metrocar FUNNEL

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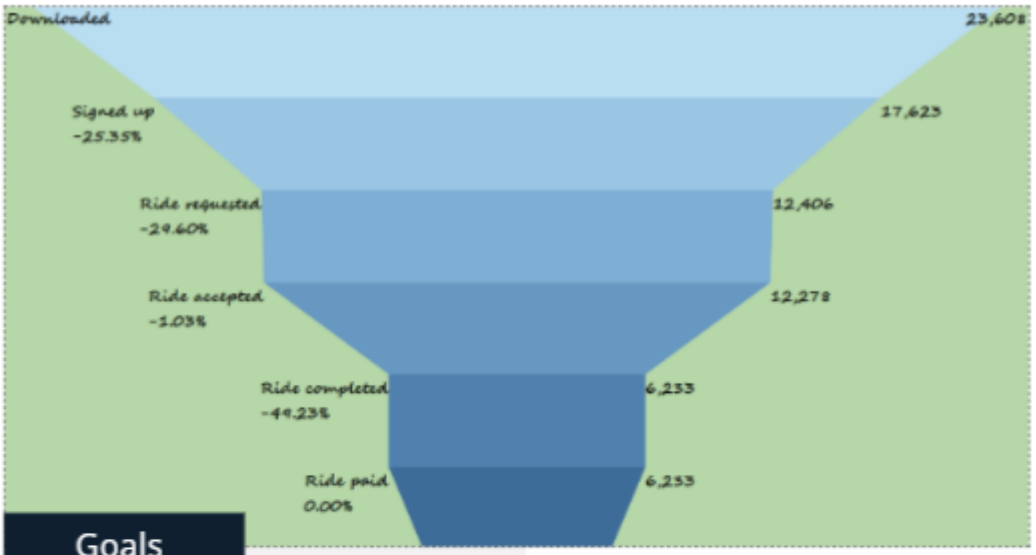
Overview

metrocar is ride sharing app. in this project we aims to make customer funnels from both user-level granularity and ride level granularity.
to identify areas for improvement and optimization



Goals

Add a subtitle

user-level granularity

download to review

ride-level granularity

request to review

customer funnel includes the following stages:

1. **App Download**: A user downloads the app from the App Store or Google Play Store.

2. **Signup**: The user creates an account in the app, including their name, email, phone number, and payment information.

3. **Request Ride**: The user opens the app and requests a ride by entering their pickup location, destination, and ride capacity (2 to 6 riders).

4. **Driver Acceptance**: A nearby driver receives the ride request and accepts the ride.

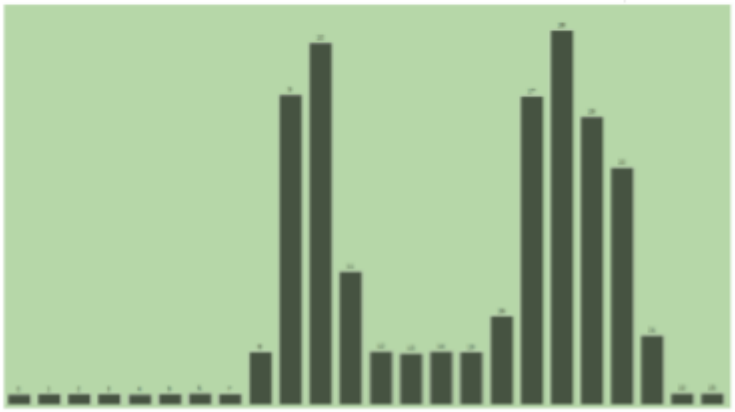
5. **Ride**: The driver arrives at the pickup location, and the user gets in the car and rides to their destination.

6. **Payment**: After the ride, the user is charged automatically through the app, and a receipt is sent to their email.

7. **Review**: The user is prompted to rate their driver and leave a review of their ride experience.

to passengers, and implementing surge pricing to incentivize drivers to be available during peak times. By increasing the number of active drivers during rush hours, Metrocar can ensure that there are enough drivers available to meet the high demand and reduce the drop-off from ride acceptance to completion.

Promoting ride-sharing options can also help alleviate the issue of high demand during peak hours. By encouraging passengers to share rides, Metrocar can maximize the efficiency of each trip and accommodate more passengers with fewer drivers. This not only helps to reduce the drop-off rate but also contributes to reducing traffic congestion and carbon emissions.



Implementing surge pricing during peak hours can be an effective way to incentivize drivers to be available during those times. By offering higher pay rates during rush hours, Metrocar can encourage more drivers to be on the road when demand is high. This will help to balance supply and demand, ensuring that passengers can find a ride when they need it most.

In summary, increasing the number of active drivers during rush hours, promoting ride-sharing options, and implementing surge pricing are all recommended strategies to address the drop-off from ride acceptance to completion during peak hours. By taking these steps, Metrocar can improve the overall experience for both passengers and drivers, leading to increased customer satisfaction and business growth.

