# Mertocar Funnel Analysis Project

# Table of content

- ➤ Executive Summery
- ➤ Project Background
- ➤ Result
- ➤ Recommendation

# Executive Summery

Metrocar, a ride-sharing applicaton similar to industry giants Uber and Lyft:

1. Metrocar's Funnel Analysis Project: Enhancing User Engagement
2. Leveraging Data Insights: A Deep Dive into Metrocar's User Journey
3. Improving Conversion Rates: Identifying Drop-off Points
4. Multi-Platform Marketing: Strategies for iOS, Android, and Web
5. Age-Group Performance: Tailoring Services to Diverse Audiences
6. Ride Request Distribution: Timing Surge Pricing for Success
7. Boosting Revenue: Targeting Low Conversion Areas for Improvement

# Project Background

i.   Data Exploration with SQL

ii.  Funnel Metrics Development with data visualization

iii. Investigation the business questions

leverage data-driven insights to enhance the customer funnel
increase user engagement
drive revenue growth for Metrocar

# funnel_users

| Funnel Step | Funnel Name | Percent of Top | Percent of previous |
|---|---|---|---|
| 1 | downloaded_app | 23.608 100,0% | 23.608 |
| 2 | signups | 17.623 74,6% | 17.623 74,6% |
| 3 | ride_requested | 12.406 52,5% | 12.406 70,4% |
| 4 | driver_accepted | 12.278 52,0% | 12.278 99,0% |
| 5 | user_completed | 6.233 26,4% | 6.233 50,8% |
| 6 | payment_approved | 6.233 26,4% | 6.233 100,0% |
| 7 | user_review | 4.348 18,4% | 4.348 69,8% |

# funnel_rides

| Funnel Name | Percent of Top | Percent of Previous |
|---|---|---|
| ride_requested | 385.477 100,00% | 385.477 |
| driver_accepted | 248.379 64,43% | 248.379 64,43% |
| user_completed | 223.652 58,02% | 223.652 90,04% |
| payment_approved | 212.628 55,16% | 212.628 95,07% |
| user_review | 156.211 40,52% | 156.211 73,47% |

