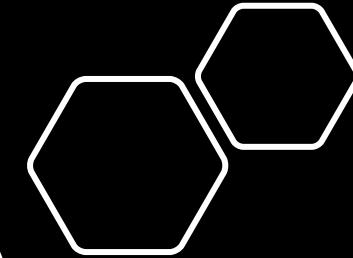


METROCAR USER'S CONVERSION AND ENGAGEMENT PATH ANALYSIS

OLUEBUBE
GOODNESS AGUZUE

OCTOBER 2023



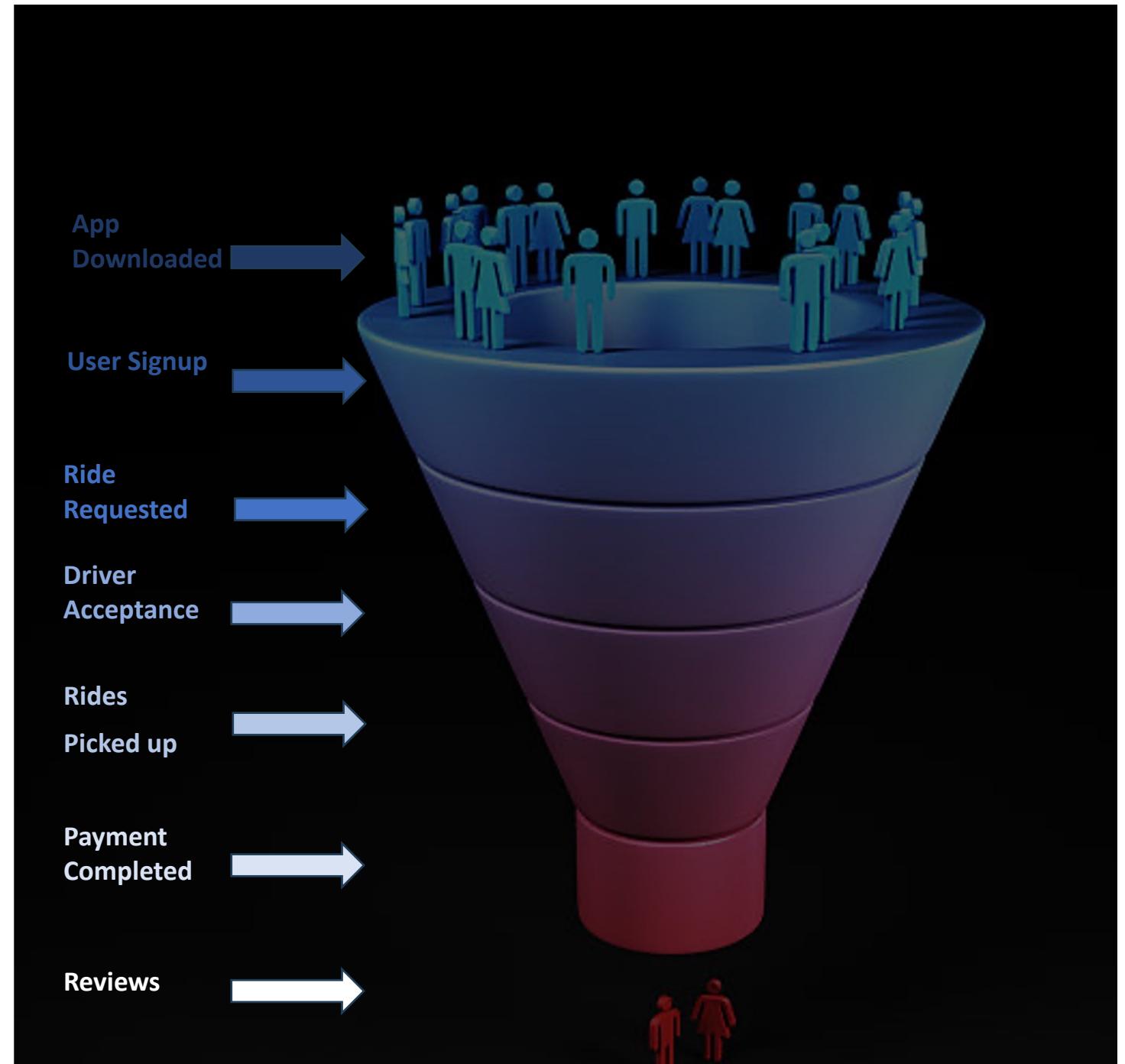
OVERVIEW

- Ride-Sharing Platform
- User-Friendly Interface
- Customer Funnel
- Targeted Insights
- Data-Driven Analysis



