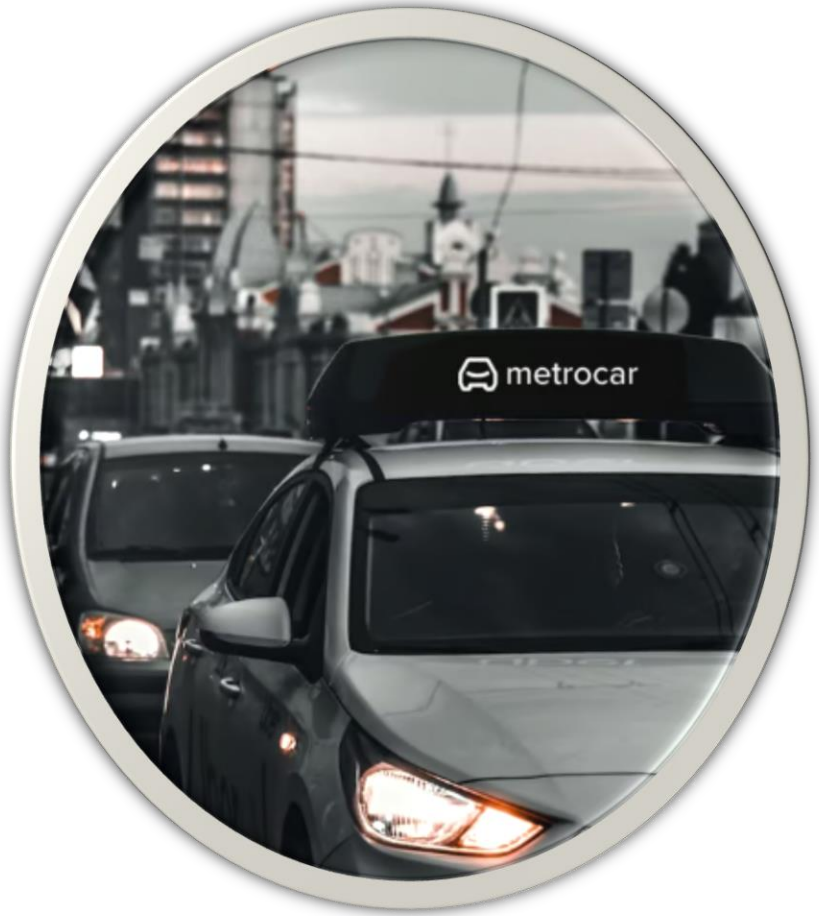


Mastery Project: Metrocar

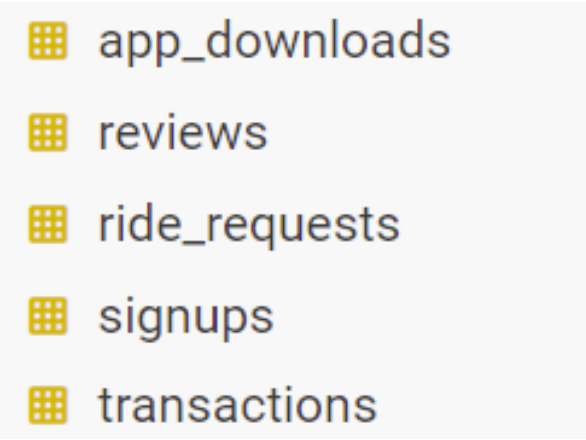
Chavisa Sornsakul

Data Analytics March 2023 Cohort

OBJECTIVES

1. To answer all business questions by data-driven method
2. To perform funnel analysis
3. To visualize insights from funnel data

