

# Metrocar Customer Funnel Analysis and Recommendations

## 1. Project Overview

This report analyzes Metrocar’s customer funnel—from app downloads to completed rides—to identify key drop-off points, platform usage patterns, demographic engagement and opportunities for growth. Goal is to pinpoint where Metrocar should focus improvements and marketing investments to boost user conversion and ride completions.

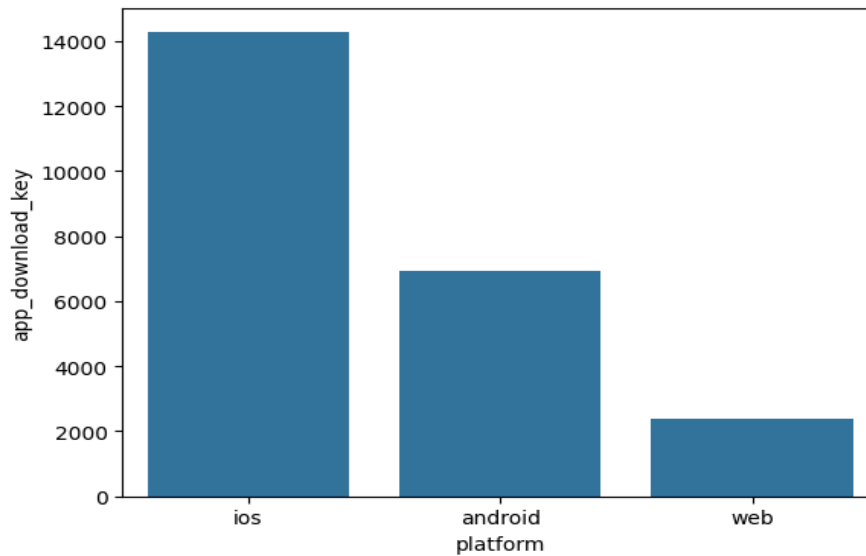
## 2. Funnel Analysis and Drop-off Points

Step	Users	% of Top
Total Downloads	23 608	100
Total Signups	17 623	75
Total Ride Requests	12 406	53
Total Finished Rides	6 233	26

Largest drop-off: Between Ride Requests and Finished Rides (50% drop). Half of users who request rides do not complete them.

**Recommendation:** Investigate reasons for ride cancellations or failures (driver availability, pricing, app usability) and optimize this stage to improve conversion.

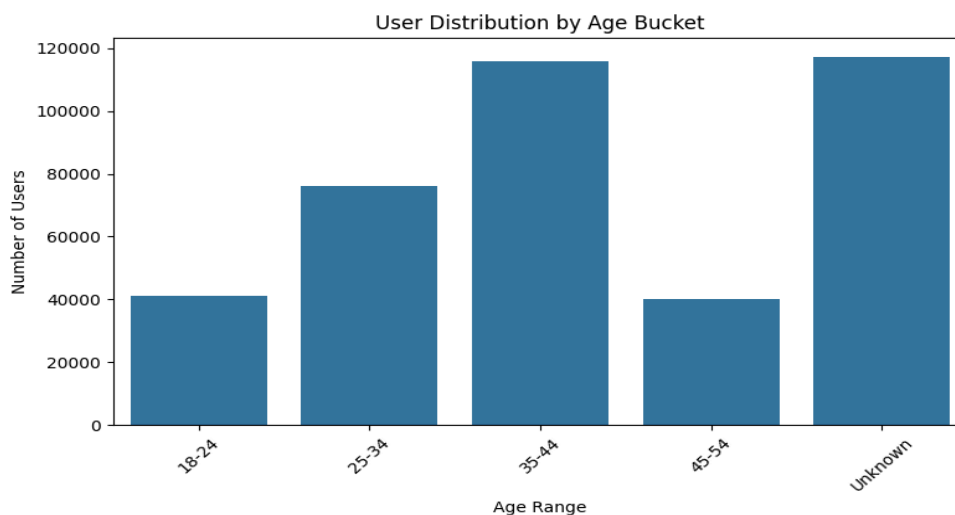
### 3. Platform Insights



iOS dominates the user base with over 60% of downloads, followed by Android and Web.

**Recommendation:** Consider improving Android app experience to boost adoption and retention.

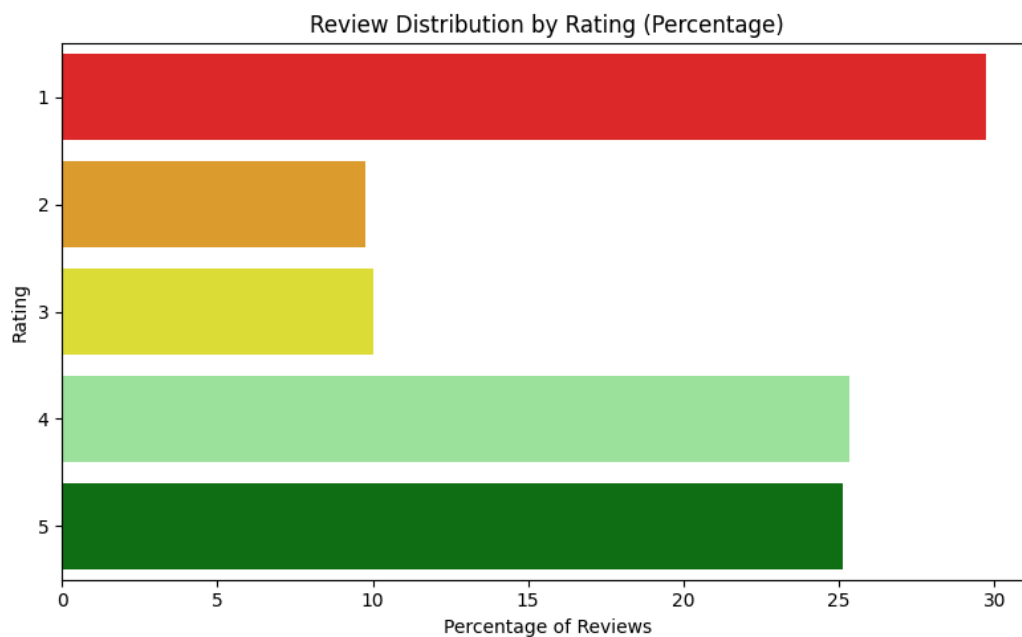
### 4. Age Group Performance



Age 25-44 shows the highest engagement and likely contains core target customers.

**Recommendation:** Tailor marketing and promotions to the 25-44 demographic for maximum impact.

## 5. User Rating Overview



While about 50% of users rated the service 4 or 5 stars, nearly 30% gave the lowest rating (1 star), indicating potential dissatisfaction or frustration in user experience.

**Recommendation:** Conduct further analysis of 1-star reviews to identify common complaints (e.g., ride cancellations, app issues, pricing) and prioritize fixes. Improving this experience could significantly increase retention and satisfaction.

## 6. Dynamic Pricing Consideration

Introducing surge pricing at this stage may risk further discouraging new users from completing their first ride or returning to the app. It is advisable to delay dynamic pricing until:

- Funnel conversion improves (especially between ride requests and completions),
- Customer satisfaction increases (as seen in improved ratings)
- More stable user growth is achieved.

Once Metrocar establishes stronger user retention and service satisfaction, dynamic pricing can be re-evaluated with targeted A/B tests.