INTRODUCTION

- Funnel Stages
- Metrocar Progression Analysis
- Business Questions



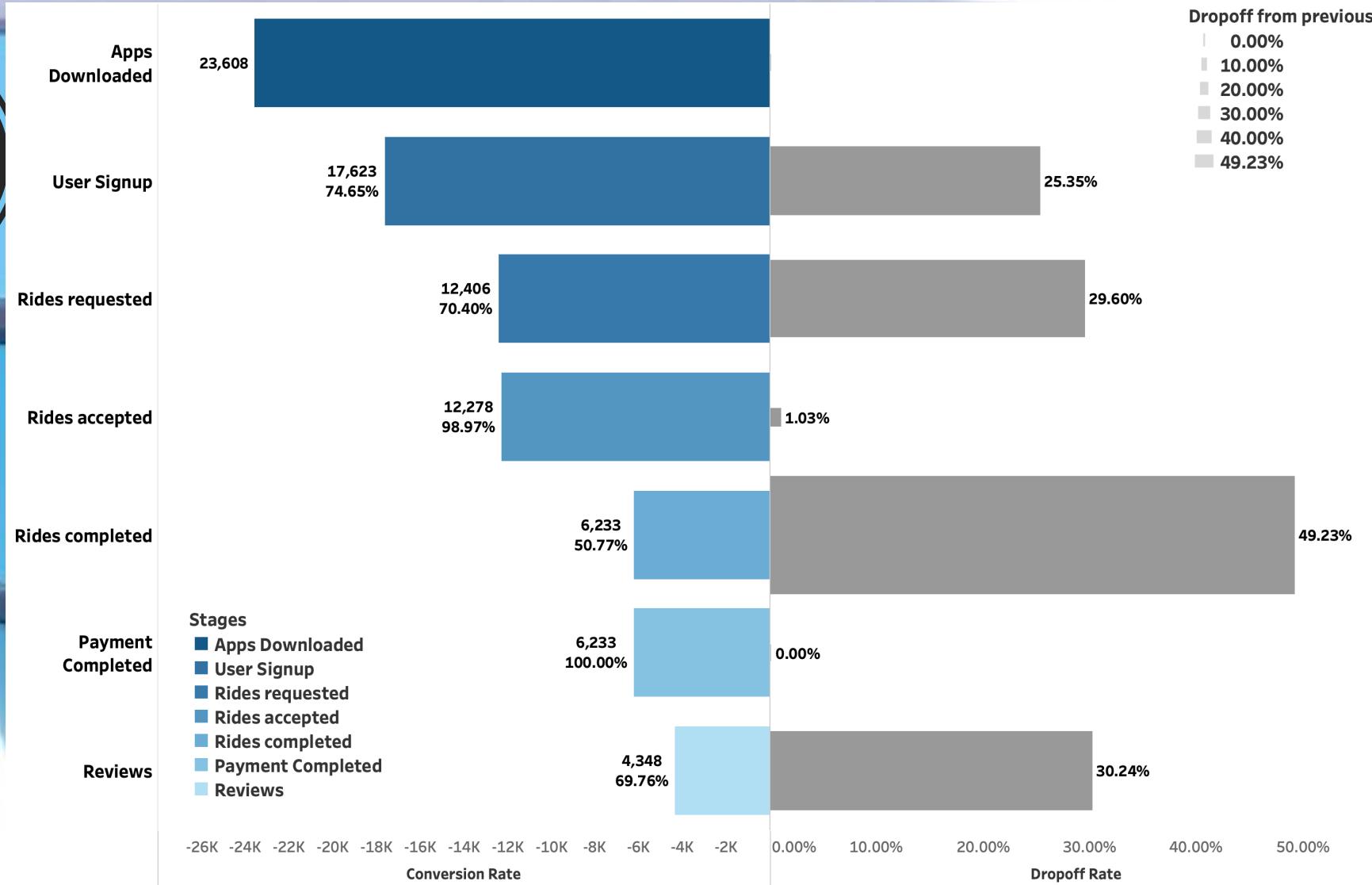


OBJECTIVES

- Identify Drop-off Points
- Optimize User Conversion
- Platform-Specific Insights
- Age Group Performance
- Surge Pricing Strategy

Funnel Drop-Off Investigation

- Positive indicators
- User journey analysis
- Conversion and drop-off insights
- Key findings