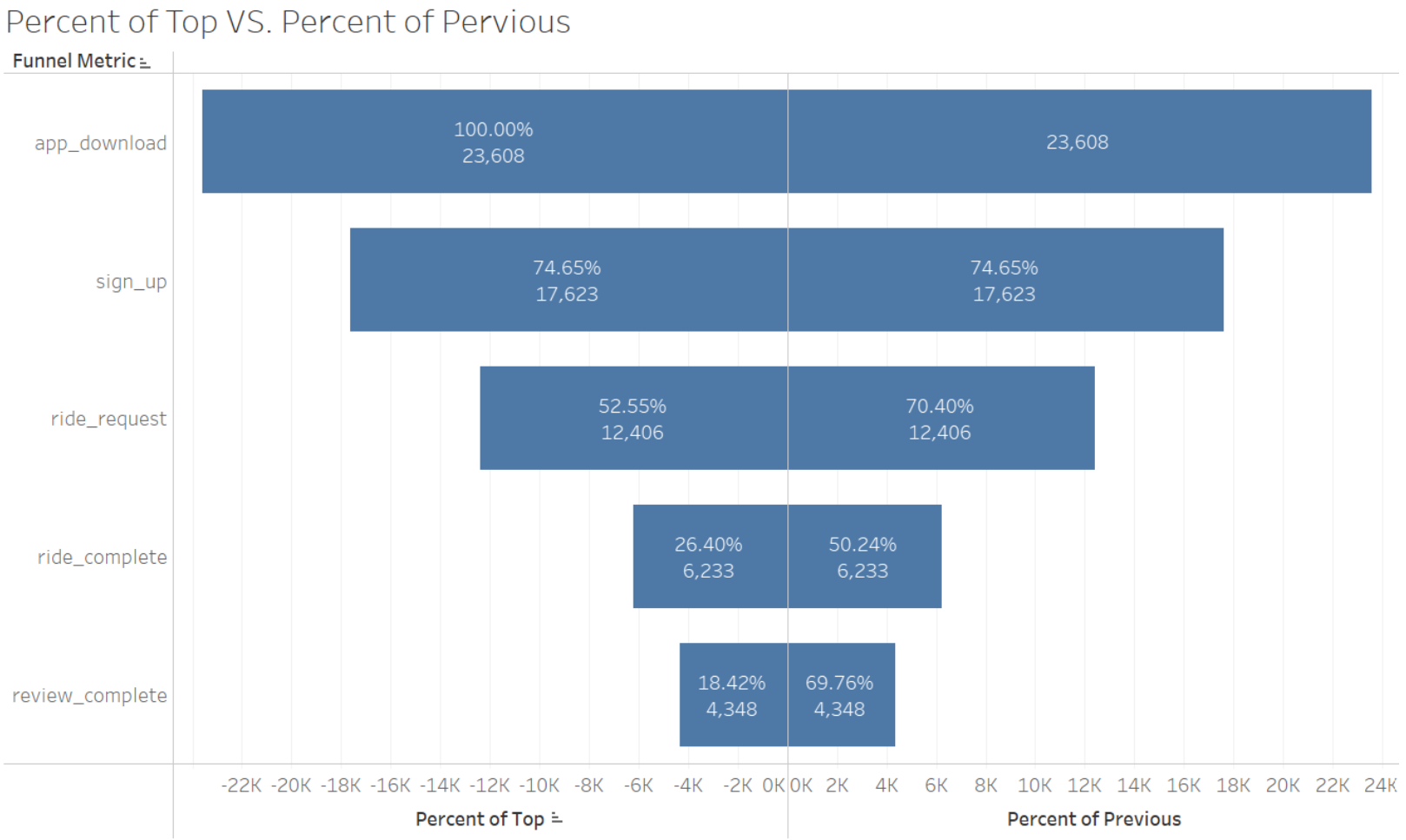
DATA



There are 5 tables:

- **app_downloads**: the app downloading data contains the app downloading key, downloading time, and platform.
- **reviews**: the review data contains the reviews and ratings from users related to ride and driver id.
- **ride_requests**: the ride data contains the corresponding user id and driver id, the time of ride request, ride accept, pick-up and drop-off, and the location of pick-up and drop-off.
- **signups**: the sign-up data contains the age range of users, signing-up time, and the session id.
- **transactions**: the transaction data contains the purchase amount of the ride, transaction time, and charge status.

