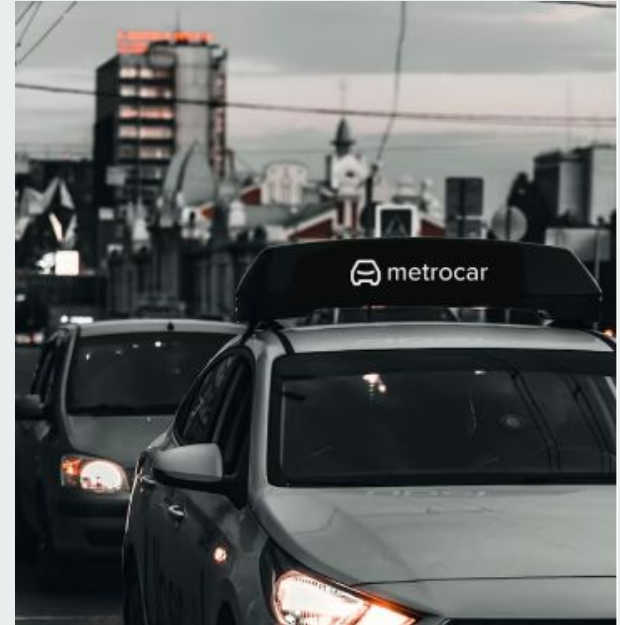


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# Metrocar - Funnel Analysis

Key insights and Recommendations



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# Outline

Introduction/Context

Objectives

Funnel Analysis

User Funnel

User Funnel Insights

Ride Funnel

Ride Funnel Insights

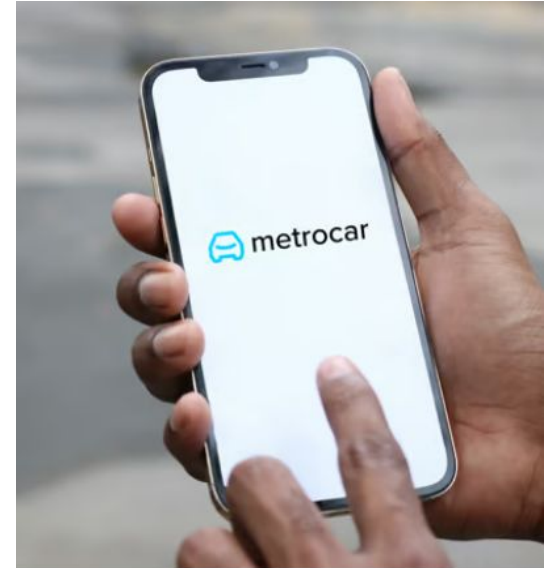
Recommendations

Q&A

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# Introduction

- Metrocar - A ride-sharing app
- Business Model -
  - An intermediary between riders and drivers
  - Provides a user-friendly platform to connect them and facilitate the ride-hailing process





# Objectives

- Analyze Metrocar's data and identify areas for improvement and optimization
- Drive growth and revenue
  - Increase desired outcomes: Sales, Sign-ups, and Conversions



# Funnel Analysis

- A data analysis method - looks like a “funnel”
- Displays steps of the customer journey through the product, service, or website.
- Resembles a real-world funnel – wide at top and narrow at bottom
- Data: Year 2021 ride-share app data
- Funnels: User, Rides



# User Funnel

→ 7 step funnel

◆ app\_download, sign\_up, ride\_requested, ride\_accepted,  
ride\_completed, payment, review