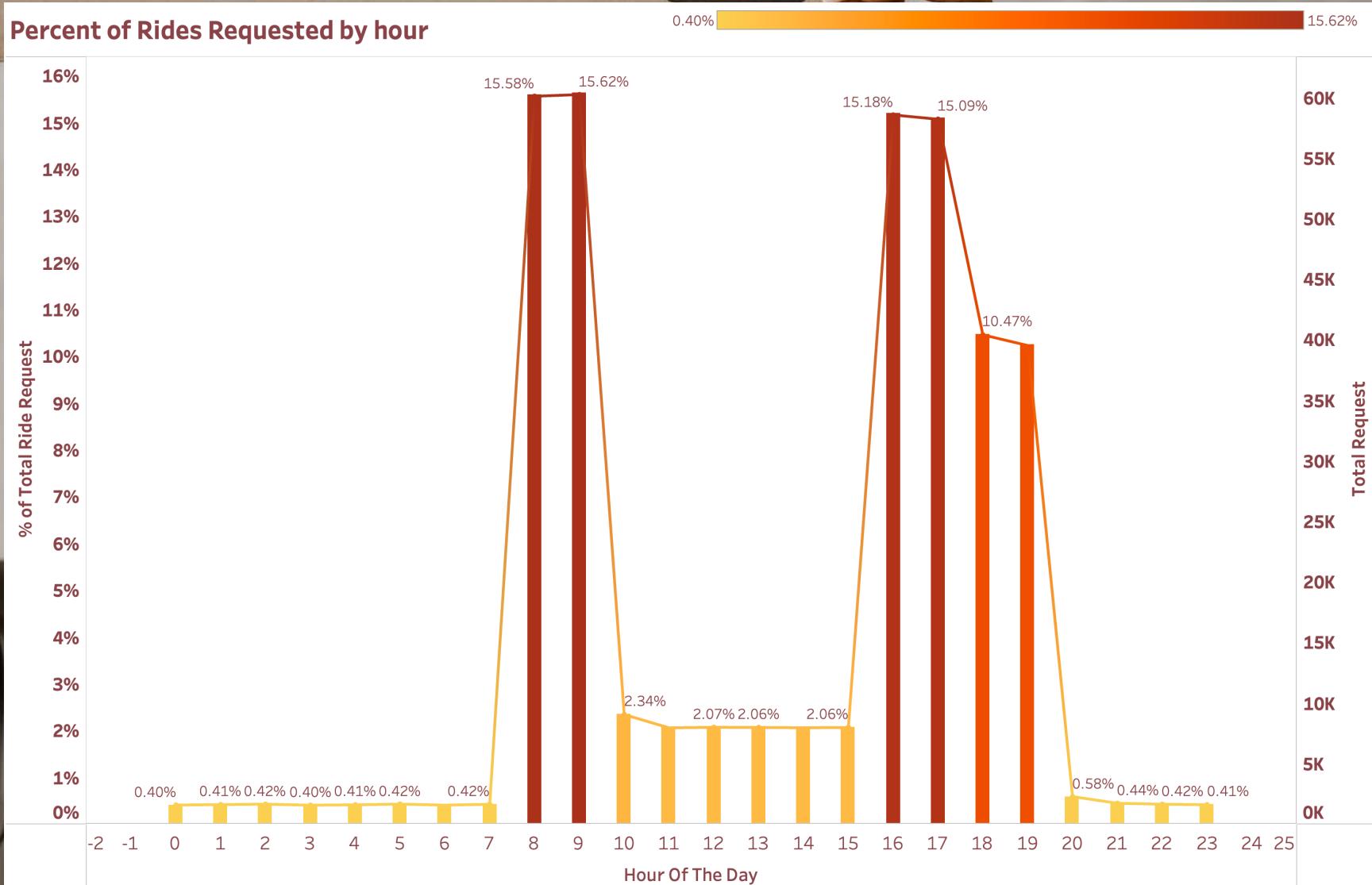
Platform Marketing Insights

- Dominant Platform
- Platform Usage Insights
- User Behavior Consistency

