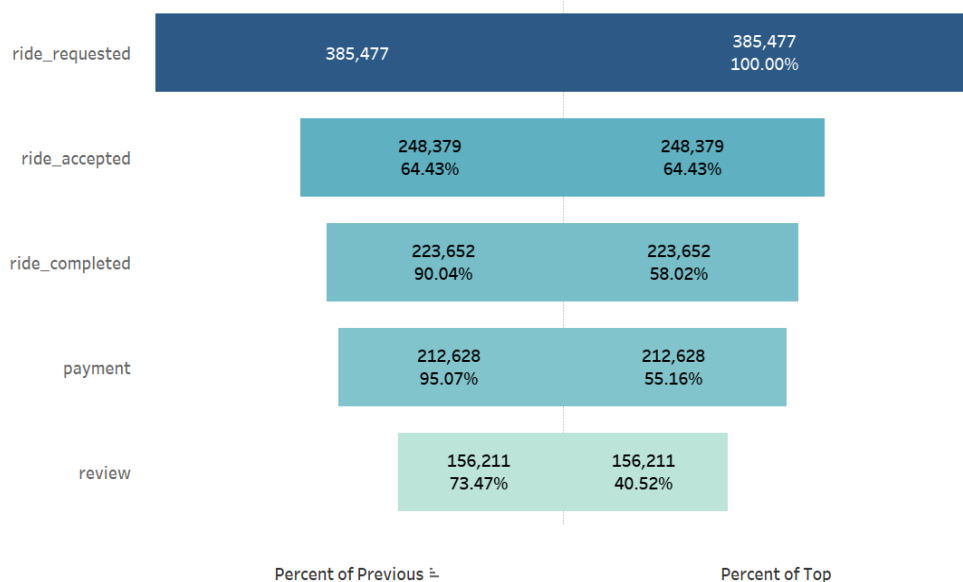
Funnel by User



- **App Download to Signup: 25.35% drop-off** after app download.
- **Signup to Request Ride: Nearly 30% drop-off** after user signup.
- **Request Ride to Driver Acceptance: High conversion rate of 98.97%** for ride requests to driver acceptance.

- **Driver Acceptance to Ride Completed: Conversion rate drops to 50.77%** after driver acceptance.
- **Payment to Review: Around 30.24% of users** who made a payment did not leave a review.
- **Matching Challenges: Conversion rate of 64.43%** from ride request to driver acceptance indicates challenges in matching ride requests with available drivers.

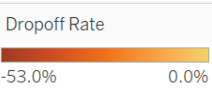
Funnel by Ride



Funnel Drop-offs Analysis:

User Dropoffs by age-group

Age Range	download		signup		ride_requested		Funnel Step ride_accepted		ride_completed		payment		review	
Not defined	11,289		5,304	-53.0%	3,734	-29.6%	3,701	-0.9%	1,845	-50.1%	1,845	0.0%	1,248	-32.4%
18-24	1,865		1,865	0.0%	1,300	-30.3%	1,289	-0.8%	670	-48.0%	670	0.0%	473	-29.4%
25-34	3,447		3,447	0.0%	2,425	-29.6%	2,393	-1.3%	1,227	-48.7%	1,227	0.0%	842	-31.4%
35-44	5,181		5,181	0.0%	3,662	-29.3%	3,628	-0.9%	1,861	-48.7%	1,861	0.0%	1,332	-28.4%
45-54	1,826		1,826	0.0%	1,285	-29.6%	1,267	-1.4%	630	-50.3%	630	0.0%	453	-28.1%

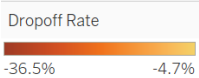


- Consistent Drop-off Rates: Users and riders face similar challenges across platforms and age groups.
- Common Pain Points: Addressing shared barriers improves overall conversion rates and user satisfaction.

- "Not Defined" Age Group: High 53% drop-off during app download to signup stage. Further investigation needed.
- Tailored Onboarding: Analyze user behavior for personalized experiences and increased conversion.

