



METROCAR

FUNNEL ANALYSIS

BY

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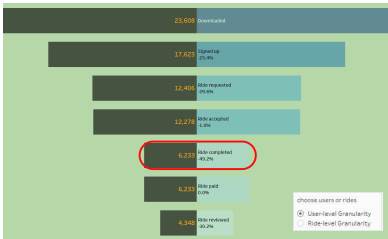
INTRODUCTION

In this analysis, we will uncover insights, comparisons, and recommendations for customer funnel of Metrocar, ride-sharing app competitive edge in the taxi car industry. We will delve into metrocar database and look for trends, customer preferences, and operational strategies.



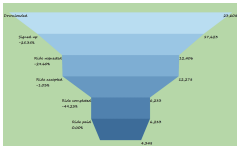
FUNNEL TYPES

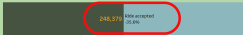
- **user-level granularity**
from app download to reviewing a ride.
- **ride-level granularity**
from requesting a ride to reviewing a ride



WHAT STEPS OF THE FUNNEL SHOULD WE RESEARCH AND IMPROVE?

- from accepting a ride to completing a ride there's almost a 50% drop off.
- little over quarter of the users does not activating by signing up after downloading the app.
- rides we are not able to deliver after user requesting a ride.





choose users or rides

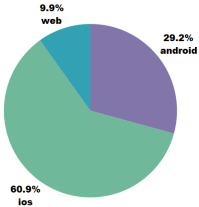
☐ User-level Granularity

☒ Ride-level Granularity

WHAT STEPS OF THE FUNNEL SHOULD WE RESEARCH AND IMPROVE?

- the supply for the demand is pretty low . there's a 35% drop off from requesting to accepting a ride.
- after accepting a ride there are 24,727 rides haven't been completed which is 10% drop off from accepting a ride.
- we should further investigate why there's almost 5% haven't paid for the ride after completing





OPERATIONAL STRATEGIES

Wait time could impacts cancelation so we could promote ride sharing options

As we can clearly see IOS have the 60% of our users our next marketing should focus on IOS. also to increase our web users we could do promotion campaign specifically to web users.

As we saw the lack of drivers to accept rides. we could do a bonus campaign for drivers and price surging would be ideal.



CONCLUSION

In conclusion, the metrocar analysis has revealed valuable insights and opportunities for a competitive edge. By leveraging market trends, competitor analysis, customer preferences, and operational strategies, we can position ourselves for success in the dynamic taxi car industry.



[click here](#) to see my Tableau story



Thanks!

