MetroCar Funnel Analysis

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Executive Summary

Focus of the Analysis:

This analysis aims to enhance the performance of Metrocar, a ride-sharing platform, by examining user engagement, identifying drop-off points in the user journey, determining platform marketing priorities, optimising age-based targeting, and recommending a price-surging strategy.

Key Insights:

Metrocar observes a significant drop-off point during the transition from ride requests to rides completed, indicating a need for targeted intervention in this area.

iOS is the primary platform, while Android and web platforms exhibit similar conversion rates, necessitating balanced marketing allocation.

Users aged 35-44 are the most active, but many users haven't provided their age, representing a valuable data completion opportunity.

Price surging during peak hours, notably 8-10 AM and 4-6 PM, offers a promising strategy to maximise revenue.

Recommendations:

Improve user onboarding, implement real-time notifications, and encourage feedback to enhance user engagement.

Create a dedicated funnel group for rides to investigate and improve conversion rates.
Prioritise iOS in marketing while not neglecting Android and web platforms.

Incentivize users to complete their age information, target the 25-34 age group, and tailor promotions based on age demographics.

Implement price surging during peak hours to optimise pricing strategies.

Possible Limitations:

The recommendations are based on preliminary findings and will require real-world testing. External factors, like market conditions and seasonal trends, could affect the outcomes.

Conclusion:

Addressing these recommendations will help Metrocar boost user satisfaction, improve the user journey, allocate marketing resources effectively, and tailor services to different age groups. These data-driven strategies promise to enhance Metrocar's overall performance and success in the ride-sharing market.

Introduction

Welcome to an insightful analysis of Metrocar's ride-sharing platform, aimed at understanding user behaviour and preferences. Our journey explores five critical business objectives, each designed to unlock key insights and drive strategic improvements:

1. Funnel Optimization: We will dissect the user journey across Download, Signups, Rides Requested, and Rides Completed stages, identifying where users drop off and calculating conversion rates.

2. Drop-off Points: Our mission is to identify specific obstacles or disengagement points within the user journey, enabling us to devise targeted strategies for improvement.

3. Platform Prioritisation: We'll determine the most promising platforms—Android, iOS, or web—guiding your marketing efforts and resource allocation.

4. Age-Based Targeting: Our analysis seeks to find which age groups perform best at different stages, facilitating more precise and effective marketing initiatives.

5. Surge Pricing Strategy: We'll explore the adoption of surge pricing during peak demand hours, an avenue for revenue enhancement.

This comprehensive analysis will be the foundation for data-driven strategies, ensuring user satisfaction, conversion rate optimization, and a competitive edge in the ride-sharing market. Your success and user-centric approach drive our investigation.

Methodology & Data

This section of the report delves into the methodology for applying a funnel analysis technique within MetroCar to gain insights into the specific moments when users either engage or lose interest in your platform. By segmenting the data into four distinct stages, we can pinpoint the bottlenecks where users lose interest.

Data Transformation and Aggregation

The initial dataset comprises 23,608 unique users and 385,477 ride requests. To distil this data into meaningful insights, I performed data aggregation and transformation using PostgreSQL. This process involved creating unique metrics and visual graphics for each stage, enhancing our understanding of the dataset. It was instrumental in simplifying raw data into manageable and informative variables.

Key Metrics Utilised:

- Funnel Stage
- User_id (Unique users)
- Platform (Android/IOS/Web)
- Age Range (18-24, 25-34, 35-44, 45-54, or Unknown)
- Total USD
- Number of Rides
- Cancellations
- Total Reviews
- Average Rating
- Daily Dates
- Funnel Stages for Analysis

I divided the analysis into four funnel stages, utilising the metrics mentioned above to pinpoint critical user drop-off points. This approach provides a comprehensive perspective of each funnel stage, with multiple unique metrics designed to reveal user behaviour.

Download:

- Number of downloads (users)
- Platform
- Daily dates

Signups:

- Number of registrations (users)
- Platform
- Age Range
- Daily dates

Rides Requested:

- Number of Users
- Platform
- Age Range
- Number of Rides
- Number of Cancellations
- Daily Dates

Rides Completed:

- Number of Users
- Platform
- Age Range
- Total USD
- Number of Rides
- Number of Cancellations
- Total Reviews
- Average Rating
- Daily dates

Each funnel stage offers distinct data insights that help us identify and understand user behaviour, contributing to a more informed decision-making process.