**Platform**
- ☑ (All)
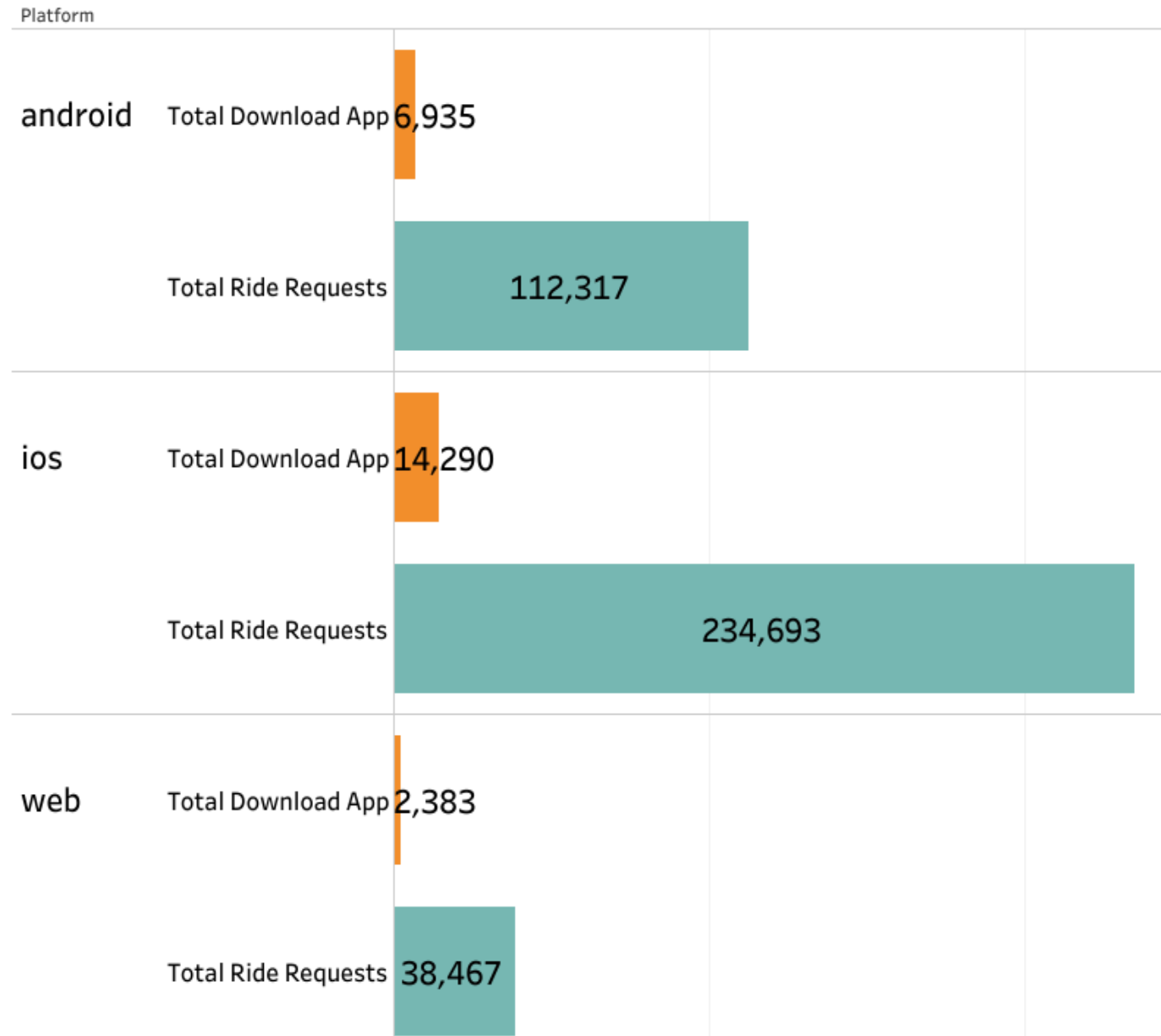- ☑ android
- ☑ ios
- ☑ web

**Month, Day, Year of Dow..**
- ☑ 27 September 20...
- ☑ 28 September 20...
- ☑ 29 September 20...
- ☑ 30 September 20...
- ☑ 1 October 2021
- ☑ 2 October 2021
- ☑ 3 October 2021
- ☑ 4 October 2021
- ☑ 5 October 2021
- ☑ 6 October 2021
- ☑ 7 October 2021
- ☑ 8 October 2021
- ☑ 9 October 2021
- ☑ 10 October 2021
- ☑ 11 October 2021
- ☑ 12 October 2021
- ☑ 13 October 2021
- ☑ 14 October 2021
- ☑ 15 October 2021
- ☑ 16 October 2021
- ☑ 17 October 2021
- ☑ 18 October 2021
- ☑ 19 October 2021
- ☑ 20 October 2021
- ☑ 21 October 2021
- ☑ 22 October 2021
- ☑ 23 October 2021
- ☑ 24 October 2021
- ☑ 25 October 2021
- ☑ 26 October 2021
- ☑ 27 October 2021
- ☑ 28 October 2021
- ☑ 29 October 2021
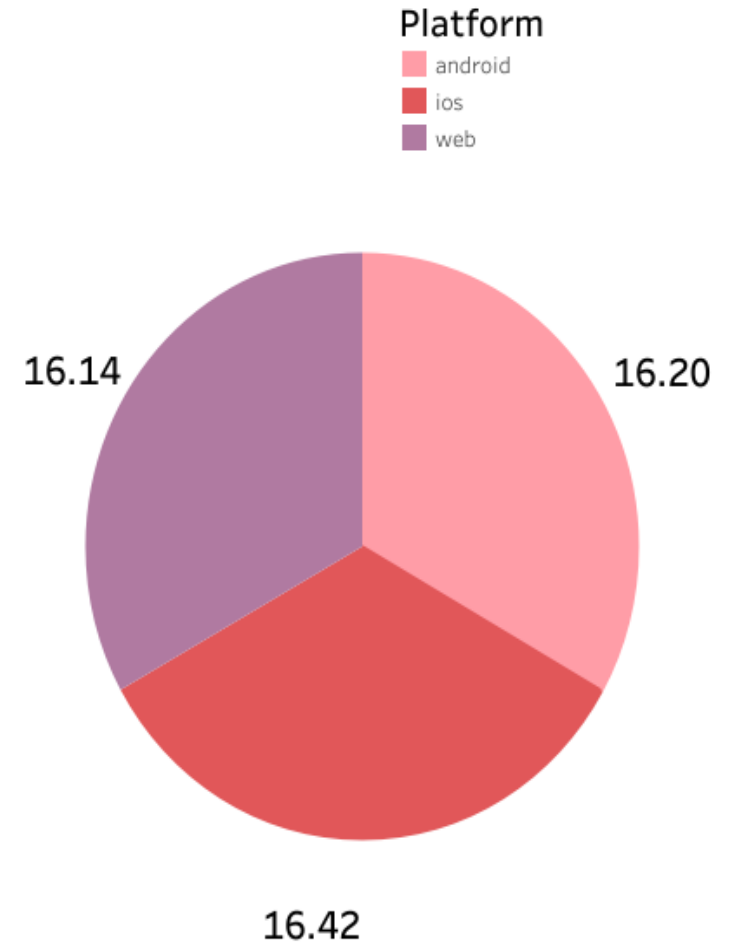- ☑ 30 October 2021
- ☑ 31 October 2021