→ Tracks user count, conversion rate and drop-off rate

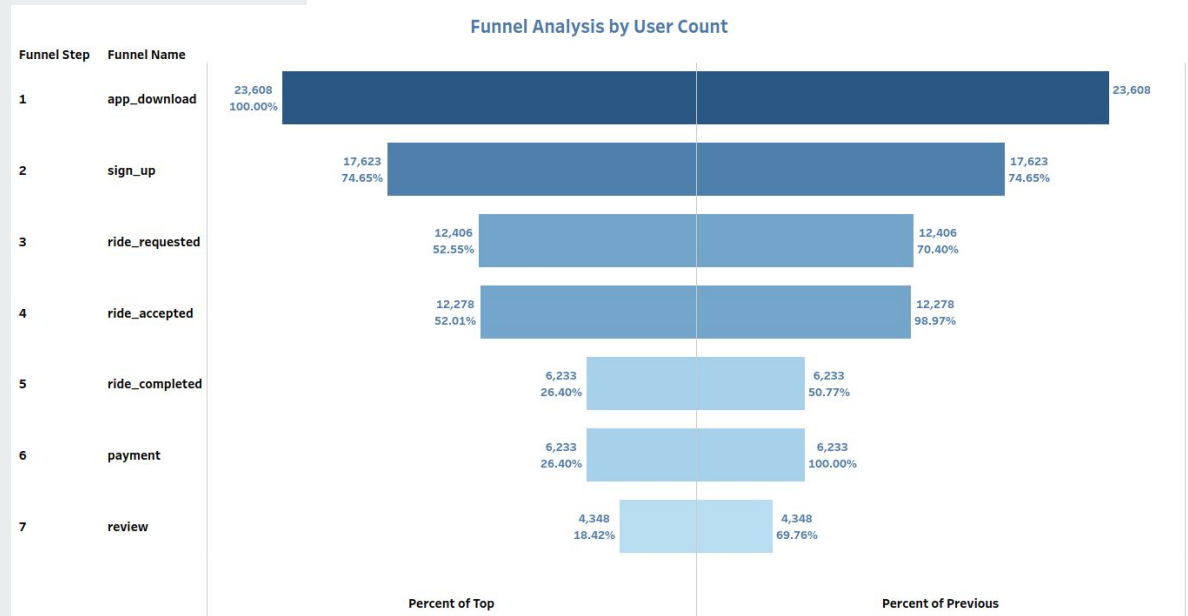
# User Funnel - Key Insights

## 01



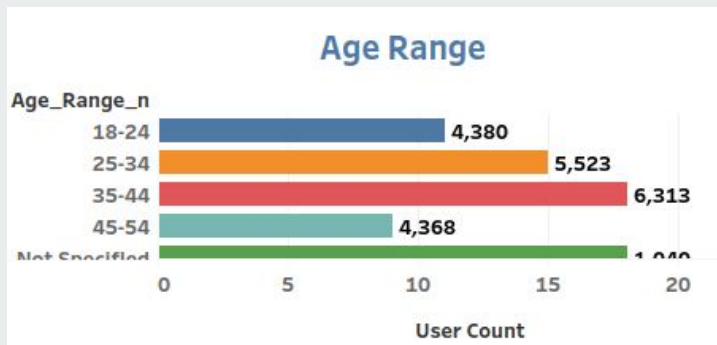
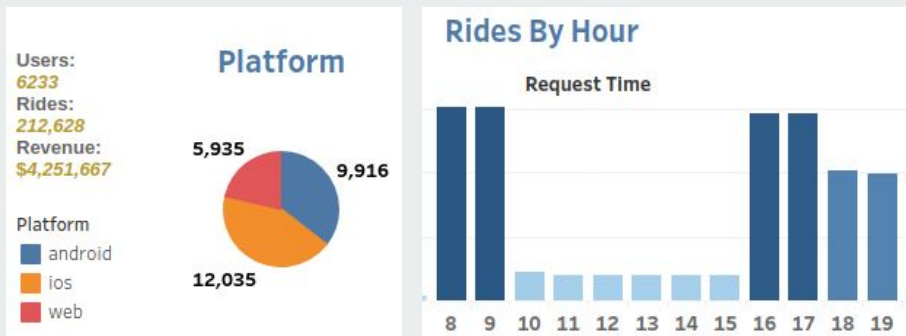
### Conversions:

- "App\_download" to "sign\_up": 74.65%
- "Sign\_up" to "ride\_accepted": 70.40%
- Significant drop from "ride\_accepted" to "ride\_completed": Only **50.77%** users complete the ride



## User Funnel - Key Insights

02



### Segment contributions:

- Platform:
  - iOS: **60.53%**
  - Android: **29.38%**
  - Web: 10.09%
- Age range:
  - 18-24: 10.58%
  - 25-34: **19.56%**
  - 35-44: **29.40%**
  - 45-54: 10.36%
- Ride trip distribution in a day:
  - 2 peaks
    - 8 AM to 9 AM
    - 4 PM to 7 PM





# Rides Funnel

- 5 step funnel
  - ◆ ride\_requested, ride\_accepted, ride\_completed, payment, review
- Tracks ride count, conversion rate and drop-off rate

