



Metrocar Customer Funnel Analysis

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Overview

► Context

- Funnel Step Analysis
- Age Group Analysis
- Platform Analysis
- Ride Request Distribution Throughout The Day
- User Funnel vs Ride Funnel

► Key results

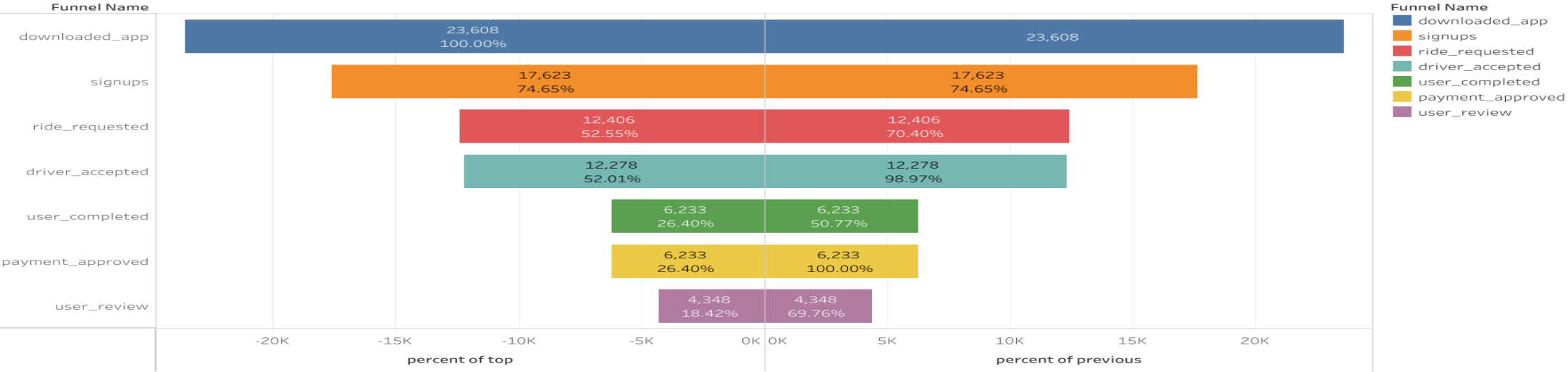
► Recommendation

Funnel Analysis

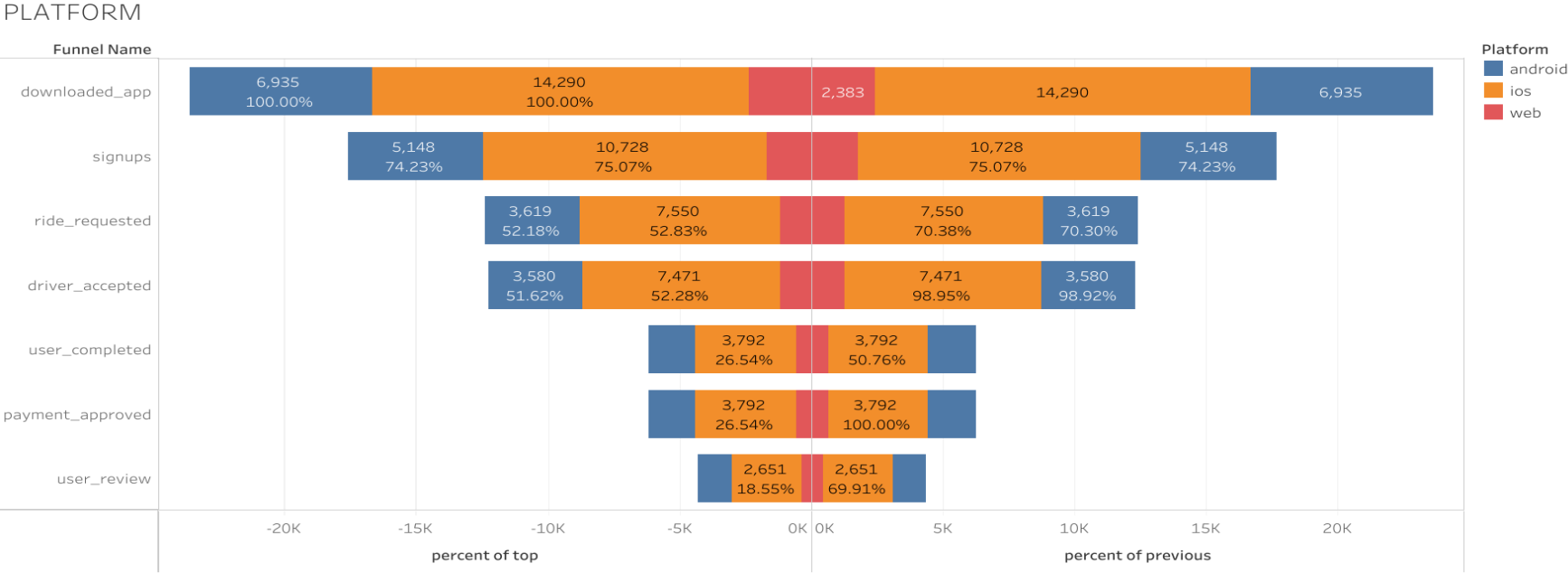
- ✓ Analyze the customer funnel of Metrocar
- ✓ A ride-sharing app
- ✓ During one year 2021
- ✓ 7 Steps