**Age Range**
- ☑ (All)
- ☑ Null
- ☑ 18-24
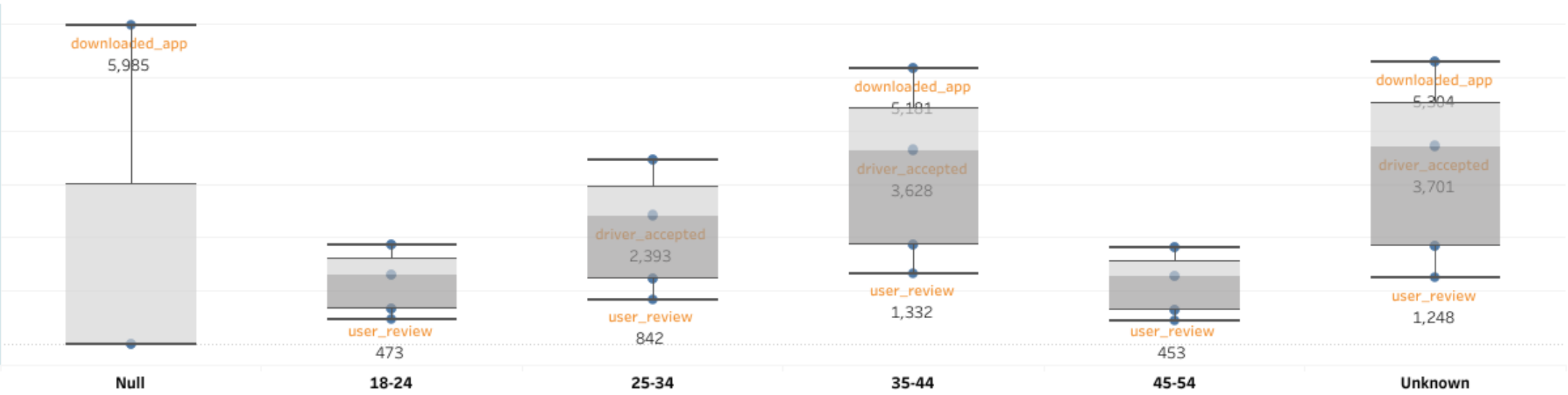- ☑ 25-34
- ☑ 35-44
- ☑ 45-54
- ☑ Unknown