Analysis & Findings

In this section, I will delve into the valuable insights derived from our funnel analysis study. I will elucidate how I interpreted the data and provide recommendations on areas where the marketing team should concentrate their efforts. Furthermore, we will identify the most significant drop-off point in our user journey.

We will also examine issues related to user binary behaviour and potential anomalies, such as activities from users or drivers that do not result in registered payments. By addressing these concerns, we can enhance the personalization of our services and offers. Additionally, this analysis will serve as a foundation for resolving identified issues and ensuring the accuracy and completeness of our records.

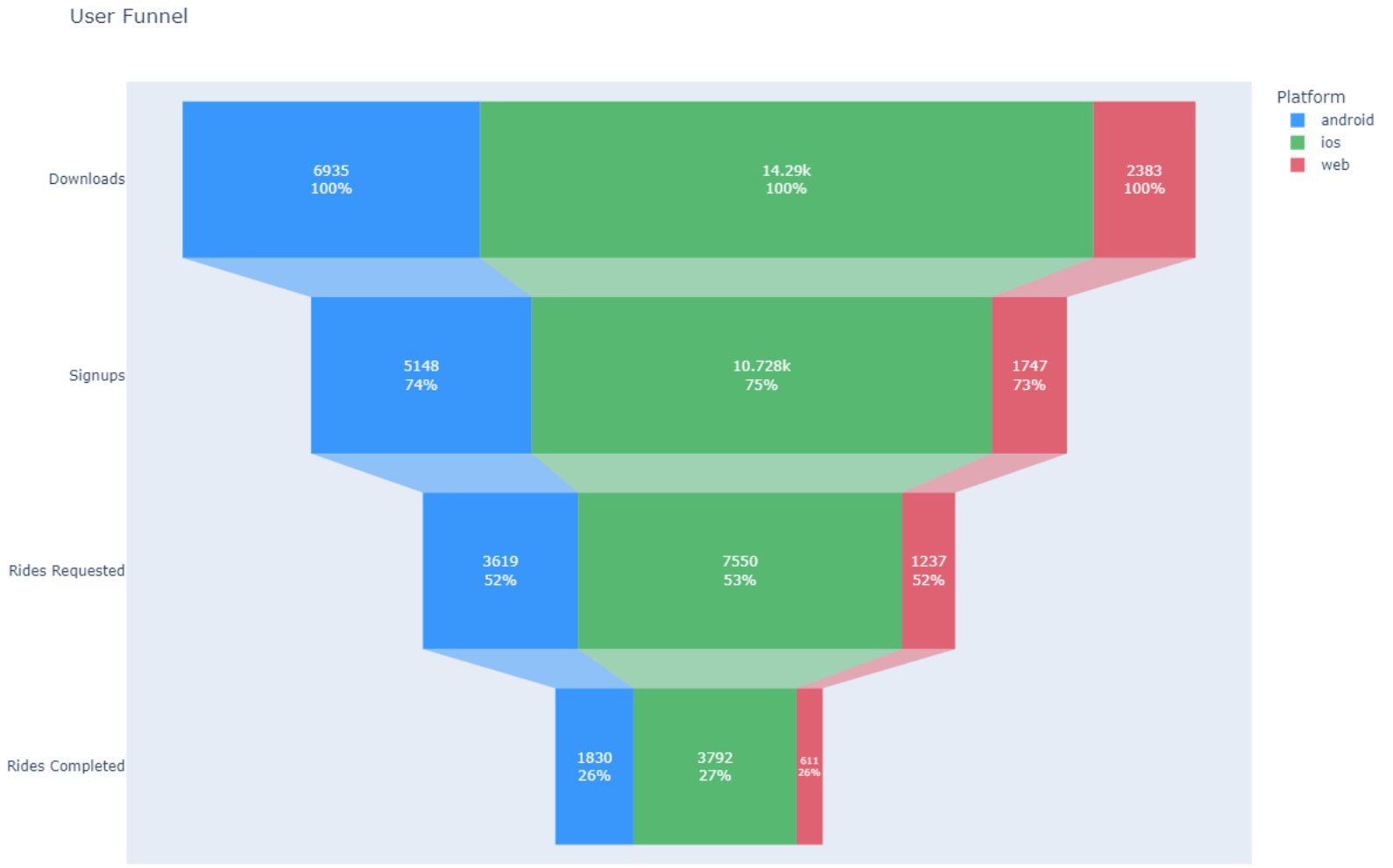
Funnel Groups

In this section, I present two funnel groups designed to provide a more comprehensive understanding of user interactions within our application. These visual representations offer insight into the progression of users through key stages.