- **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 should further investigate what is happening for certain users between the ride accepted stage to ride completed stage as there is a 49% users dropoff.
It would also be interesting to investigate the drop-off happening from downloads to signup.
However, I would suggest that the most relevant drop-off point to focus on would be from ***signup to ride request in case of unique users funnel***, and the dropoff from ***ride requested to ride accepted in case of rides funnel***. As changes in these two stages would result in relevant changes in business results.

- 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?

platform	revenue	pct_of_total_rev	rides	pct_of_total_rides
IOS	2586629	0.6083798170506258	129387	0.6085134601275467012 8
ANDROID	1243624	0.29250261309208525	62223	0.29263784637959252780
WEB	421415	0.09911756985728895	21018	0.09884869349286077092

What age groups perform best at each stage of our funnel?

Based on the data provided, the age groups that perform best at each stage of the funnel are the 35-44 group, followed by the 25-34 group. These age groups show higher engagement and conversion rates, indicating that they are more likely to progress through the funnel and complete a ride.
Considering that the 35-44 age group brings in the most revenue, it is highly likely that this group contains Metrocar's target customers. This age group has demonstrated a strong interest and willingness to use Metrocar's services, making them a valuable segment to focus on.
However, it is important to conduct further research and analysis to confirm that this age group aligns with Metrocar's target customer profile. Factors such as demographics, lifestyle, and preferences should also be taken into consideration to ensure that Metrocar's marketing efforts effectively reach and resonate with the intended target audience.

- **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-surging strategy, what does the distribution of ride requests look like throughout the day?**
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1. Analyze historical trip data: Look at historical trip data to identify the number of ride requests received during different time periods throughout the day. This will help you understand the overall distribution of demand and identify any recurring patterns or trends.
2. Identify peak hours: Determine the specific time periods when there is a significant increase in ride requests. These peak hours are likely to be when demand is highest and can be potential candidates for surge pricing.
3. Consider day of the week and seasonality: Take into account any variations in demand based on the day of the week or seasonal factors. For example, weekdays may have different demand patterns compared to weekends, and certain times of the year may experience higher demand due to holidays or events.
4. Monitor real-time data: Continuously monitor real-time data to identify any sudden changes or spikes in ride requests. This can help you respond quickly and implement surge pricing when demand exceeds supply.

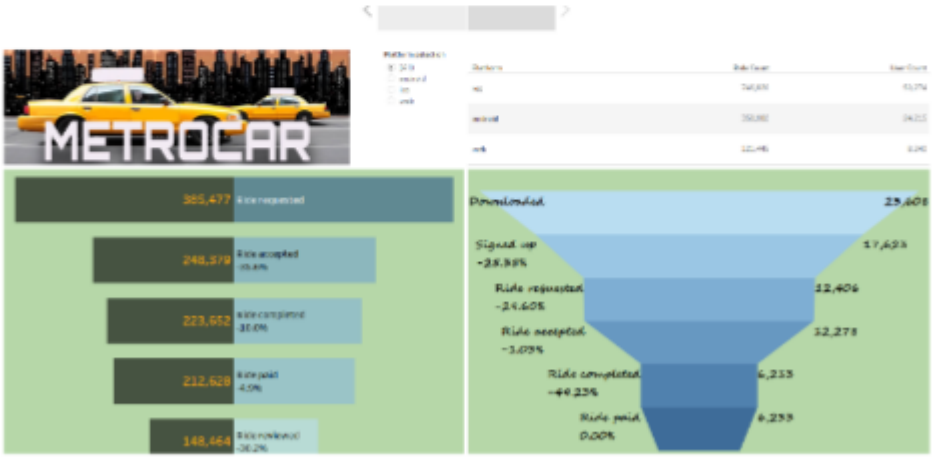
By analyzing the distribution of ride requests throughout the day, Metrocar can strategically implement surge pricing during high-demand periods. This can help optimize revenue and better manage supply and demand dynamics.

What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?

1. User feedback: Gather feedback from users who have experienced a drop-off at this stage. This can be done through surveys, interviews, or customer support interactions. Understand their reasons for not completing the ride and any challenges they faced.
2. Analyze user behavior: Utilize analytics tools to track user behavior at the ride acceptance stage. Look for any patterns or trends that could provide insights into why some users do not complete the ride. Factors such as pricing, wait times, or user experience might be influencing their decision.
3. Evaluate user experience: Assess the user experience at the ride acceptance stage. Is the process clear and intuitive? Are there any technical issues or usability barriers that could be causing users to abandon the ride? Consider conducting user testing or usability studies to identify and address any issues.
4. Review pricing strategy: Examine the pricing structure and its impact on users' decision to complete the ride. Consider whether adjustments to pricing, such as offering promotions or discounts, could encourage more users to proceed with the ride.

5. Optimize communication: Evaluate the communication and messaging provided to users at the ride acceptance stage. Ensure that users are informed about the next steps, any potential wait times, and any relevant information that could influence their decision to complete the ride.

By conducting further research and analysis, Metrocar can gain insights into the specific challenges users face at the ride completion stage and identify opportunities for improvement. This will help optimize the user experience, increase conversion rates, and ultimately drive more rides to completion.



Appendix

tableau story

Github full analysis with sql codes