# Platform Engagement

## Total Download App and Total Ride Request per Platform

Platform

**android**
- Total Download App **6,935**
- Total Ride Requests **112,317**

**ios**
- Total Download App **14,290**
- Total Ride Requests **234,693**

**web**
- Total Download App **2,383**
- Total Ride Requests **38,467**

## Ride Requests Per Downloaded App

Platform
- android
- ios
- web

16.14
16.20
16.42

# Age Range Engagement



Bar chart — Number of Users by Age Range:
- Null: 5,985
- 18-24: 8,132
- 25-34: 15,008
- 35-44: 22,706
- 45-54: 7,917
- Unknown: 22,981

Line chart by Platform (android, ios, web):

| Age Range | ios | android | web |
|---|---|---|---|
| Null | 3,562 | 1,787 | 636 |
| 18-24 | 4,889 | 2,370 | 873 |
| 25-34 | 9,278 | 4,325 | 1,405 |
| 35-44 | 13,659 | 6,635 | 2,412 |
| 45-54 | 4,824 | 2,335 | 758 |
| Unknown | 14,062 | 6,763 | 2,156 |

Box plots (Funnel Name):

- Null: downloaded_app 5,985
- 25-34: driver_accepted 2,393; user_review 842
- 35-44: downloaded_app 5,181; driver_accepted 3,628; user_review 1,332
- 18-24: user_review 473
- 45-54: user_review 453
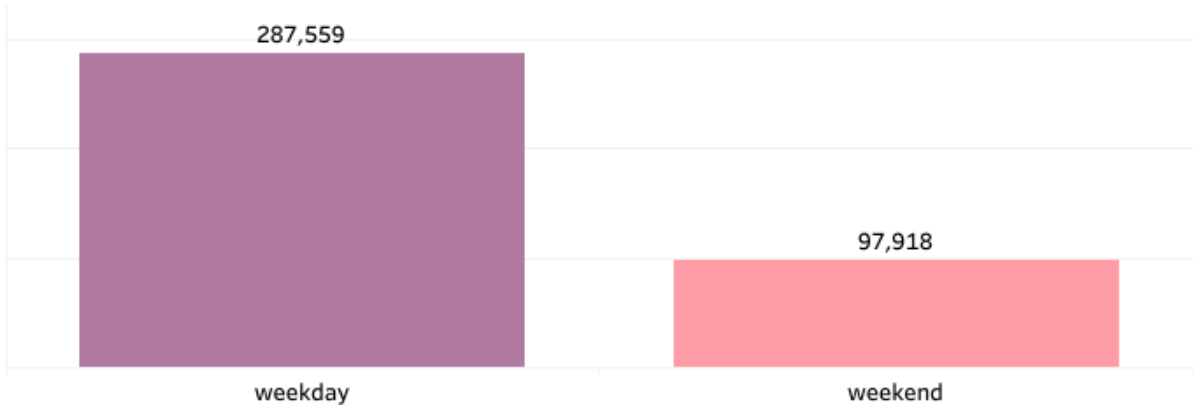- Unknown: downloaded_app 5,304; driver_accepted 3,701; user_review 1,248