FUNNEL ANALYSIS: OVERVIEW



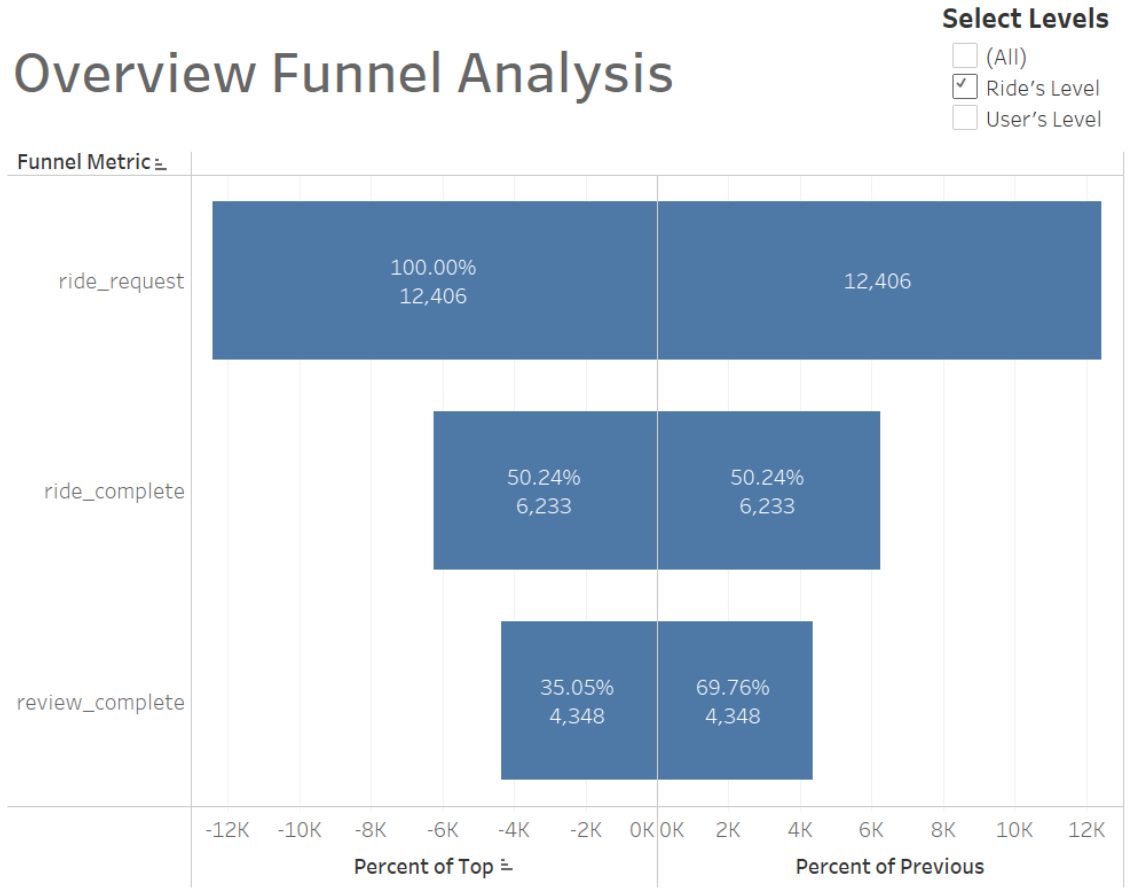
In percent of Top view

- 74.65% of users sign up
- 52.55% request the rides
- 26.40% complete the rides
- only 18.42% review the rides.

