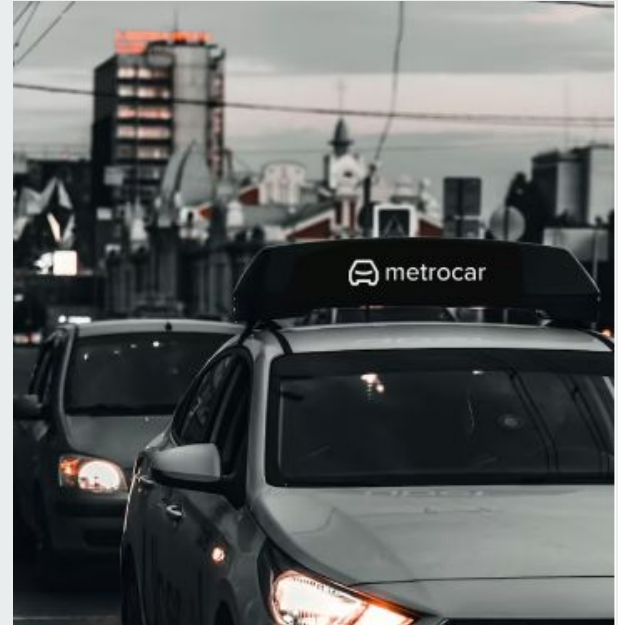

Metrocar - Funnel Analysis

Key insights and Recommendations



Outline

Introduction/Context

Objectives

Funnel Analysis

User Funnel

User Funnel Insights

Rides Funnel

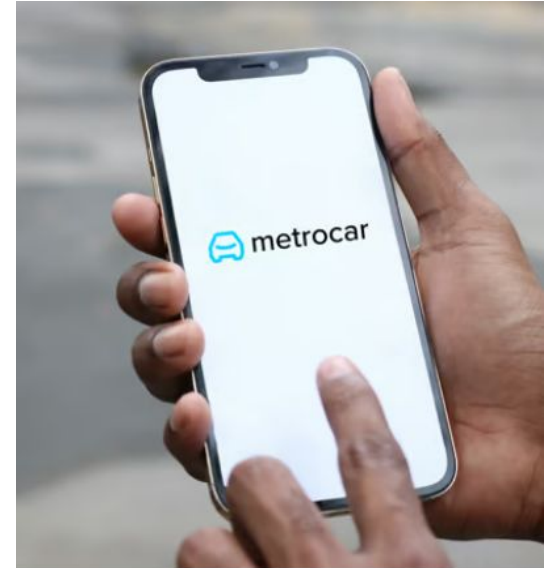
Rides Funnel Insights

Recommendations

Q&A

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
- Answer business questions related to above