**Funnel Name**
- ✔ downloaded_app
- ✔ driver_accepted
- ✔ payment_approved
- ✔ ride_requested
- ✔ signups
- ✔ user_completed
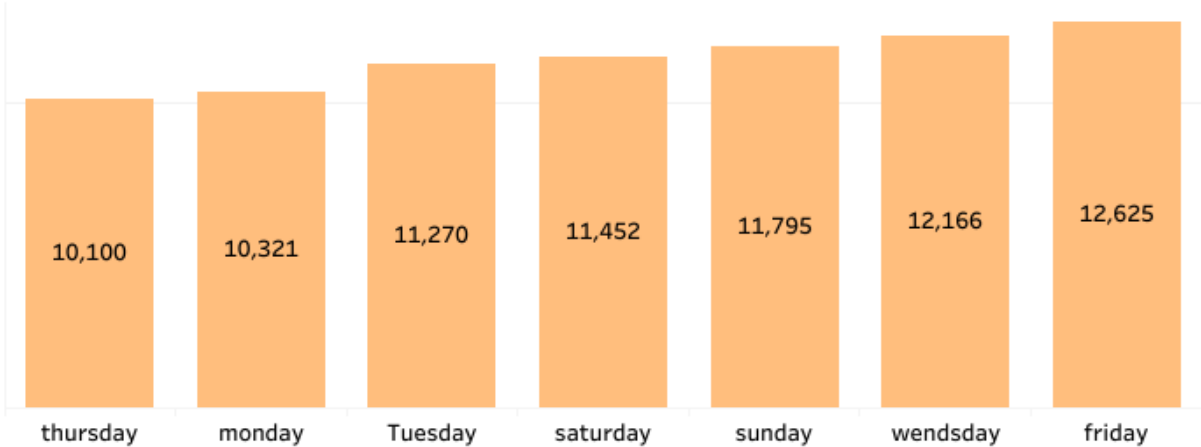- ✔ user_review

# Pick up Time for Ride_requested

## Months



| Month | Value |
|-------|-------|
| January | 6,481 |
| February | 14,839 |
| March | 17,859 |
| April | 23,806 |
| May | 30,858 |
| July | 34,056 |
| August | 34,965 |
| June | 35,815 |
| Novem.. | 36,333 |
| Decem.. | 36,627 |
| October | 37,083 |
| Septem.. | 39,441 |

