

Metrocar

Funnel Analysis

5 steps to the funnel

1. Download the app



2. Sign up



3. Make a ride request



4. Pay for the ride (transaction)



5. Leave a review

End Keys to Take

- * conversion rates from downloads to signups, and from signups to ride requests can be higher.
- * most of downloads come from iOS.
- * users in age between 35-44 represents our users the most.
- * The best hours for price surging- 8:00-9:00 and 16:00-17:00.
- * The biggest drop off is between the ride request to the transaction step.

- **app_downloads: contains information about app downloads**

- app_download_key: unique id of an app download
- platform: ios, android or web
- download_ts: download timestamp

- **signups: contains information about new user signups**

- user_id: primary id for a user
- session_id: id of app download
- signup_ts: signup timestamp
- age_range: the age range the user belongs to

- **ride_requests: contains information about rides**

- ride_id: primary id for a ride
- user_id: foreign key to user (requester)
- driver_id: foreign key to driver
- request_ts: ride request timestamp
- accept_ts: driver accept timestamp
- pickup_location: pickup coordinates
- destination_location: destination coordinates
- pickup_ts: pickup timestamp
- dropoff_ts: dropoff timestamp
- cancel_ts: ride cancel timestamp

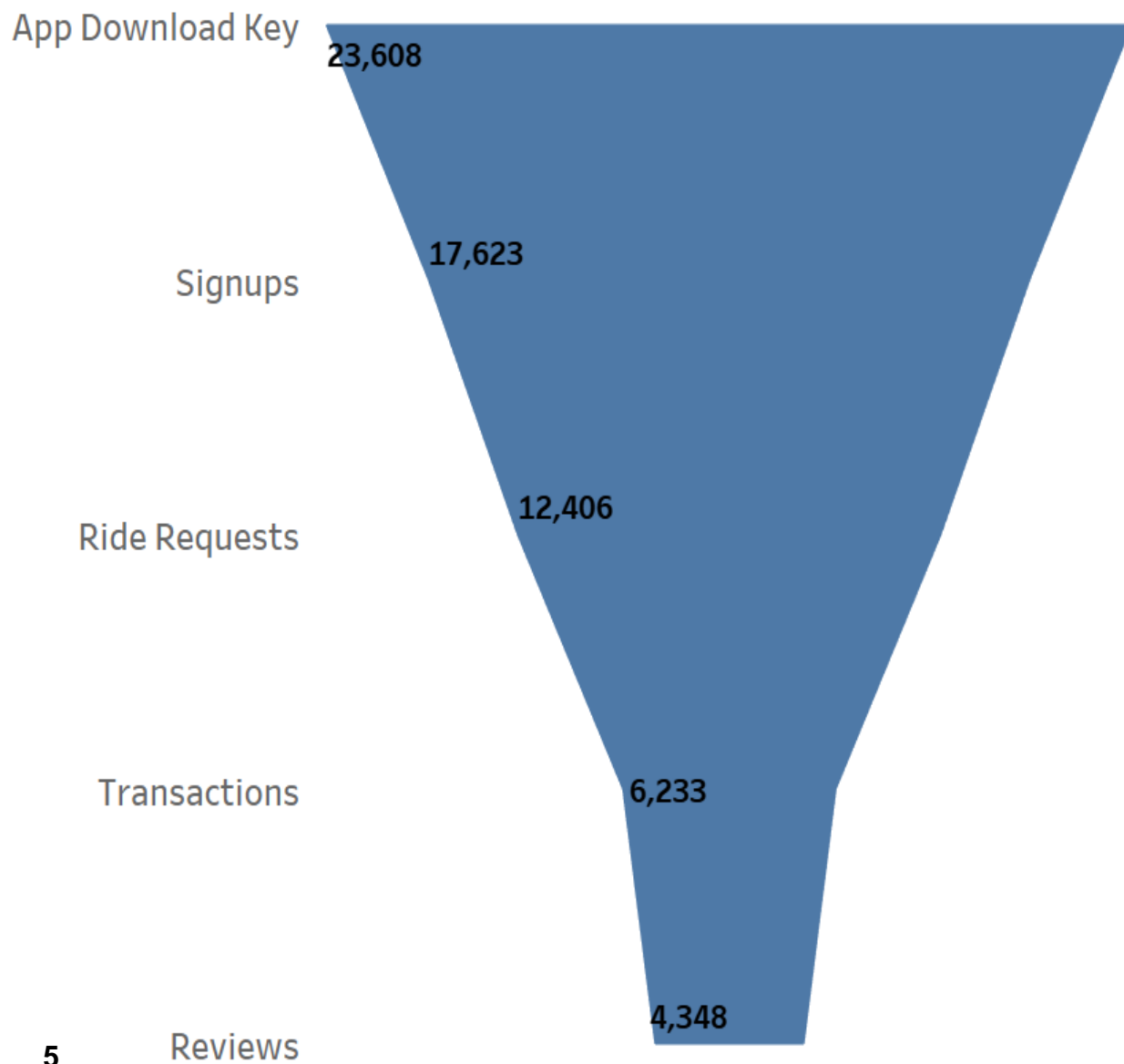
- **transactions: contains information about financial transactions based on completed rides:**