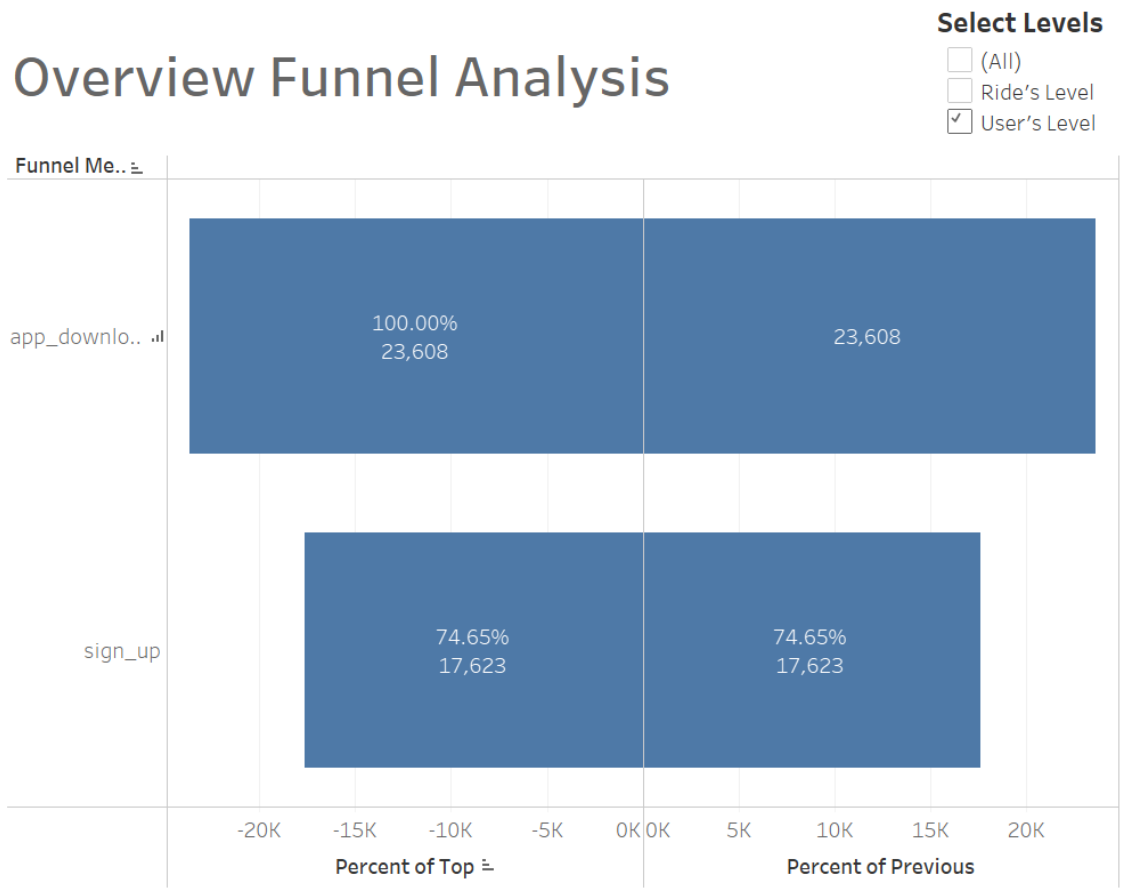
The percentage of previous shows the percentage of users from the previous step accomplishes the next step.

- 74.65% of downloading users sign up for the app
- 70.40% of sign-up users request the rides
- 50.24% of requesting ride users complete the rides
- 69.76% of completing ride users review the rides.