## week

| weekday | weekend |
|---------|---------|
| 287,559 | 97,918 |

## Days

| Day | Value |
|-----|-------|
| thursday | 10,100 |
| monday | 10,321 |
| Tuesday | 11,270 |
| saturday | 11,452 |
| sunday | 11,795 |
| wendsday | 12,166 |
| friday | 12,625 |
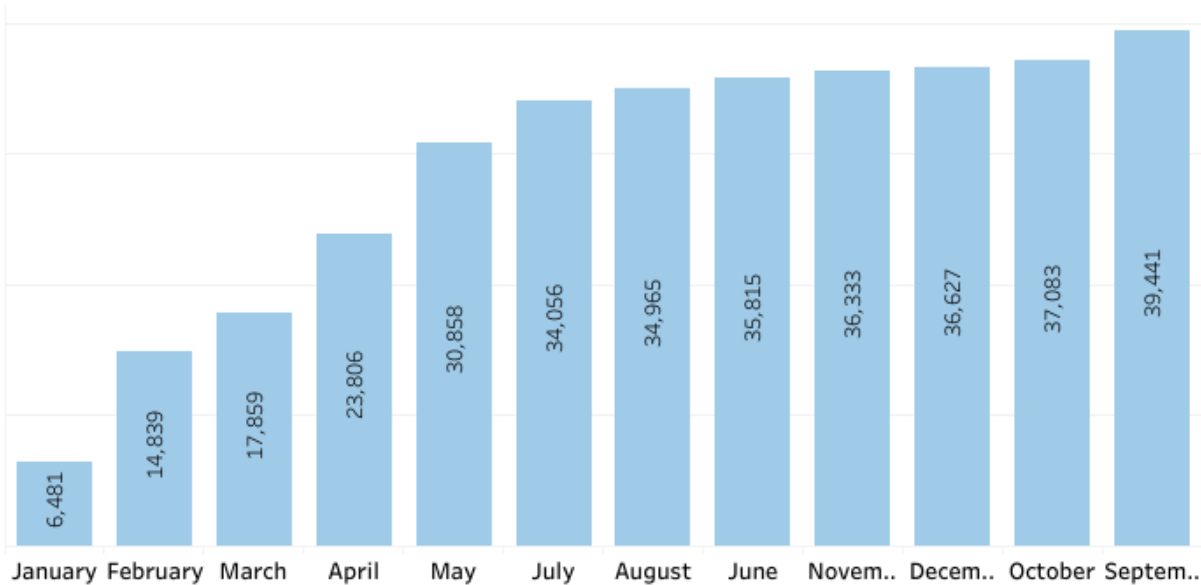
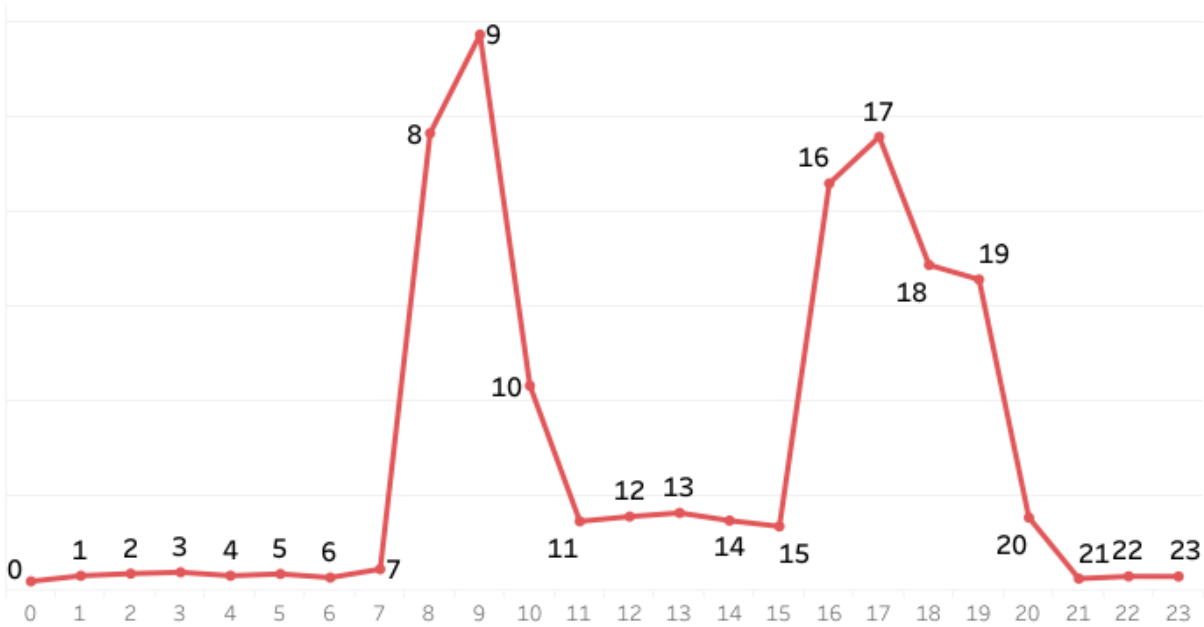## Hours

# Recommendation

### 1. Offer in-app assistance

❖ Since the "user_completed" step has the lowest conversion rate in the funnel, with a percentage of 50.8% compared to the previous step, "driver_accepted", offer in-app assistance and guidance to users who encounter difficulties in completing their rides. Implement features that allow users to easily reach out to customer support or report issues within the app.

### 2. Rewards

❖ Consider implementing personalized offers and incentives designed to motivate users to complete their rides. Such incentives might include discounts, loyalty rewards, or special promotions tailored to individual user preferences and behavior.

### 3. Performance Monitoring

❖ Continuously monitor the performance of the "user_completed" step by tracking user behavior, conversion rates, and other relevant metrics. Utilize data analytics tools to identify trends and issues that may be affecting conversion rates.

### 4. Surging Price

❖ Implement surge pricing during September, target weekdays with three times higher ride requests than weekends, focus on Wednesdays and Fridays for increased demand, and apply surge pricing during peak hours at 9 am, 8 am, 5 pm, and 4 pm. Utilize a dynamic pricing algorithm, maintain transparent communication, monitor performance, and stay competitive to optimize revenue while ensuring user satisfaction.