- ride_id: foreign key to ride
- purchase_amount_usd: purchase amount in USD
- charge_status: approved, canceled
- transaction_ts: transaction timestamp

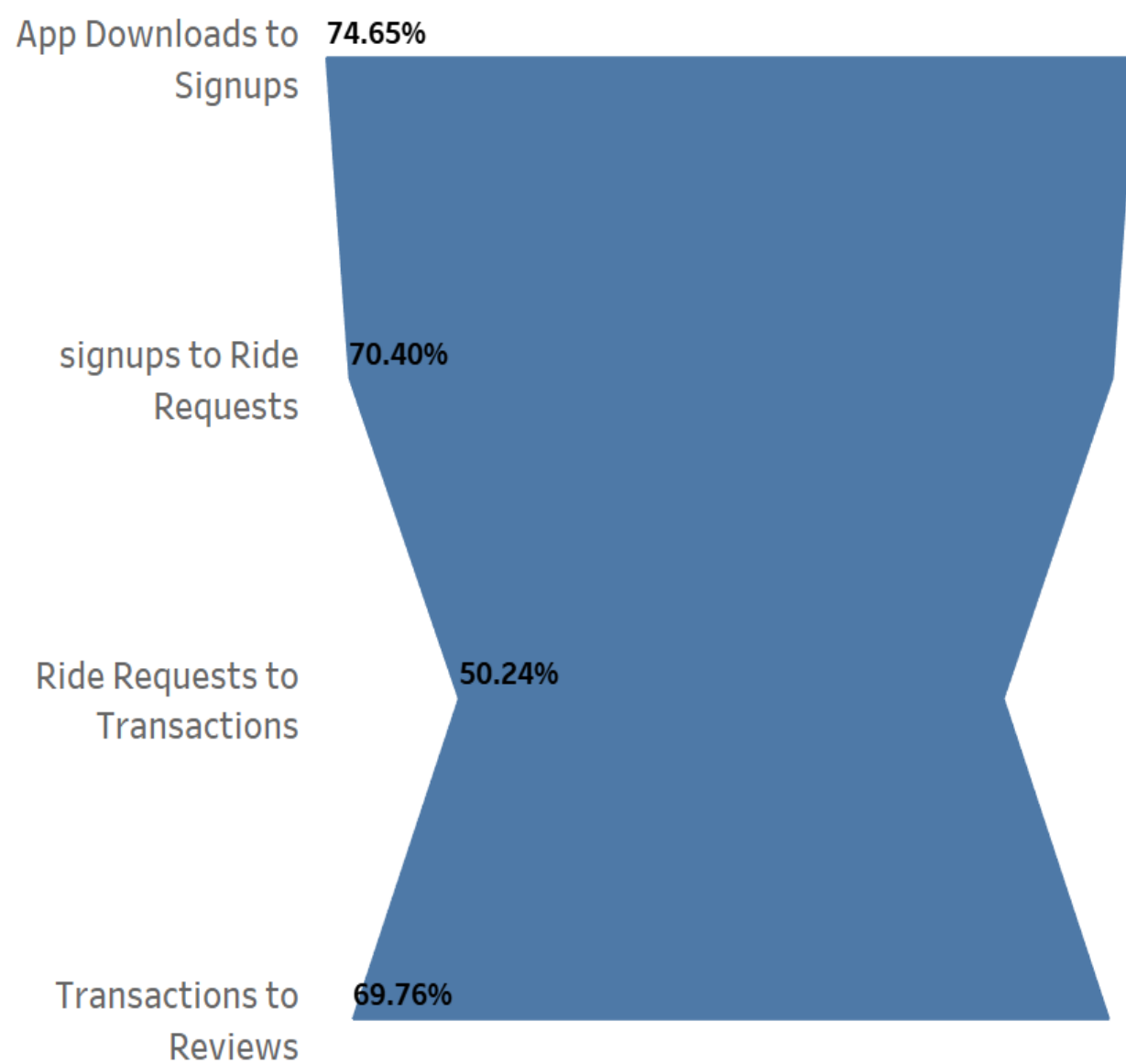
- **reviews: contains information about driver reviews once rides are completed**