FUNNEL ANALYSIS: OVERVIEW

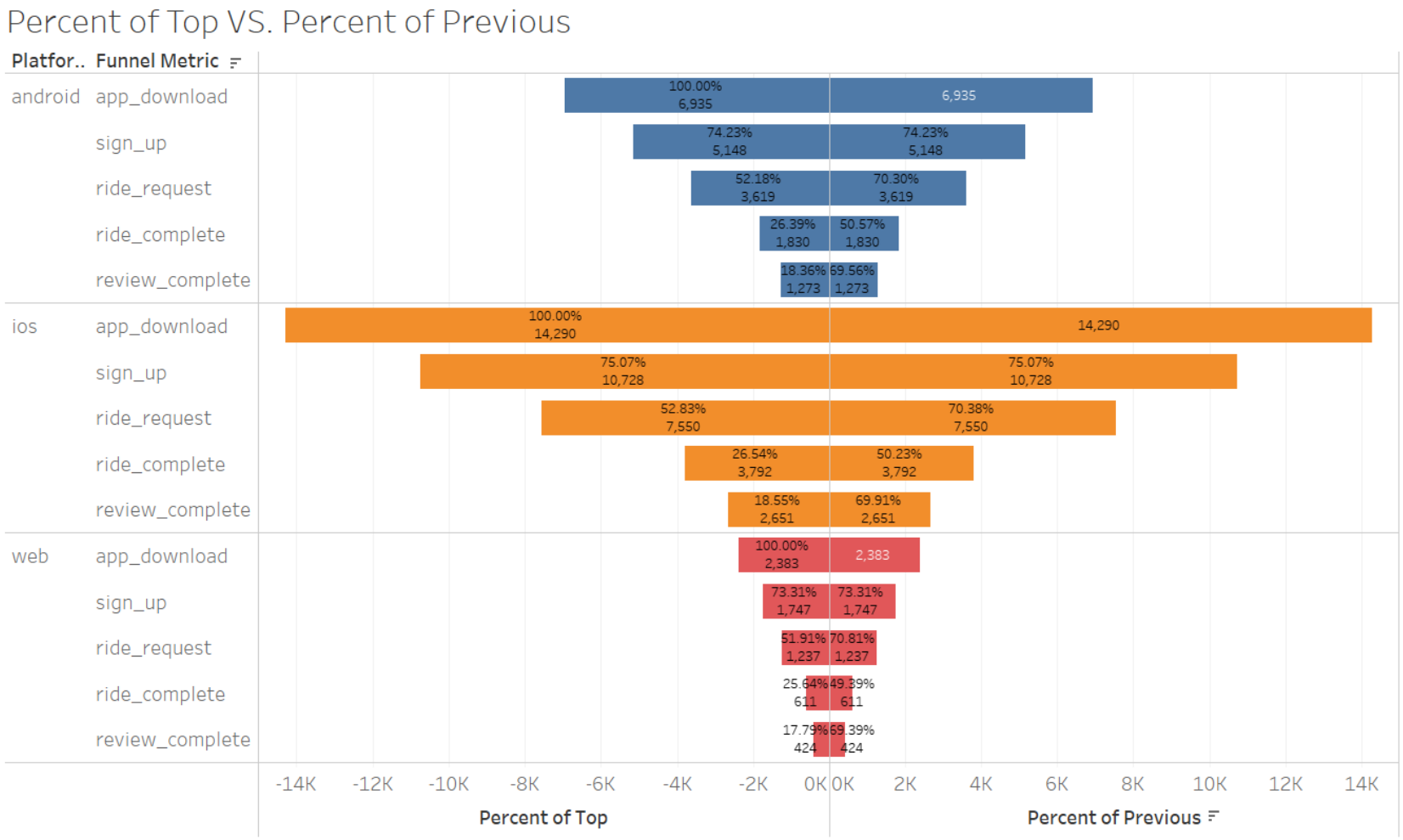


Ride's Level



Users' Level

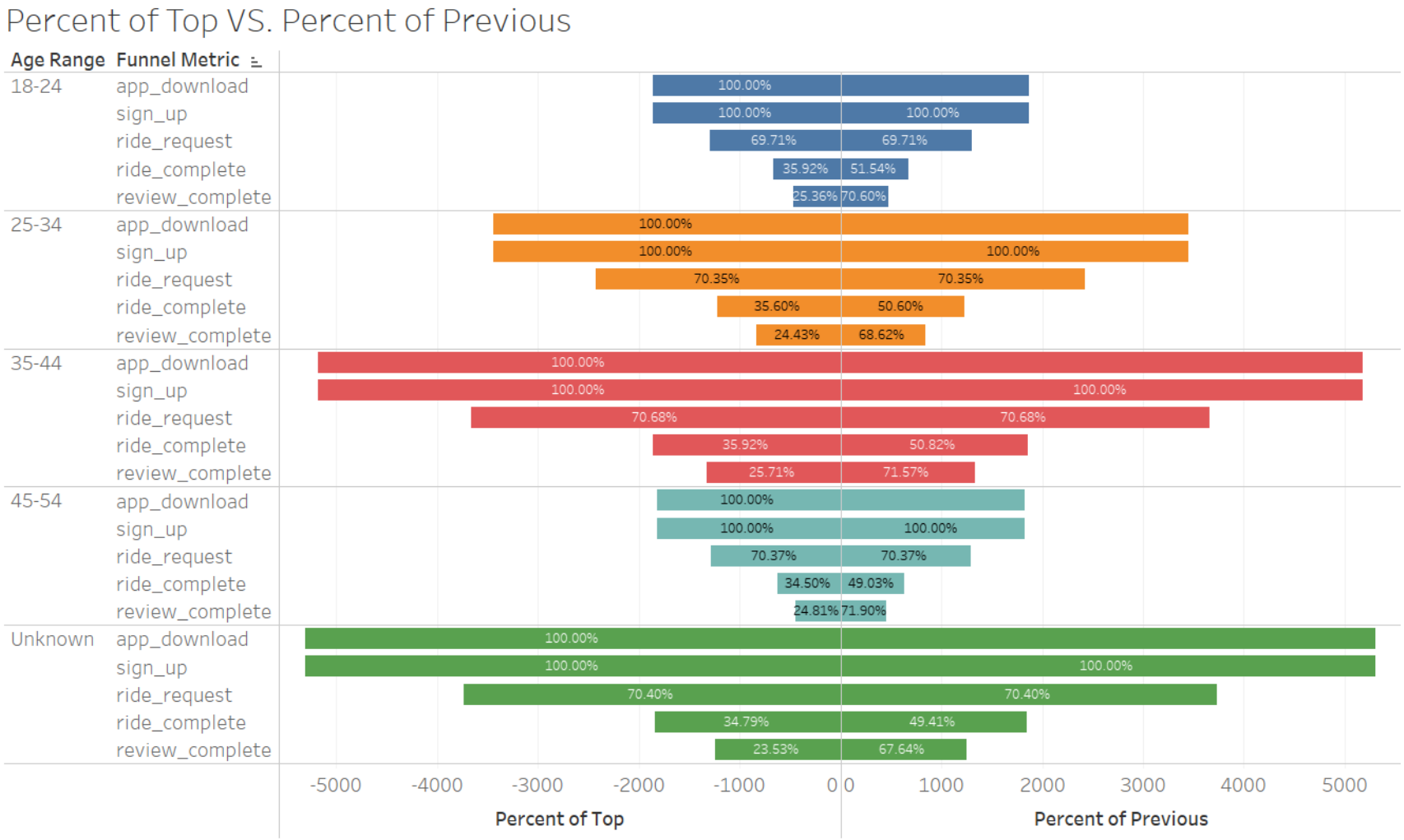
FUNNEL ANALYSIS: PLATFORMS



This plot shows the users' activity on the different platforms.

- Most of the users come from the iOS platform.
- The total number of ios users is 14,290, and 18.55% accomplish all ride steps.
- Android is the 2nd largest segment of users at 6,935, and 18.36% of them complete until the last step, ride review.
- The least platform users use is the web browser at 2,383 users, and only 17.79% of them review the rides.

