

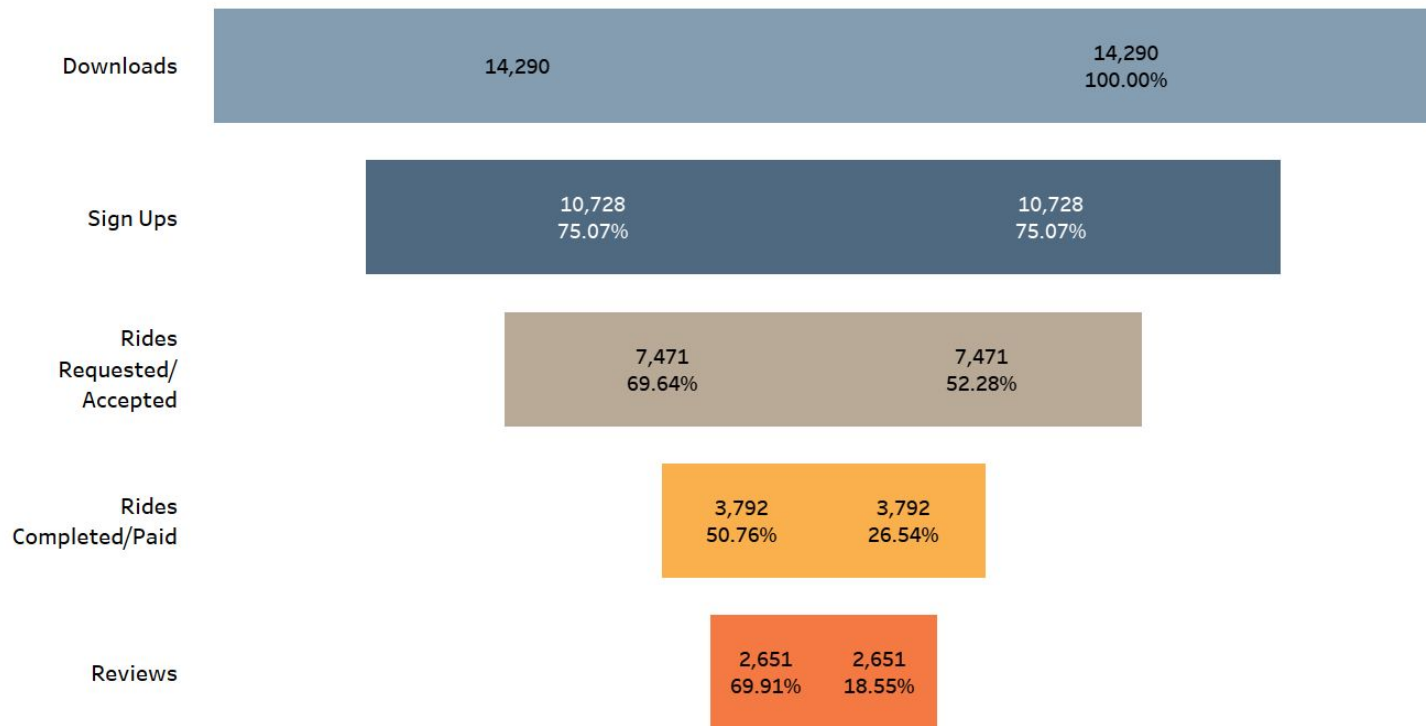
# MetroCar Funnel Analysis

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This step by step analysis aims to help identify areas of improvement and optimisation through visualisation.

# MetroCar User Funnel



# Why People Ride Share

People want to go out and have some drinks while still being safe!

 Mobility Lab

People like convenient and cheap with a deciding factor being the added peace of mind that the drivers have been background checked.

 Investopedia

56.4%  
Negative  
Reviews



I ran a sample  
of 250 reviews  
through  
Claude.AI  
resulting in 141  
out of 250 of  
those reviews  
being negative.

# Top 3 Negative Customer Reviews

1. “The driver was reckless and drove well above the speed limit.”
2. “The driver took a completely wrong route and the car broke down halfway.”
3. “The driver never showed up and I had to find an alternative route.”

# Recommendations for MetroCar

- Create a trackable customer review rating system
- Create a trackable driver feedback system
- Create trackable customer retention marketing in app
- Create trackable driver retention strategies

Investigate and invest in your  
customers and drivers!