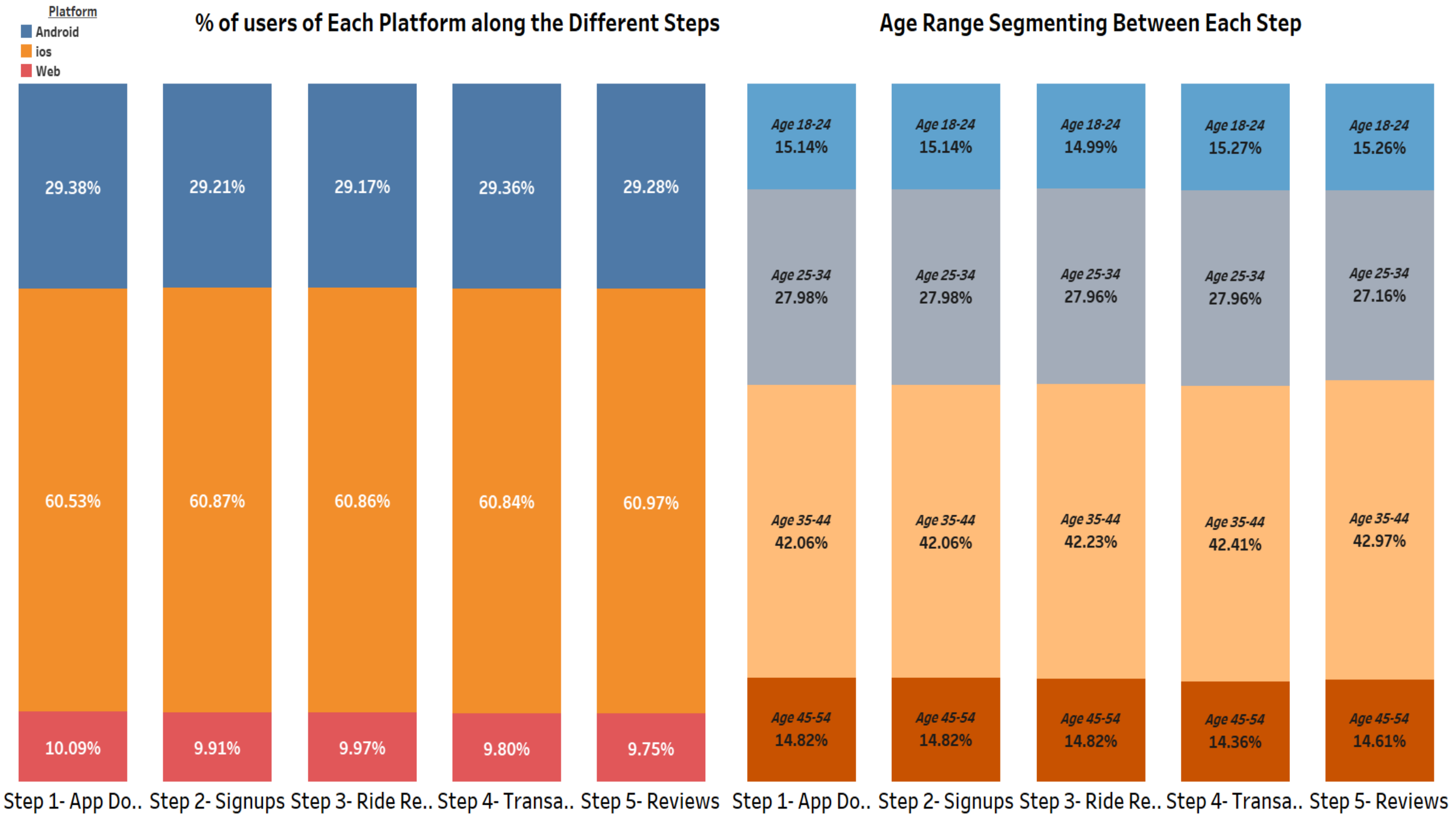
- review_id: primary id of review
- ride_id: foreign key to ride
- driver_id: foreign key to driver
- user_id: foreign key to user (requester)
- rating: rating from 0 to 5
- free_response: text response that was given by the user/requester