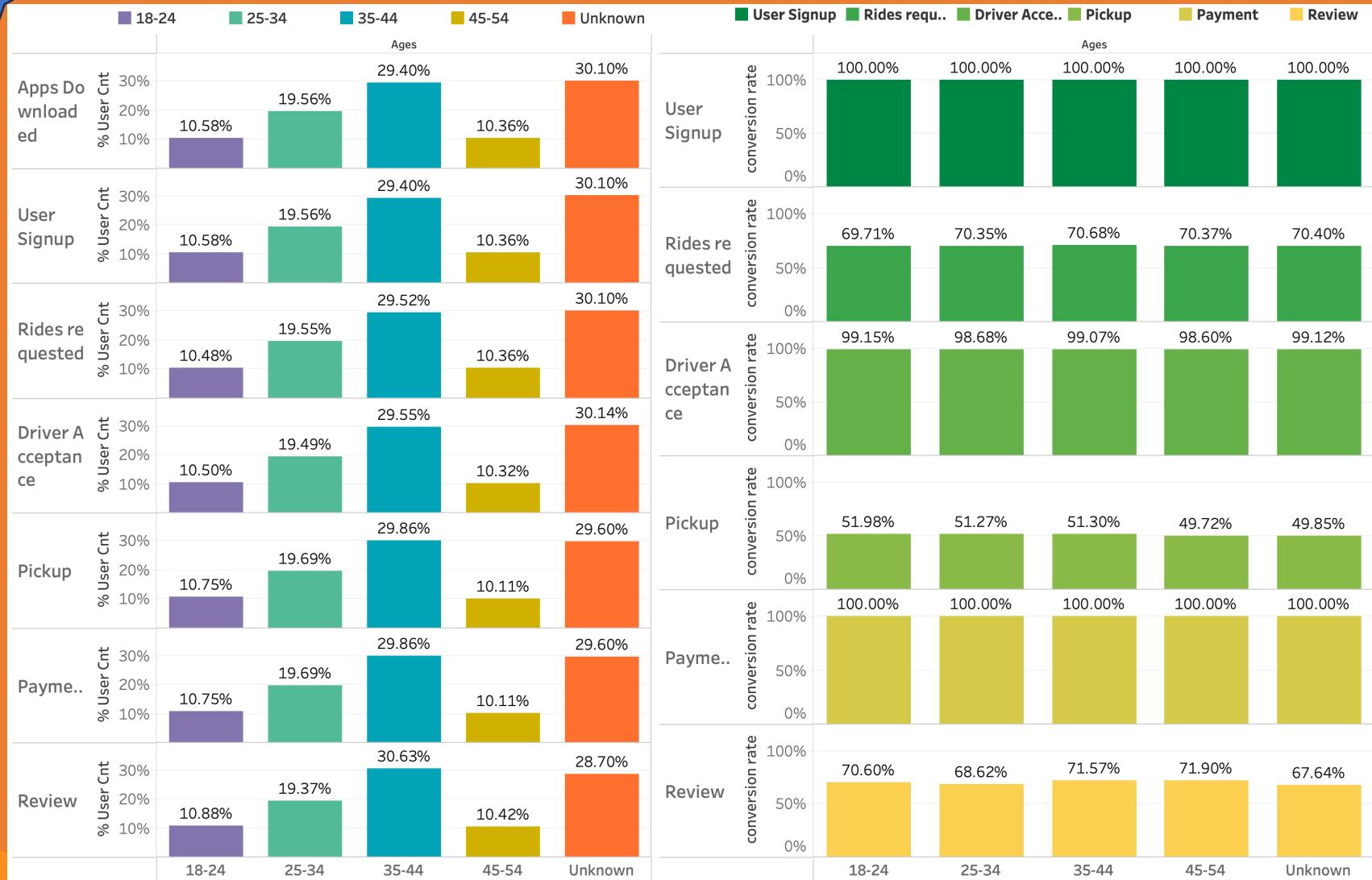


Surge Pricing Strategy

- Peak Demand Hours
- Surge Pricing Recommendation
- Caution and Strategy
- Pricing Management