Funnel Steps Analysis

percent of top vs percent of previous, User Funnel



Platform User Distribution



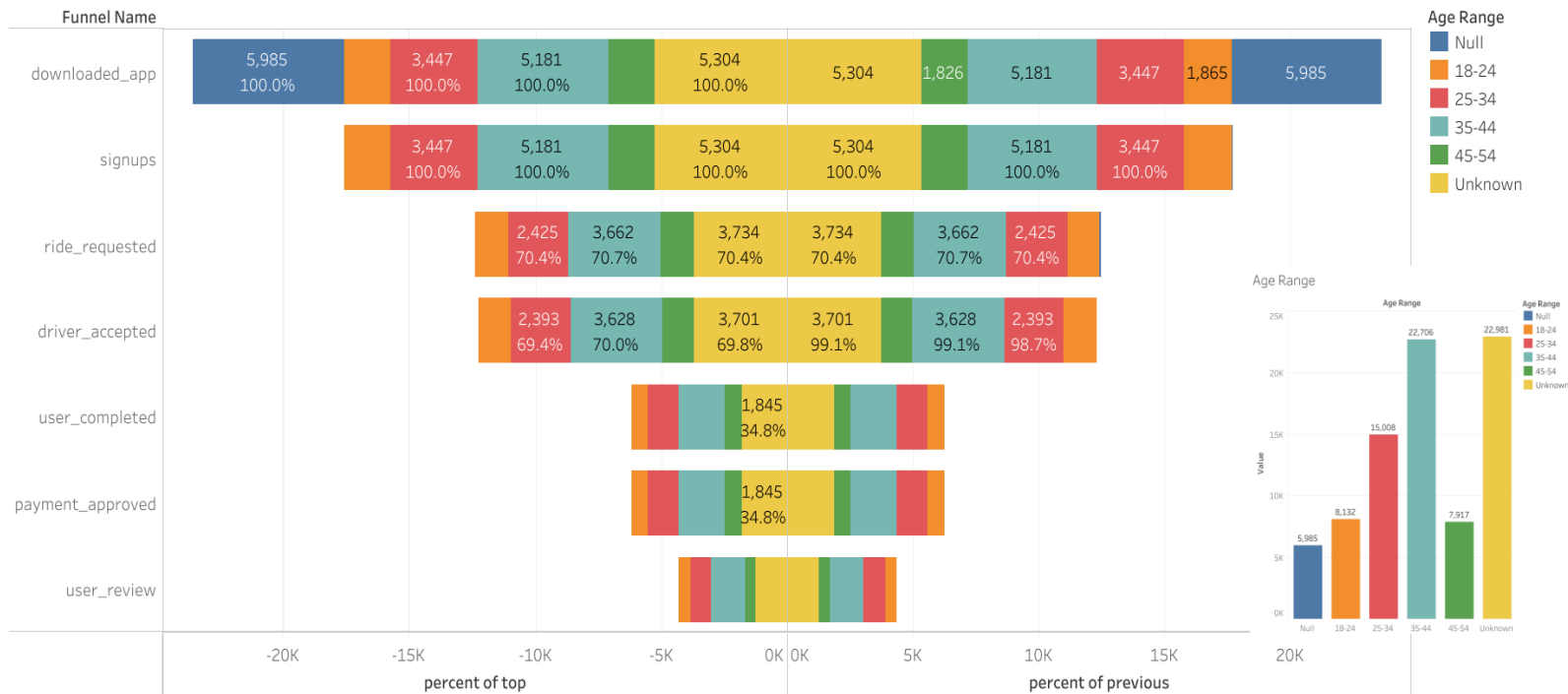
Result:

User Distribution:

Iphone>Android>Web

User Demographics by Age

Age



Result:

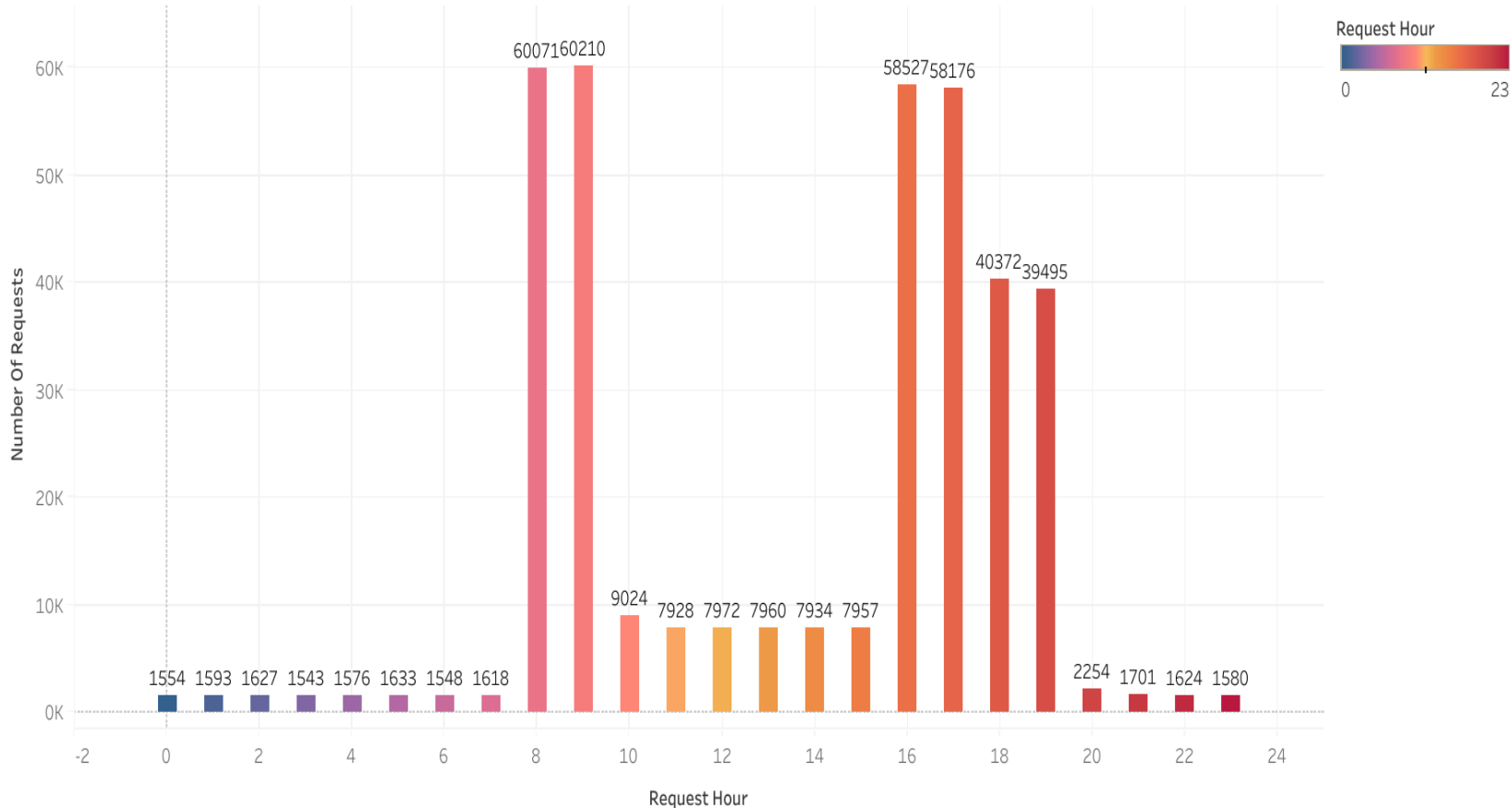
Age range :

