

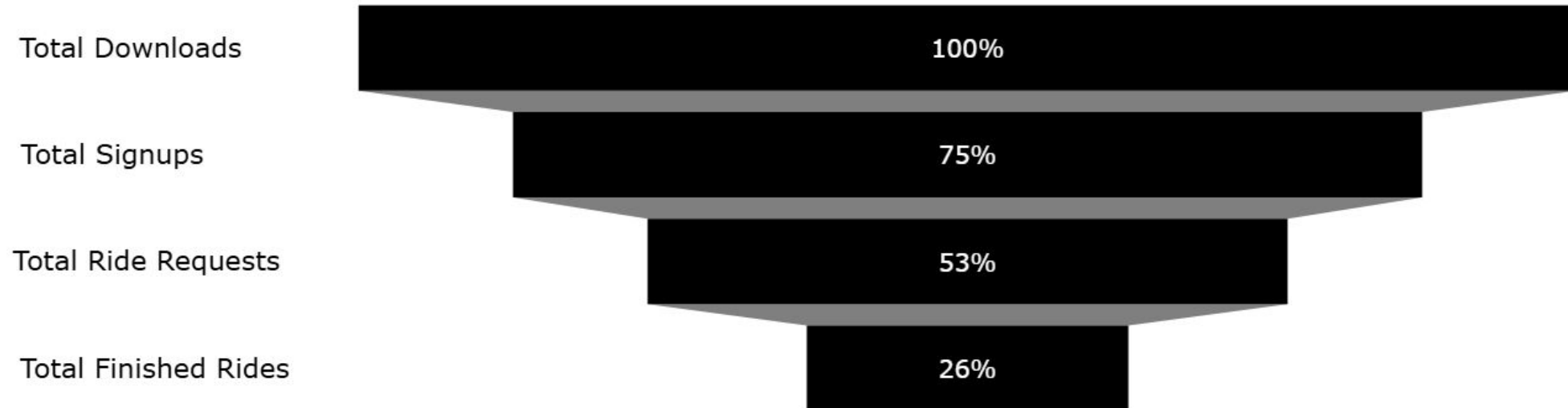
Metrocar Funnel Analysis

Presenter:

Mariia Alekseichyk



Conversion of Users



Recommendations

Immediate Focus Area

50% (roughly 6K of users) have not completed their requested ride

Action Plan

1. Cancellation root cause analysis
2. Driver-User Alignment
3. Incentivize Ride Completion

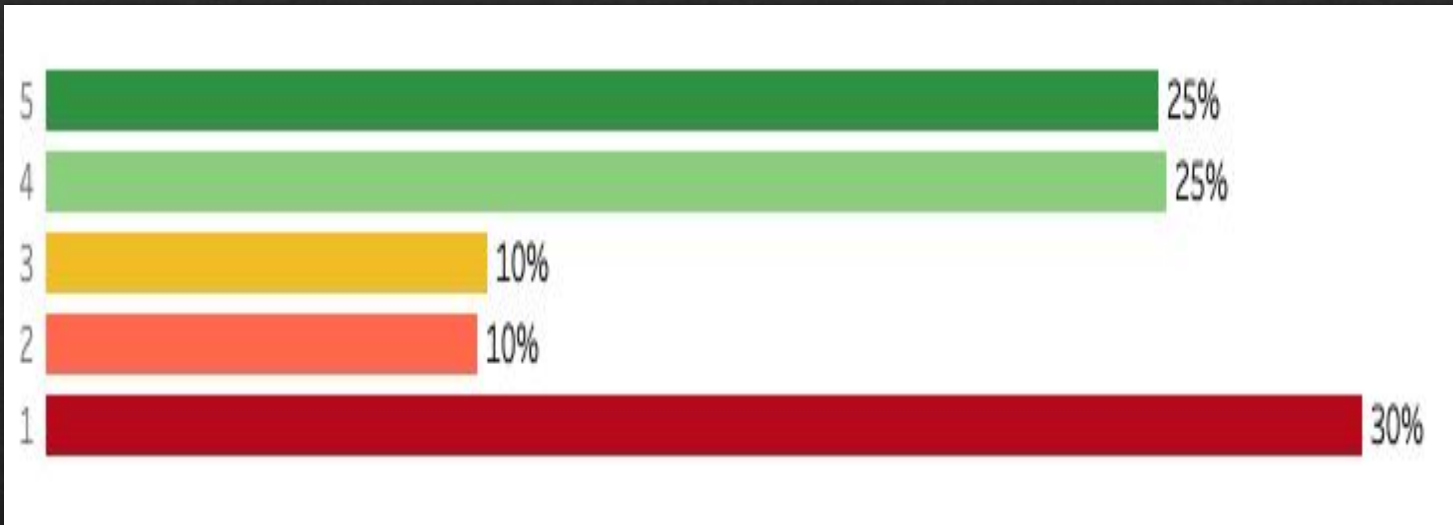
Recommendations

Area	Objective	Action
Users Who Signed Up But Have Not Requested a Ride	Increase the conversion rate of sign-ups to ride requests and build long-term engagement.	<ul style="list-style-type: none">· Offer a Special Discount· Personalized Reminder· Loyalty Program Introduction
Users Who Have Already Downloaded the App but did not Signed Up	Encourage users to proceed with Sign Up.	Short-Term Discount for signing up