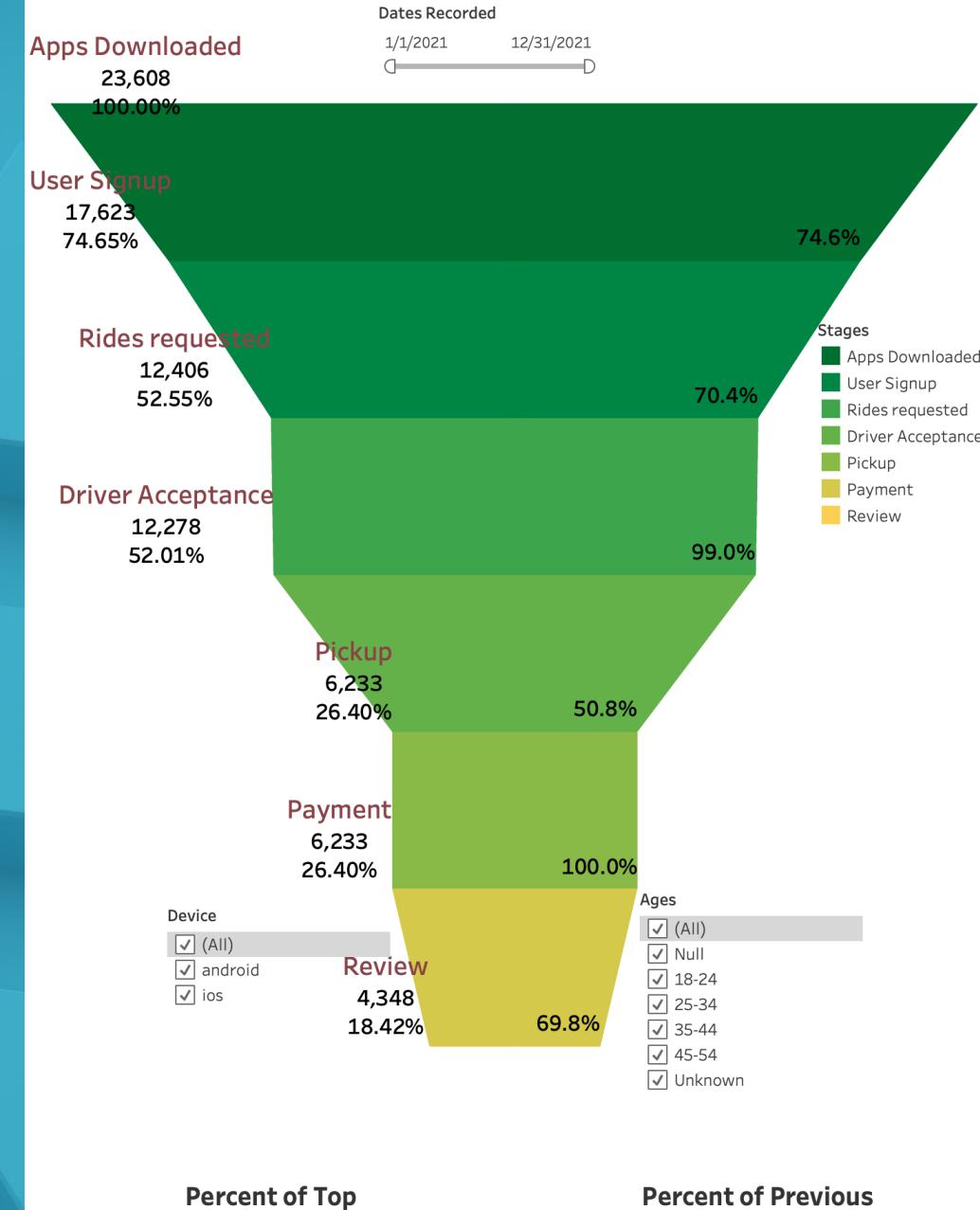
AGE GROUP FUNNEL PERFORMANCE



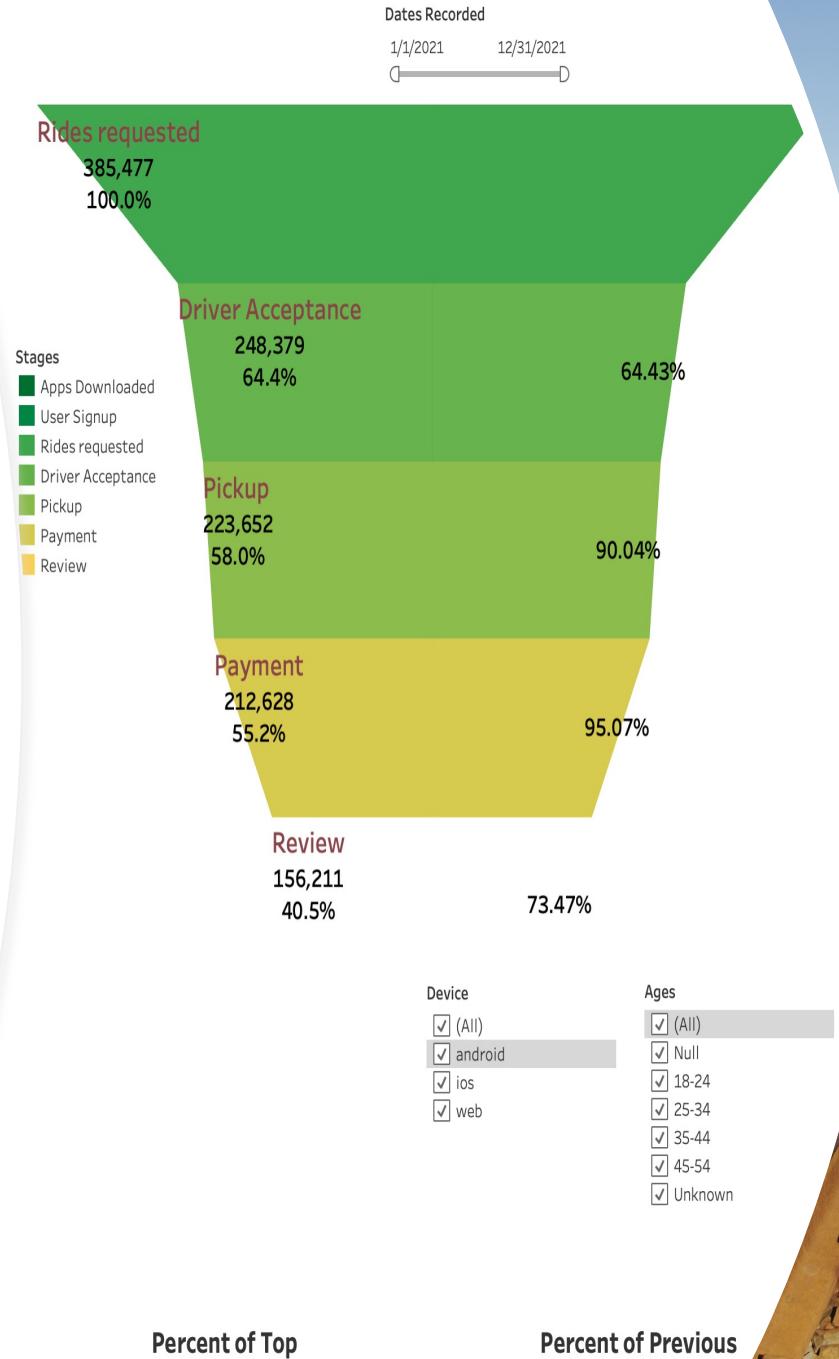
- Age Distribution Overview
- Seamless Onboarding
- Active User Engagement
- Positive User Experience for All Ages

User Level Conversion Point

- Strong Signup Engagement
- Active Requesting
- Efficient Driver Acceptance
- Pickup Stage Challenge
- Smooth Payment Transition
- Review Engagement