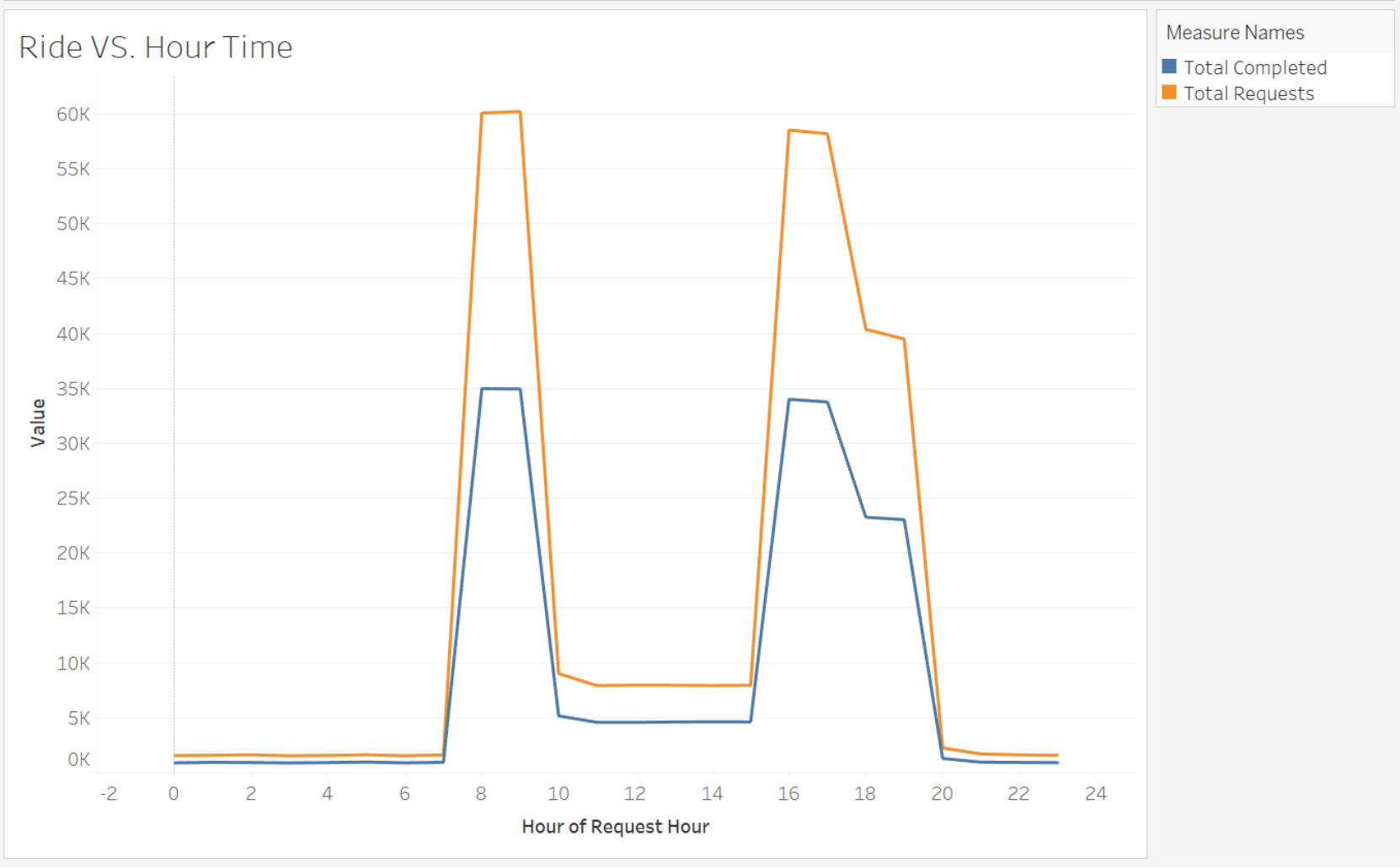
FUNNEL ANALYSIS: AGE RANGE



Speaking about the age range of users

- The 35-44 group is the majority of the users.
- Even though the unknown age group is a large segment as well, it barely provides any constructive information for data analysis.
- The rank of users' age is 35-44, 25-34, and 18-24 as well as 45-54 at almost the same amount.

RIDE VS. HOUR TIME ANALYSIS



To better understand the relationship between day hours and rides is plotted.

- Even though the trend of ride request and ride complete seems similar, the ride request has a higher number, which is reasonable because there might be some cases which users request the ride and cancel it afterward.
- Speaking about the hour, **the prime time** that users usually request the rides is at 8.00 – 9.00 and 16.00 – 17.00.

CONCLUSION

In conclusion, here are the answer for business questions I suggest:

- The step that requires improvement is **riding complete**, and the suggestion is to study the ride management system further because it might have some issues that cause the users to cancel requests.
- Regarding marketing investment, the **iOS platform** is the most users' contribution platform.
- The app's target group will be between **35 and 44** since it shows the biggest user segment.
- To adopt a surge pricing strategy, **8.00 to 9.00 and 16.00 to 17.00** is the best time for this because it shows the highest participation from users in both ride requests and ride completion

THANK YOU