User Funnel Group:

The User Funnel Group illuminates the number of users at each stage of the process and tracks their conversion rates as they move from one step to the next. This graphic is invaluable for identifying where users may disengage and optimising these critical points in the user journey.

Please refer to the graphic below for a visualisation of the User Funnel.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



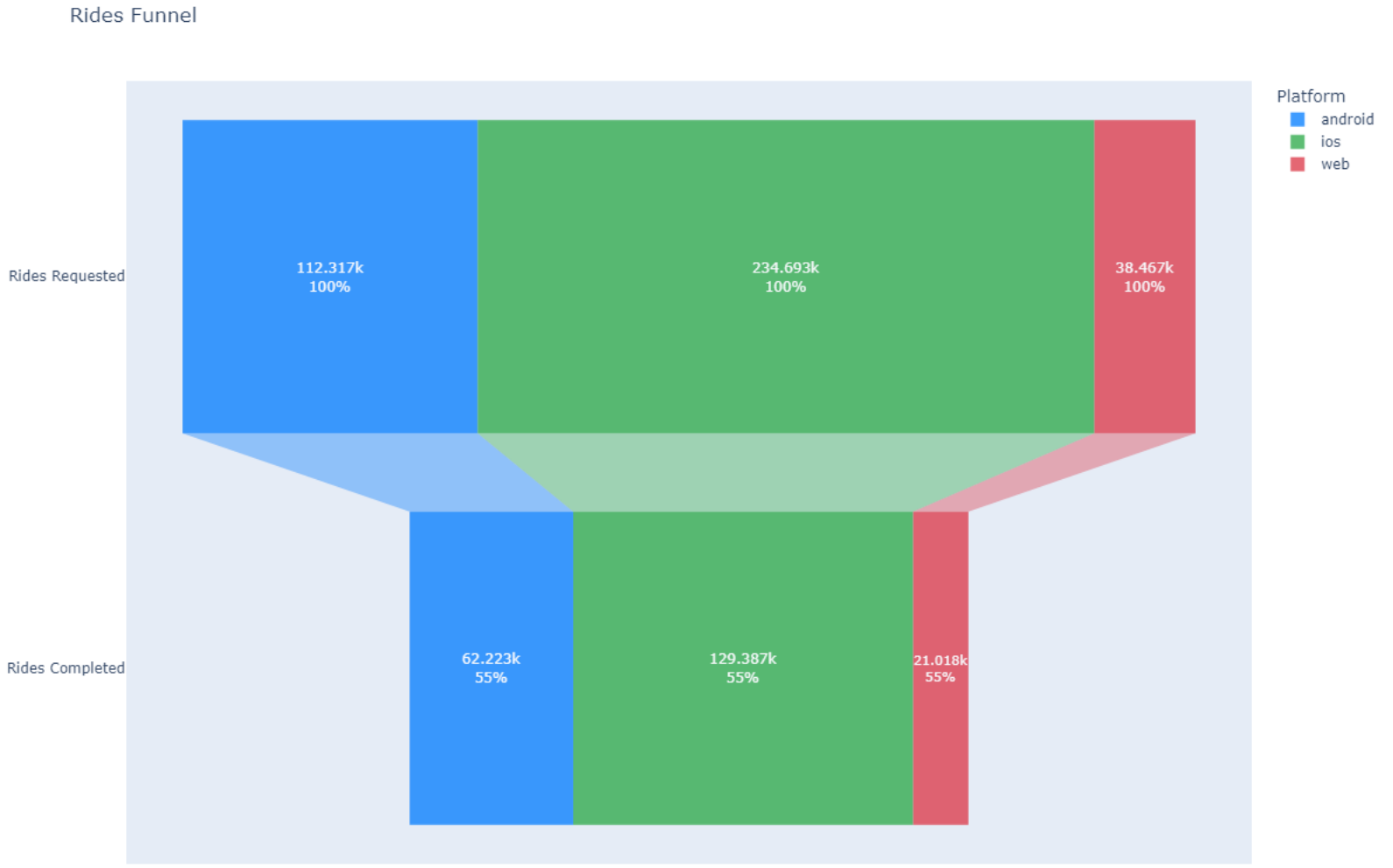
Rides Funnel Group:

The Rides Funnel Group offers a deeper analysis of the third and fourth steps in the User Funnel. It delves into the count of rides, considering factors such as platform and age range. Moreover, it scrutinises conversion rates within these specific segments. This detailed examination helps us pinpoint areas for improvement and refine our strategies.
These funnel groups not only provide a visual representation of user engagement but also serve as a basis for informed decision-making and enhancements in our user experience and marketing strategies.

Upon a swift analysis, **three key objectives** come into focus. We've made substantial progress toward addressing two of them. First and foremost, we've identified the platform with the highest user base, clearly indicating that iOS should be our primary focus. It consistently represents approximately 61% of the total user base across all Funnel stages, making it the central point for our marketing budget in the upcoming year. However, while

iOS takes the lead, we must not overlook Android and web platforms, as they exhibit identical conversion rates to iOS, albeit on a smaller scale. A significant insight reveals our second key objective, which is the stage where the company loses the most users is during the transition from ride requests to rides completed, resulting in a substantial loss of 49.8% of users. This finding underscores the necessity for creating a dedicated Funnel group specifically for Rides. This specialised group will help us delve deeper into user behaviour and explore potential causes for this drop-off, as this is the third of the three key objectives we need to address.

Please refer to the graphic below for a visualisation of the Rides Funnel.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.