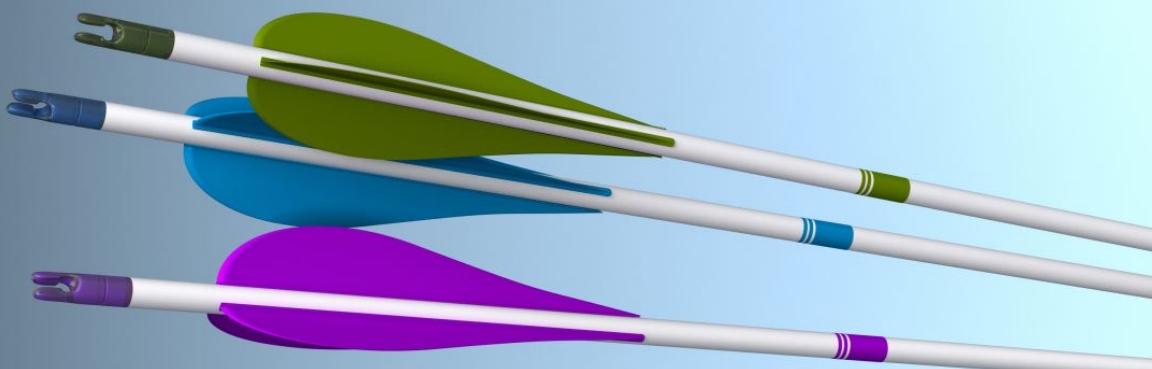
Ride Level Conversion Point



- Initiating Rides
- Progressing to Trip Start
- Strategic Insights
- Post-Transaction Feedback

Insights for Funnel Optimization

- Clear Information and Communication
- Surge Pricing Strategy
- Focus on the Pickup Stage
- Incentives for Proceeding to Pickup
- Encourage User Feedback
- Driver Availability Management
- Responsive Customer Support





We Want Your Feedback