Unknown>35-44>25-34>18-24

>45-54>Null

Ride Request Distribution Throughout The Day

distribution of ride requests throughout the day

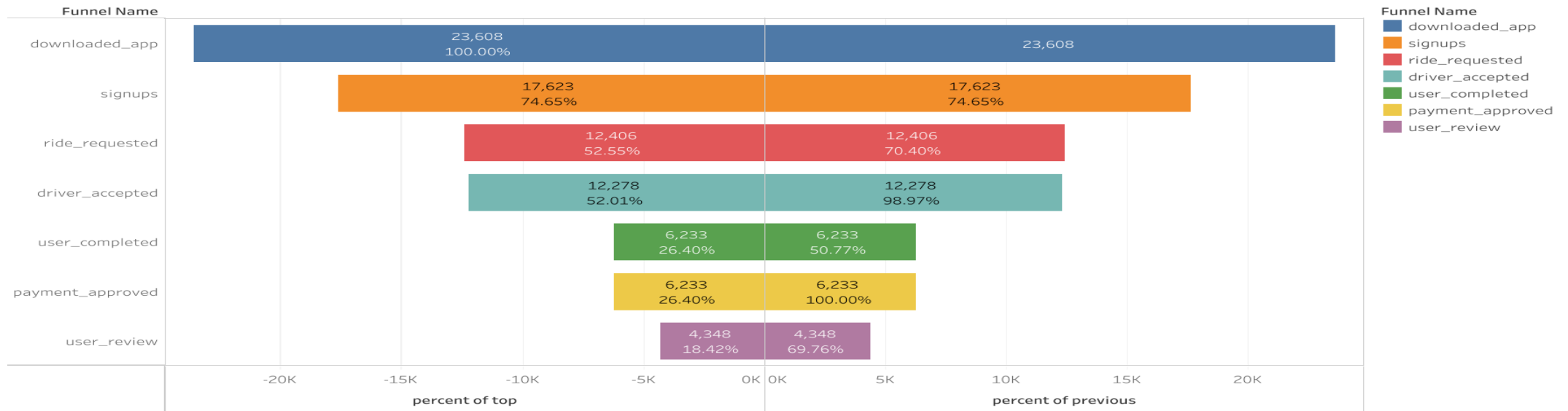


Result:

Peak hours: 8, 9, 16, 17, 18, 19

Lowest Conversion Rate in Funnel

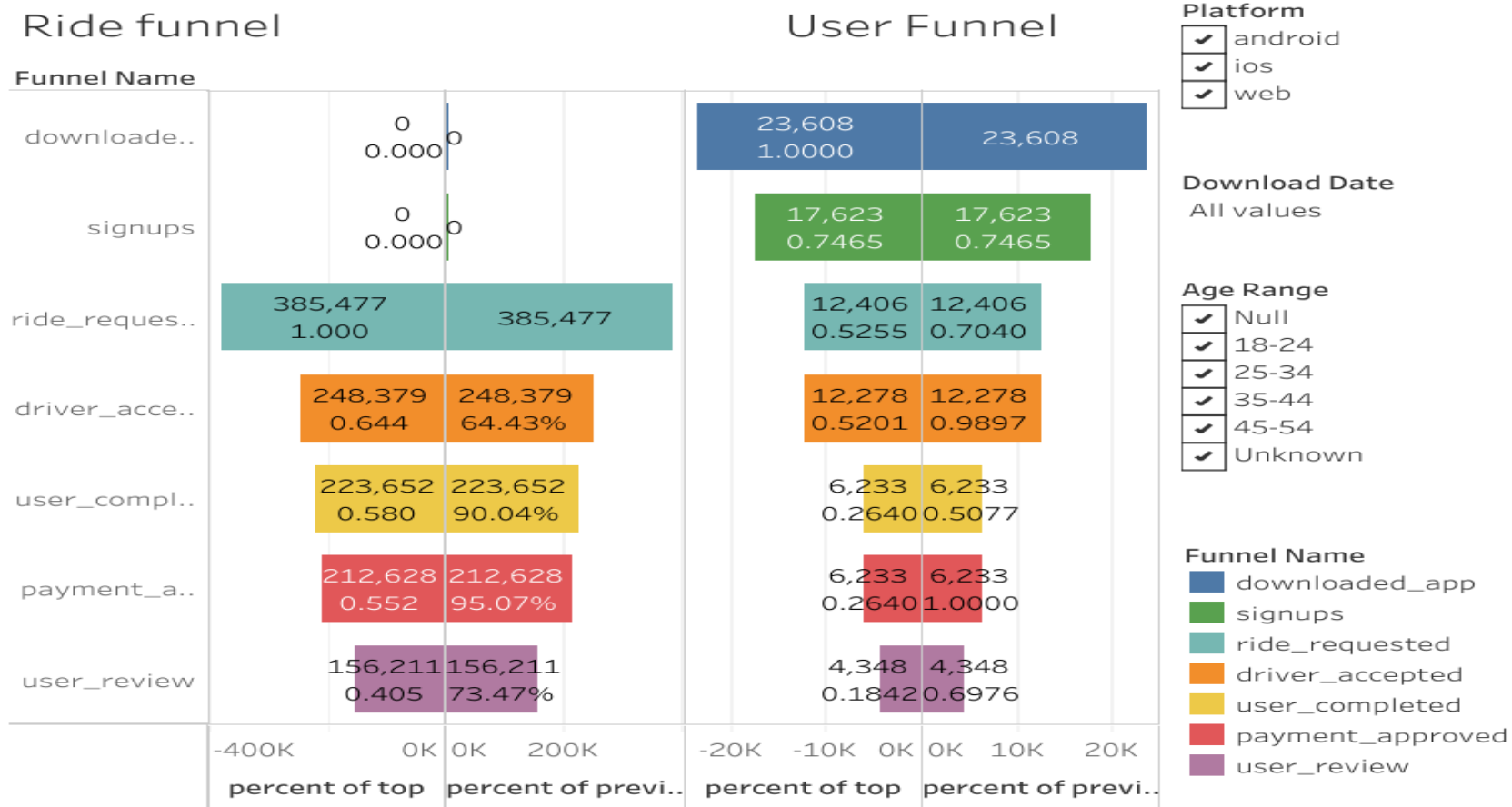
percent of top vs percent of previous, User Funnel



Result:

- Major drop from "Driver Accepted" to "User Completed".
- Need feedback to understand reasons.

User Funnel vs Ride Funnel



Key Results

- **Platform Dominance:** iOS emerges with twice the user base as Android.
- **Primary User Demographics:** Age groups "35-44" and "25-34" dominate.
- **Peak Ride Requests:** Hours 8, 9, 16, 17, 18,19 experience the highest demand.
- **Funnel Drop-Off:** Significant decrease from "Driver Accepted" (52.01%) to "User Completed" (26.40%).

Recommendation

- Focus on "Driver Accepted" to "User Completed."
- Prioritize iOS and target "35-44" and "25-34" age groups.
- Consider surge pricing during peak hours.
- Ensure continuous feedback and improvements.
- Data Collection: Improve methods to reduce the "Unknown" category in age demographics.