Mastery project 3:Metrocar Funnel analysis Final Report

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DA204
Mastery Project - Funnel Analysis

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FUNNEL ANALYSIS

Summary

An in-depth analysis of Metrocar's customer funnel revealed specific steps that require attention and improvement, especially the transition from "Driver Accepted" to "User Completed." iOS emerges as the dominant platform, suggesting a potential focus area for marketing. Peak hours for ride requests are identified, providing insights for surge pricing. Age groups "35-44" and "25-34" contain the majority of our users, indicating potential target demographics

Context

The Metrocar customer funnel provides a sequential pathway representing a user's journey from downloading the app to leaving a review after their ride. Each step in this funnel is crucial as it gives insights into where potential customers might be dropping off, and where there might be areas for improvement.

Detailed Results

Analysis of Funnel Steps:

The funnel begins with the App Download stage. This is the entry point and represents the total number of individuals who have shown initial interest in Metrocar's services.

The Signups stage represents users who have gone beyond just downloading the app. They have registered, indicating a stronger intent to use the service. However, there's a drop from 100% at the download stage to 74.65% at the signup stage. This drop could be due to various reasons - maybe the signup process is cumbersome, or potential users are concerned about data privacy.

Ride Requested is when a user has actively sought a ride. But, there's another dip here, suggesting some users sign up but don't immediately request a ride. This could be due to competitive pricing from rivals, lack of available rides, or just users comparing services.

A crucial step is Driver Accepted. A high conversion rate here (98.97%) means drivers are actively accepting ride requests, which is a good sign of driver engagement.

However, the User Completed stage sees a significant drop. Only half of the users who get their rides accepted end up completing them. This is alarming. Are users cancelling after a driver accepts? Are drivers cancelling? Is there a long wait time causing impatience?

The subsequent stages, Payment Approved and User Review, provide insight into the post-ride experience. A 100% conversion from ride completion to payment indicates a smooth payment process. However, the drop in user reviews suggests not everyone is keen on providing feedback.

FUNNEL ANALYSIS

Platform Analysis:

Metrocar's presence across iOS, Android, and Web platforms ensures a wide reach. The data indicates that iOS has twice the user base as Android. This could be due to several factors - perhaps the iOS app offers a better user experience, or Metrocar is more popular in regions where iOS devices are dominant. The web platform has the least users, which is understandable as mobile apps offer more convenience for on-the-go ride bookings.Tableau
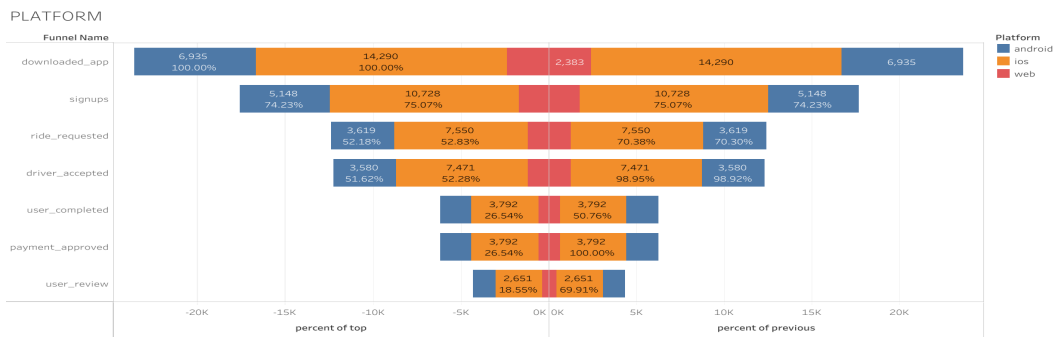
Age Group Analysis:

Analyzing age demographics is crucial for targeted marketing. The dominant age groups, 35-44 and 25-34, suggest Metrocar is popular among working professionals. The lower numbers in the 18-24 age group might indicate college students or younger individuals prefer alternative modes or competitors. The significant "Unknown" age group suggests Metrocar might need to improve its data collection methods.Tableau
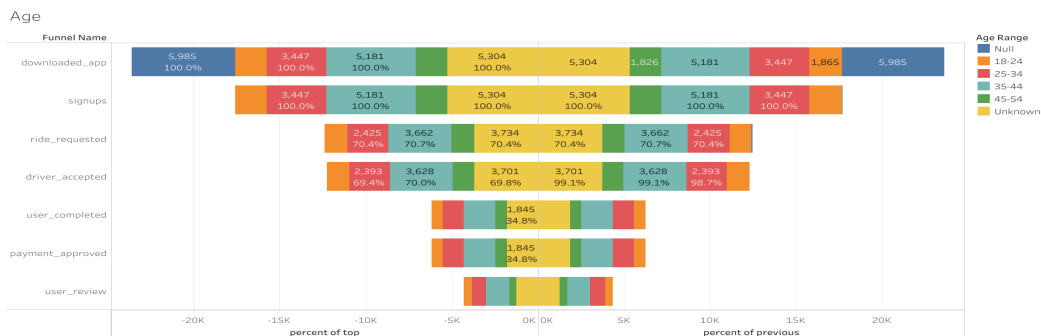

Ride Request Distribution:

Identifying peak hours is vital for resource allocation. The surge in requests during morning and late afternoon hours aligns with typical work commute times. Implementing surge pricing during these hours can help in managing demand and supply better, ensuring availability while also
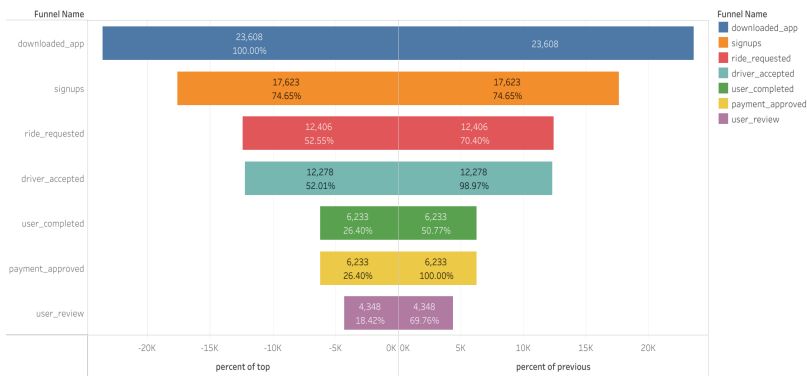
FUNNEL ANALYSIS

capitalizing on high demand.[Tableau](#)
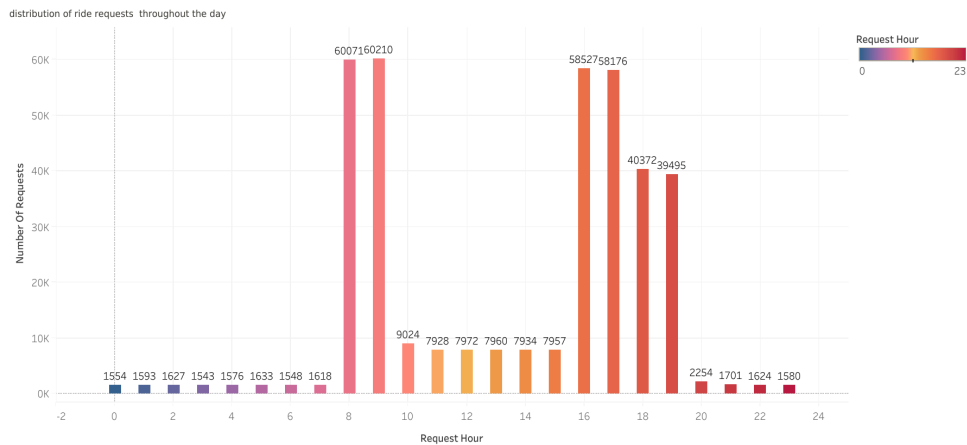
Lowest Conversion Rate in Funnel:[Tableau](#)

The transition from Driver Accepted to User Completed is the bottleneck. Delving deeper into this can reveal pain points. Surveys, user feedback, and driver interviews can shed light on issues like long wait times, frequent cancellations, or other concerns.

User Funnel Vs Ride Funnel:[Tableau](#)
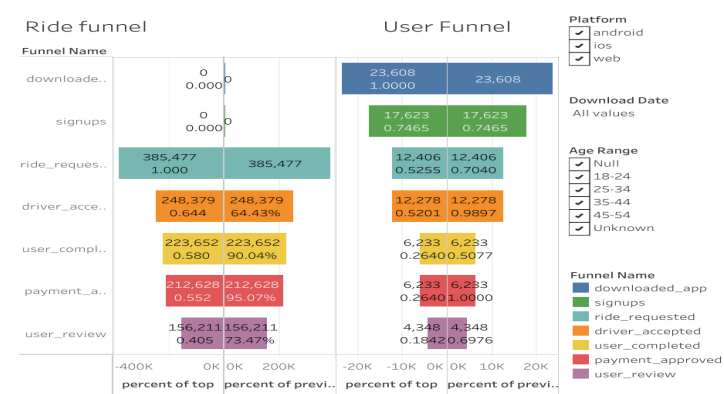
Conclusion

To optimize Metrocar's operations and marketing strategies, it's imperative to focus on the "Driver Accepted" to "User Completed" transition, prioritize the iOS platform, and target the "35-44" and "25-34" age groups. Implementing surge pricing during peak hours can also offer increased profitability. Continuous feedback collection and iterative improvements will ensure Metrocar's sustained growth.

Recommendations

Optimize Transition: Investigate and address the drop between "Driver Accepted" and "User Completed."

Platform Marketing: Allocate more marketing resources towards iOS while maintaining a focus on Android.

Target Marketing: Concentrate advertising campaigns on the age groups "35-44" and "25-34."

Surge Pricing: Implement surge pricing strategies during peak request hours to balance demand and supply.

Feedback Collection: Regularly gather feedback from users, especially regarding ride cancellations post driver acceptance.

Data Collection: Improve methods to reduce the "Unknown" category in age demographics.

Continuous Improvement: Regularly update the app based on feedback to ensure user satisfaction and stay ahead of competitors

Appendix

[Tableau](#)

[SQL CODE](#)

https://www.loom.com/share/451fd4f05c73418787321162830b1dae?sid=d72fa10f-bf32-4944-91ad-a3e00f41d02e