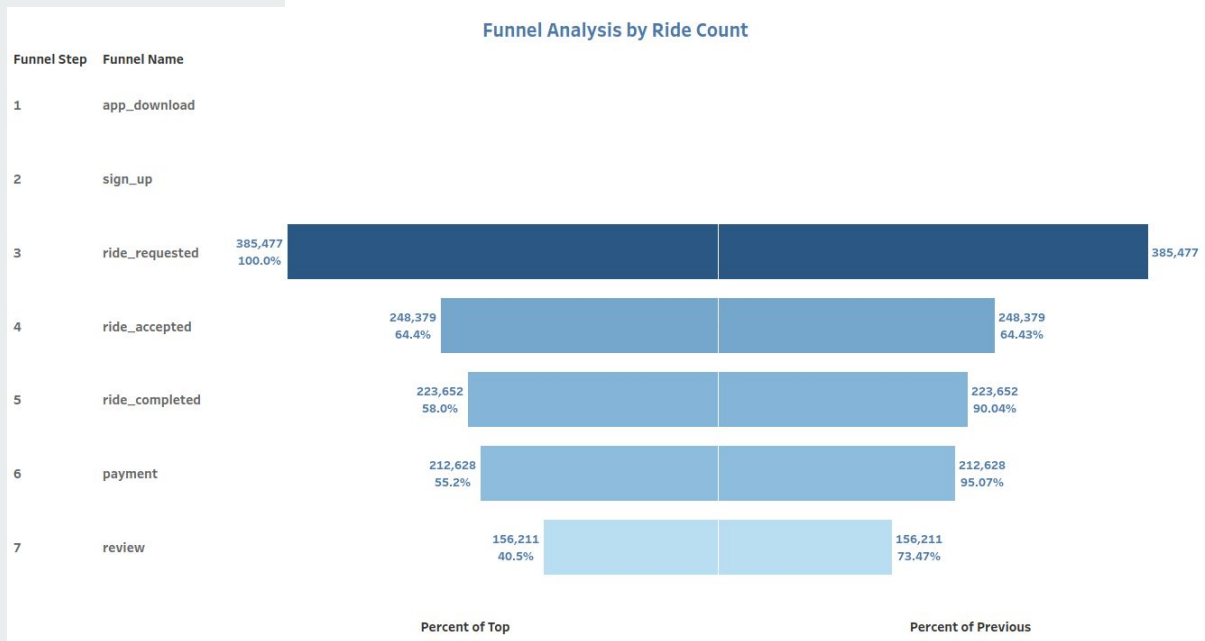
# Rides Funnel - Key Insights

01



## Conversions:

- "ride\_requested" to "ride\_accepted": **64.43%**
- "ride\_accepted" to "ride\_completed": **90.04%**
- "ride\_completed" to "Payment": **95.07%**
- "Payment" to "review": **73.47%**





# Recommendations

O1

- **Optimize Sign-Up Process:** Improve the "app\_download" to "sign\_up" transition to reduce the drop-off rate of 25.35% by reducing sign-up friction
- **Address "ride\_accepted" to "ride\_completed" Drop-Off:** Further analyze the reasons for the significant **49.23%** drop-off rate and work on improving this transition.
  - ◆ **Supply-side analysis:** For insights into driver onboarding and other factors affecting customer drop-offs.
  - ◆ **Encourage Reviews:** Prompt users to provide ride reviews and feedback, as it has a 69.76% conversion rate from "payment."
  - ◆ **Sentiment Analysis:** Consider sentiment analysis using machine learning/NLP on review/feedback data to gain deeper insights and enhance customer satisfaction.



# Recommendations

02

- **Targeted Marketing and User Experience:** Focus marketing efforts and user experience improvements on the "35-44" and "25-34" age groups, which have the highest sign-up percentages.
- **User Segmentation and Personalization:** Utilize age data for segmenting users and offering personalized experiences. Encourage users to provide their age information during signup, offering incentives or explaining the benefits.
- **Surge Pricing Strategy:** Implement surge pricing during peak hours between 8 AM - 9 AM and 4 PM - 7 PM for effective revenue management.

Questions?

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# Reference Links

- **Dashboard on Tableau Public:**  
[https://public.tableau.com/app/profile/r.h1008/viz/Metrocar-FunnelAnalysis\\_16978466864670/Metrocar-FunnelAnalysis](https://public.tableau.com/app/profile/r.h1008/viz/Metrocar-FunnelAnalysis_16978466864670/Metrocar-FunnelAnalysis)
- **Github:** <https://github.com/ranga4all1/metrocar-funnel-analysis>



# Appendix