Number of users through the funnel

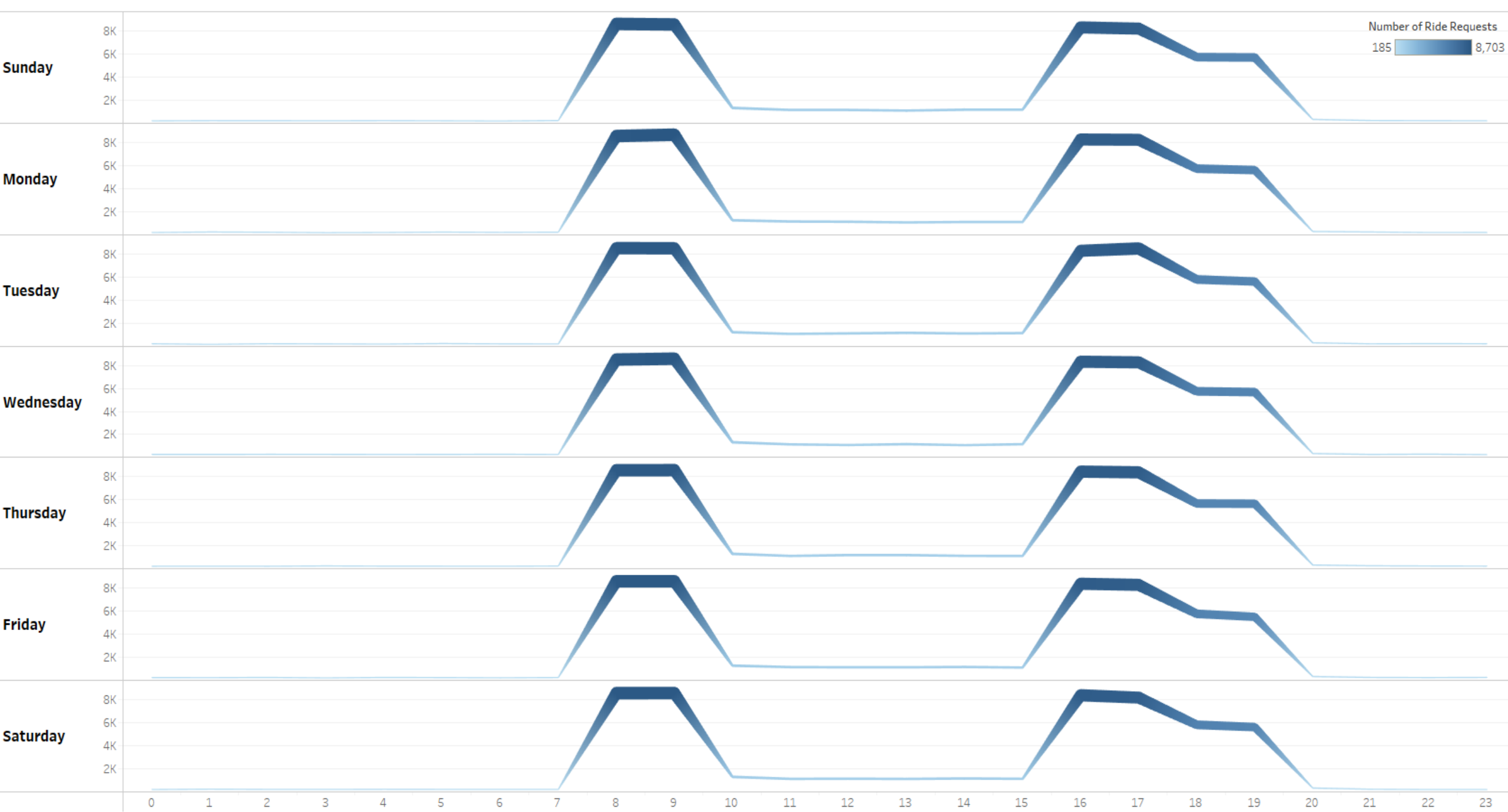


Users Conversion Rate through the funnel (%)





Number of Ride Request by DOW and Hour



Five Business Questions - Answers and Insights

- 1. What steps of the funnel should we research and improve? Are there any specific drop-off points preventing users from completing their first ride?**
- 2. 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?**
- 3. What age groups perform best at each stage of our funnel? Which age group(s) likely contain our target customers?**
- 4. If we want to adopt a price-surgings strategy, what does the distribution of ride requests look like throughout the day?**
- 5. What part of our funnel has the lowest conversion rate? What can we do to improve this part of the funnel?**

Thank You!