Target Frequent Users with Incentives

Build Loyalty	Encourage Continued Usage	Boost Retention Rates
Create a tiered rewards program to incentivize long-term engagement.	Provide personalized rewards to frequent users.	High-frequency users are likely already loyal; focus on making them advocates by offering referral bonuses.

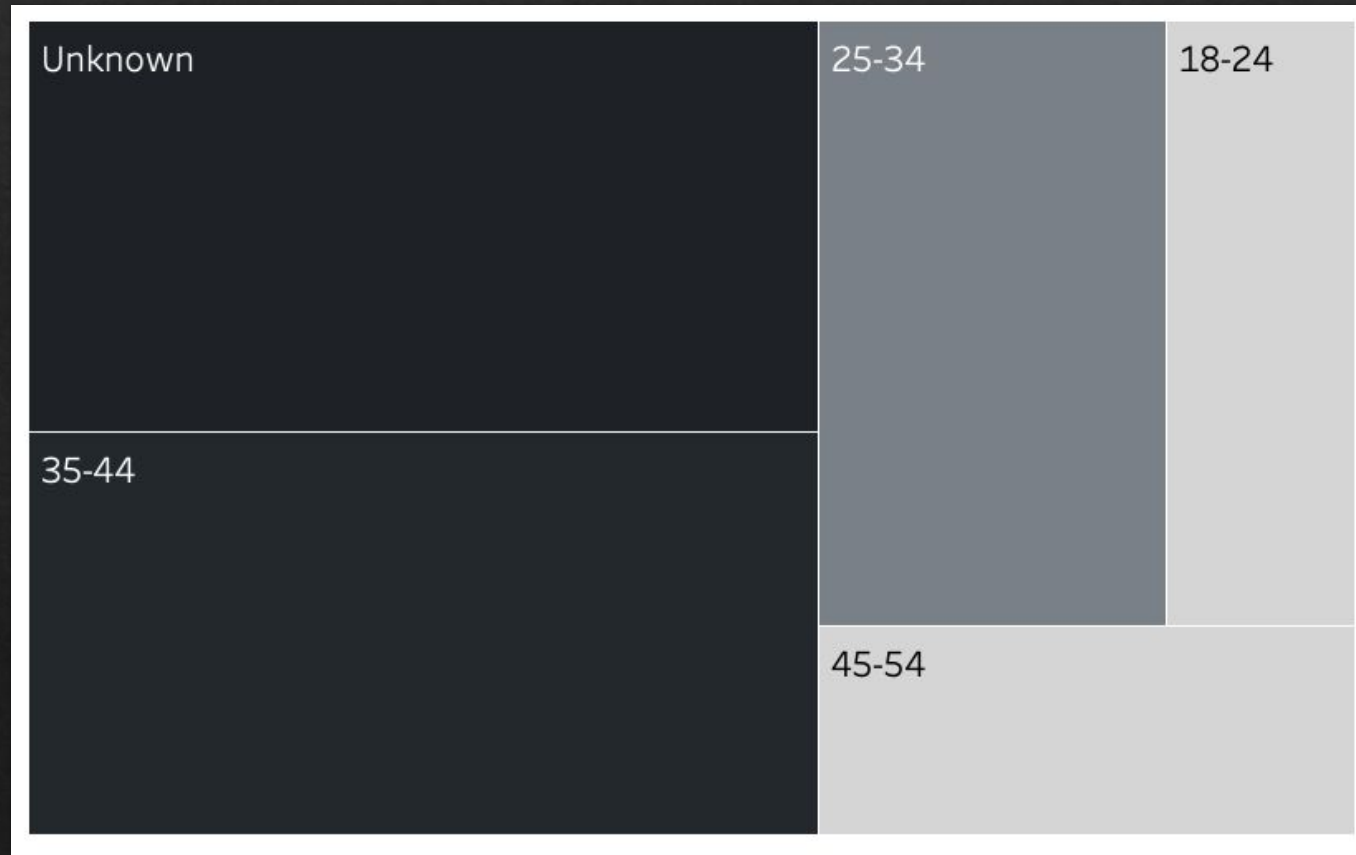
Rating Distribution



Action

Focus on reducing 1-star reviews by addressing customer pain points

User Distribution by Age Group



Action

Focus Marketing on Key Age Groups: 35–44 and 25–34



Thank you!