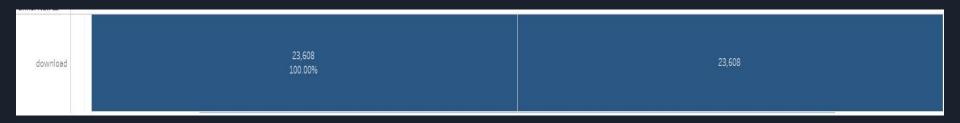
Metro Car Analysis

Funnel Analysis

Downloads

I analyzed app downloads, using SQL to refine and present essential data. The findings reveal 23,608 downloads. See the graph for a comparison of current and past figures.



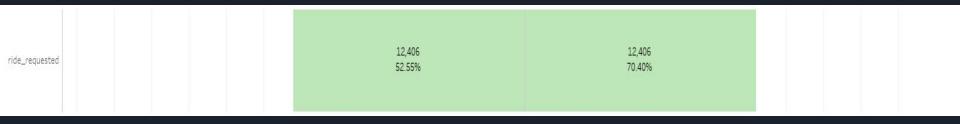
Signup

Exploring post-download registrations, we observed a significant shift. Of the 23,608 downloads, 74.65% completed registration, indicating a promising user base for the application.



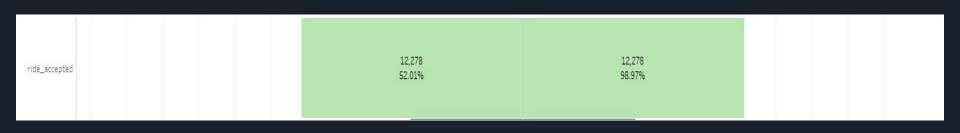
Ride Requested

In our ongoing analysis, 70.40% of registered users (12,406 out of 17,623) have initiated ride requests, indicating active engagement and a promising trend in user interest.



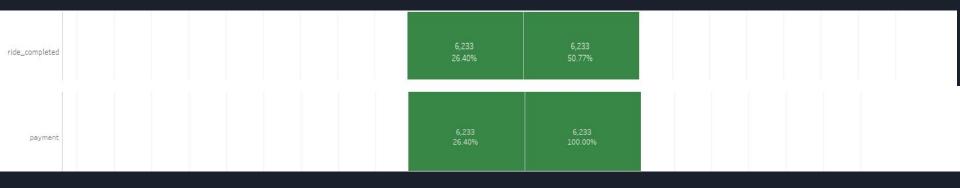
Ride Accepted

In our investigation, a positive trend emerges: 98.97% of ride requests (12,278 out of 12,406) were accepted, aligning seamlessly with MetroCar's objectives. It's important to distinguish this from the overall download percentage, as now 52.01% of initial app downloaders have accepted a ride.



Ride Completed and Payments

In the next phase, we observe a significant drop in users who initially accepted a ride but completed it—only 50.77% (6,233 out of 12,278). This suggests a critical point for analysis, as there's nearly a 50% loss in users at this stage. Factors like wait times, customer service, and ride cost may contribute. Addressing these issues could minimize the drop and boost ride completion rates.



Reviews

In the final analysis phase, we focus on user reviews after ride completion. Feedback from 4,348 users (69.76% of those who completed rides) is invaluable for refining services and understanding user sentiment. To boost feedback, consider prominently placing the review section in the app after a ride, encouraging users to share their experiences.



Conclusions

In analyzing MetroCar's data, we found a promising user journey with a 74.65% registration rate and positive trends in ride requests and acceptances. However, a critical point arises in ride completion, dropping to 50.77%, necessitating investigation into potential factors like wait times and customer service quality. On a positive note, 69.76% of users who completed rides provided feedback. To enhance feedback, consider making the review section more visible in the app post-ride, encouraging more users to share their experiences.



RECOMMENDATIONS

- 1. User Engagement Enhancement:
- Focus on improving user engagement between ride acceptance and completion.
- Address issues like user wait times and enhance customer service to retain more users.
- 2. Review Section Visibility:
- Make the review section more visible post-ride completion.
- Strategic placement can encourage more users to share experiences, providing valuable feedback.
- 3. Analysis of User Drop-Off Points:
- Conduct a detailed analysis of critical stages, especially the drop in completion rates.
- Investigate and address factors contributing to user attrition to improve the overall user journey and application retention.

Thanks

Big thanks for riding along on this data-driven journey! A Your attention to the insights and recommendations is truly appreciated. Together, let's drive MetroCar to new heights of user satisfaction and success in the competitive ride-hailing world! And for a visual pit stop, check out our Tableau page

 $\underline{https://public.tableau.com/app/profile/jonathan.arcentales/viz/FunnelforRidesApp/Dashboard}$

<u>1</u>

. Happy cruising and coding! 📆 💻