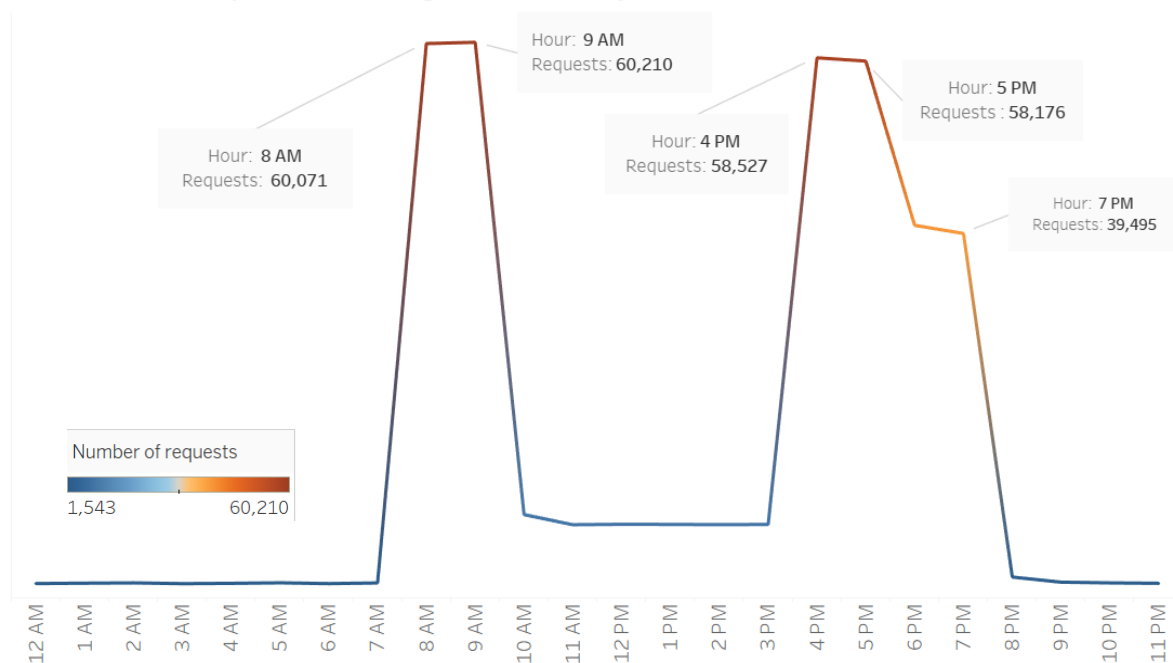
User Dropoffs by platform

Platform	download		signup		ride_requested		Funnel Step ride_accepted		ride_completed		payment		review	
android	6,935		5,148	-25.8%	3,619	-29.7%	3,580	-1.1%	1,830	-48.9%	1,830	0.0%	1,273	-30.4%
ios	14,290		10,728	-24.9%	7,550	-29.6%	7,471	-1.0%	3,792	-49.2%	3,792	0.0%	2,651	-30.1%
web	2,383		1,747	-26.7%	1,237	-29.2%	1,227	-0.8%	611	-50.2%	611	0.0%	424	-30.6%



Surge Pricing:

Number of Requests Throughout the Day



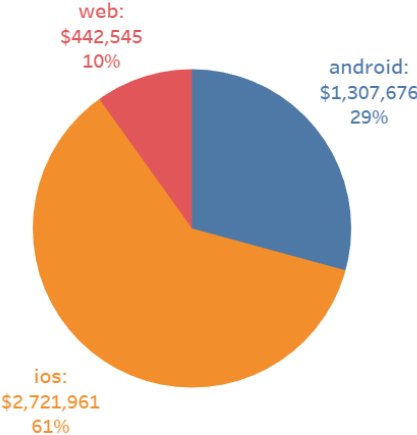
- **High demand periods: 8-9 am and 4-7 pm**
- **Consider adopting surge pricing strategy during peak hours**

Transactions by User Demographics and Platforms:

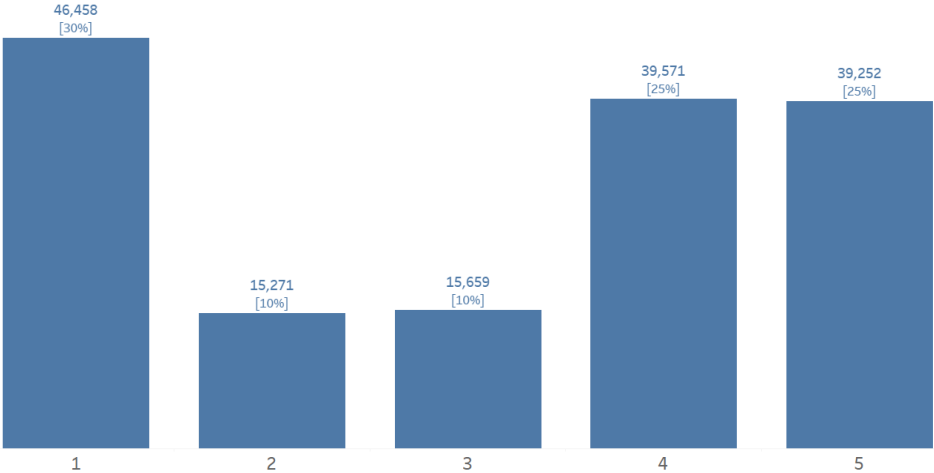
Revenue by Platform and Age Groups

android	Total	\$1,307,676
	Not defined	\$396,758
	35-44	\$389,432
	25-34	\$255,651
	18-24	\$135,842
	45-54	\$129,992
ios	Total	\$2,721,961
	35-44	\$800,338
	Not defined	\$793,120
	25-34	\$548,902
	18-24	\$294,346
	45-54	\$285,255
web	Total	\$442,545
	35-44	\$147,140
	Not defined	\$126,845
	25-34	\$78,350
	18-24	\$50,699
	45-54	\$39,512

- Revenue breakdown by platform: iOS (61%), Android (29%), and web (10%)
- Age groups 25-34 and 35-44 contribute the most to revenue



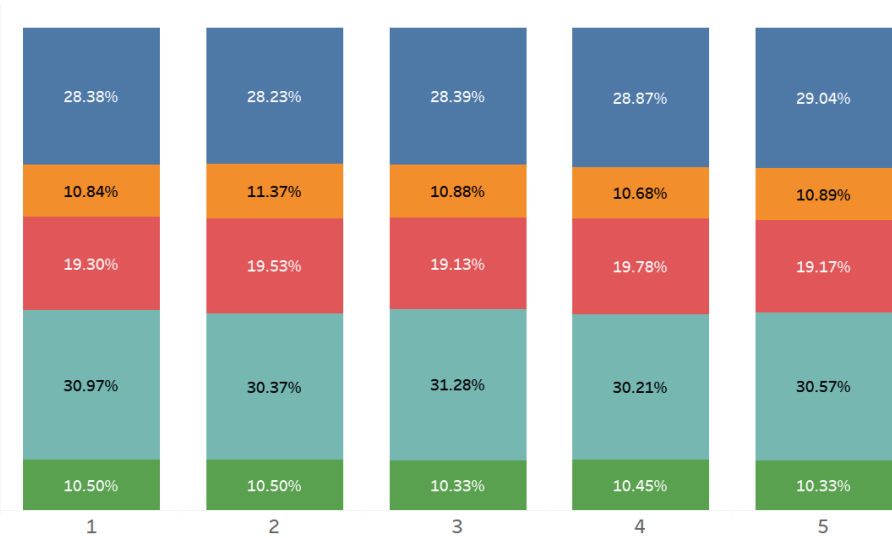
User Experience Analysis:



- **User Ratings: 30% of users gave the lowest rating, indicating lower satisfaction.**

- **Consistent Age Groups: Satisfaction levels do not significantly vary based on age.**

Ratings by Age Groups



User Experience Analysis:



- **Safety concerns:** Users expressed discomfort and safety issues due to reckless driving behaviour by some Metrocar drivers.
- **Punctuality issues:** Users reported late arrivals and last-minute ride cancellations, causing inconvenience and frustration.
- **Service dissatisfaction:** Users expressed overall dissatisfaction with Metrocar's service quality, citing experiences described as "horrible" and "terrible".

Recommendations:

- Improve ride completion rate
- Enhance review participation
- Investigate "Not Defined" age group drop-off rate
- Address transaction approval issues
- Consider surge pricing strategy
- Request data on "Not Defined" age group
- Collect data on driver experience
- Enhance Service Quality and Customer Satisfaction

Thank you!

- **Any questions or feedback are welcome.**