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

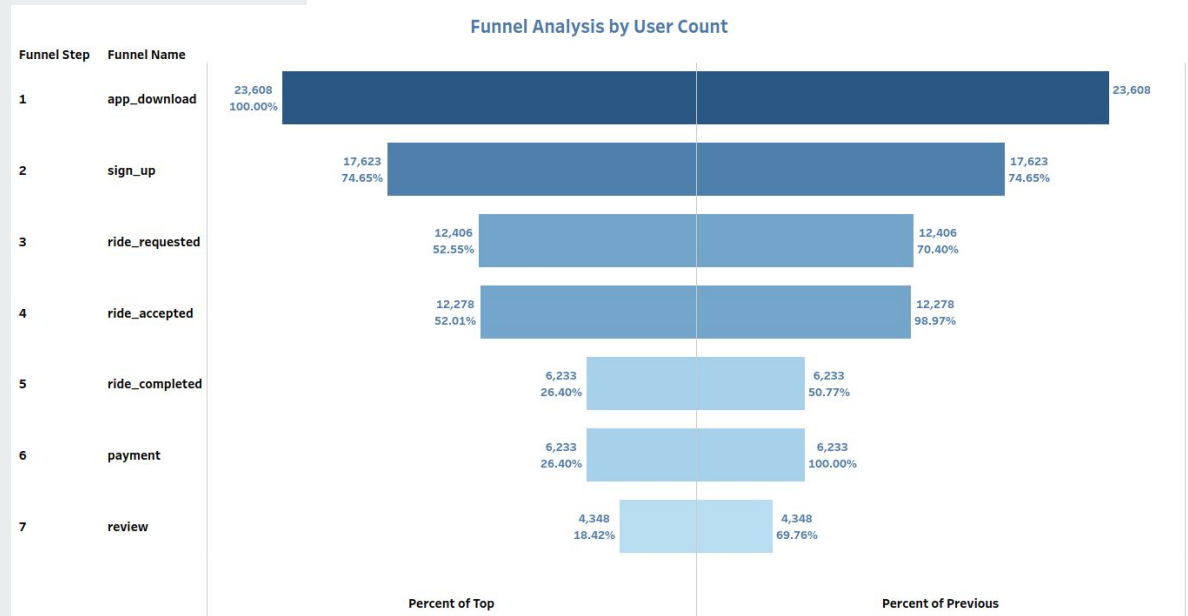
User Funnel - Key Insights

01



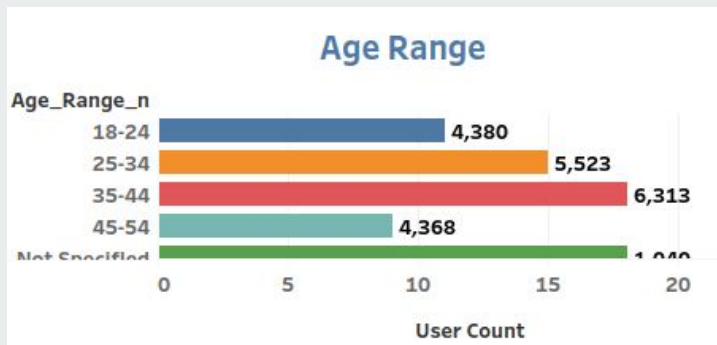
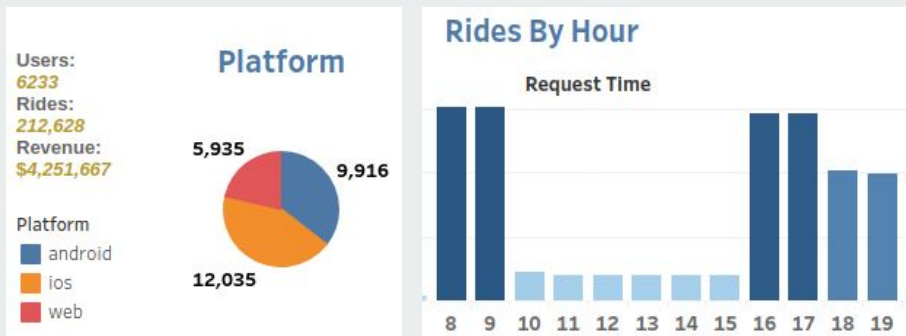
Conversions:

- "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 10 AM
 - 4 PM to 8 PM



Rides Funnel

- 5 step funnel
 - ◆ ride_requested, ride_accepted, ride_completed, payment, review
- Tracks ride count, conversion rate and drop-off rate

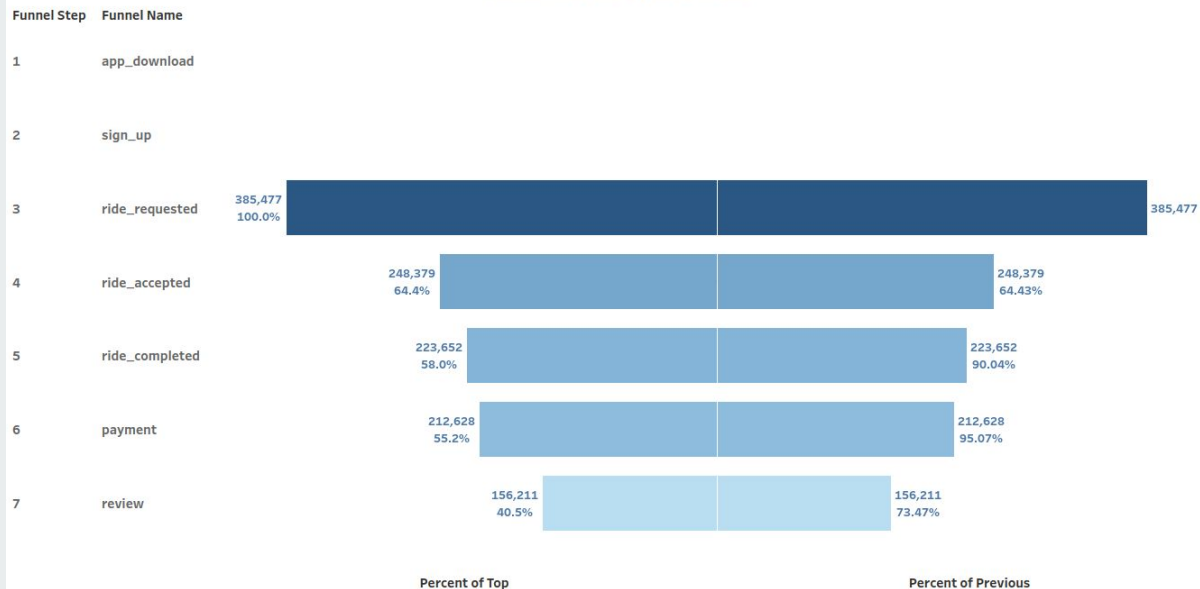
Rides Funnel - Key Insights

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%**

Funnel Analysis by Ride Count





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 for every ride request.
 - ◆ **Sentiment Analysis:** Consider sentiment analysis using machine learning/NLP on review/feedback data to gain deeper insights and enhance customer satisfaction.
 - ◆ **Move payment step up:** Consider moving the 'payment' step immediately after the 'ride_accepted' step. Perform A/B testing before full rollout to avoid any adverse impact.



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, users that canceled rides etc. 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 - 10 AM and 4 PM - 8 PM for effective revenue management.

Questions?



Reference Links

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



Appendix

01

App Download Date

Year of Download Dt	Quarter of Download Dt	Month of Download Dt	
2021	Q1	January	2,404
		February	2,205
		March	2,261
	Q2	April	2,284
		May	2,415
		June	2,396
	Q3	July	2,410
		August	2,374
		September	2,250
	Q4	October	2,389
		November	2,188
		December	2,310



Appendix

02

Platform	
android	9,916
ios	12,035
web	5,935

Age_Range_n	
18-24	4,380
25-34	5,523
35-44	6,313
45-54	4,368
Not Specified	1,040
Unknown	6,262



Appendix

03 - Business Questions

- What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?
- Metrocar currently supports 3 different platforms: ios, android, and web. To recommend where to focus our marketing budget for the upcoming year, what insights can we make based on the platform?
- What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?
- Surge pricing is the practice of increasing the price of goods or services when there is the greatest demand for them. If we want to adopt a price-surfing strategy, what does the distribution of ride requests look like throughout the day?
- What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?