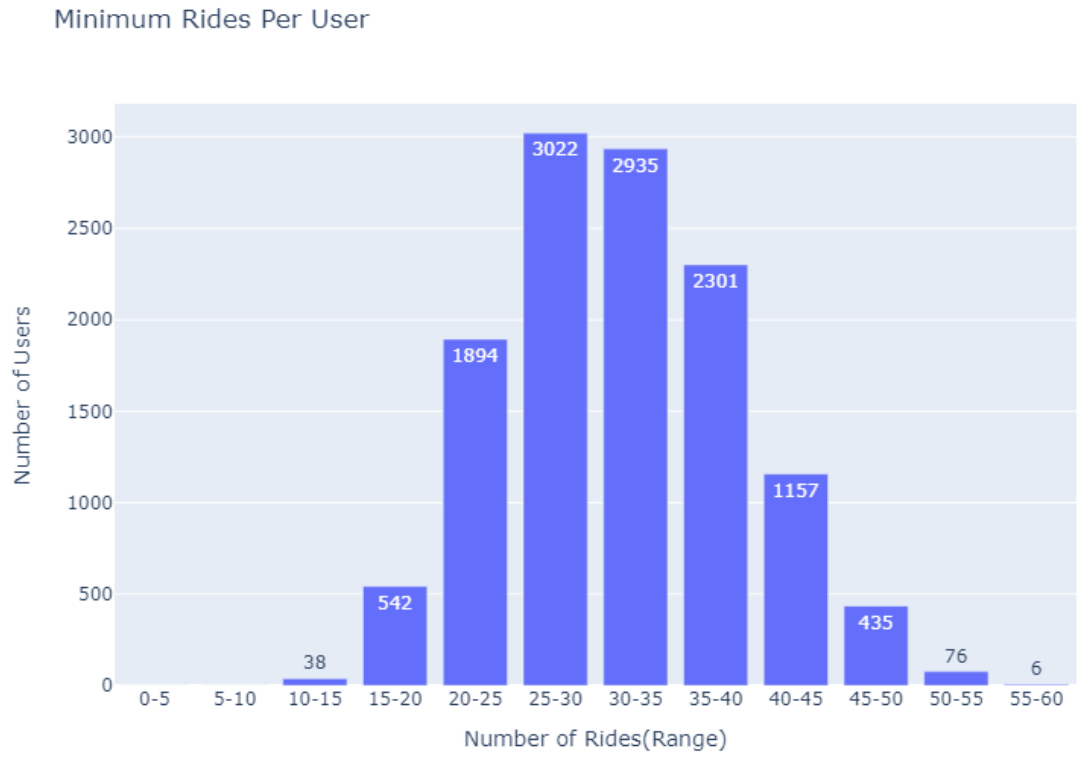


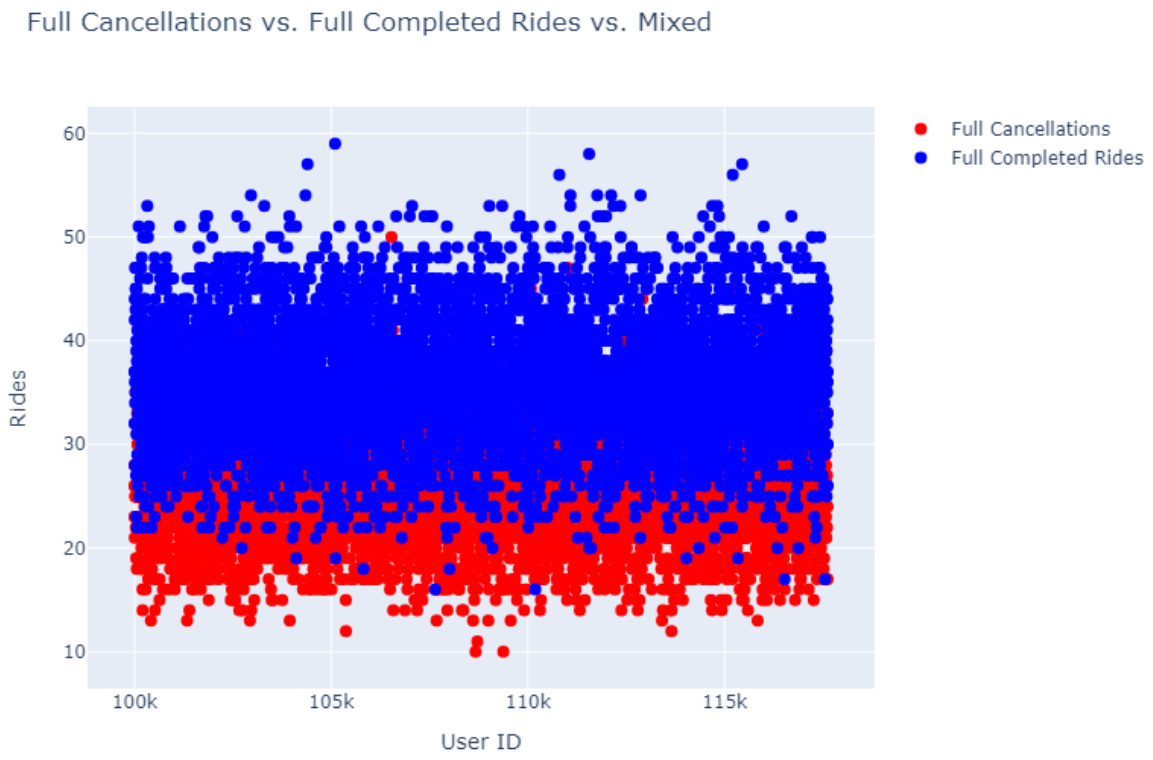
The Rides Funnel graphic vividly illustrates a considerable drop from ride requests to ride completion across all platforms. However, while this graphic provides valuable insights, it does not offer a complete understanding of the underlying reasons for this trend. To gain deeper insights, I decided to investigate two critical aspects: minimum rides per user and user cancellations. Surprisingly, both segments yielded remarkable findings.

Firstly, Minimum Rides Per User indicates that every user who reaches this step is making a minimum of 10 ride requests, a remarkable accomplishment. This data suggests that whatever engagement strategy is in place during this stage is highly effective and should be continued.

Conversely, the issue of cancellations reveals a binary user behaviour pattern, where users either cancel all rides or complete them. This binary behaviour significantly impacts our conversion rates, indicating that some users intend to use the application but face obstacles that prevent them from doing so. While the data does not provide a complete narrative, potential issues could be related to payment, extended wait times, or the unavailability of drivers to reach their desired destinations within an acceptable time frame.

Please refer to the graphics below for visualisations of Minimum Rides Per User and Binary User Behavior accordingly.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.

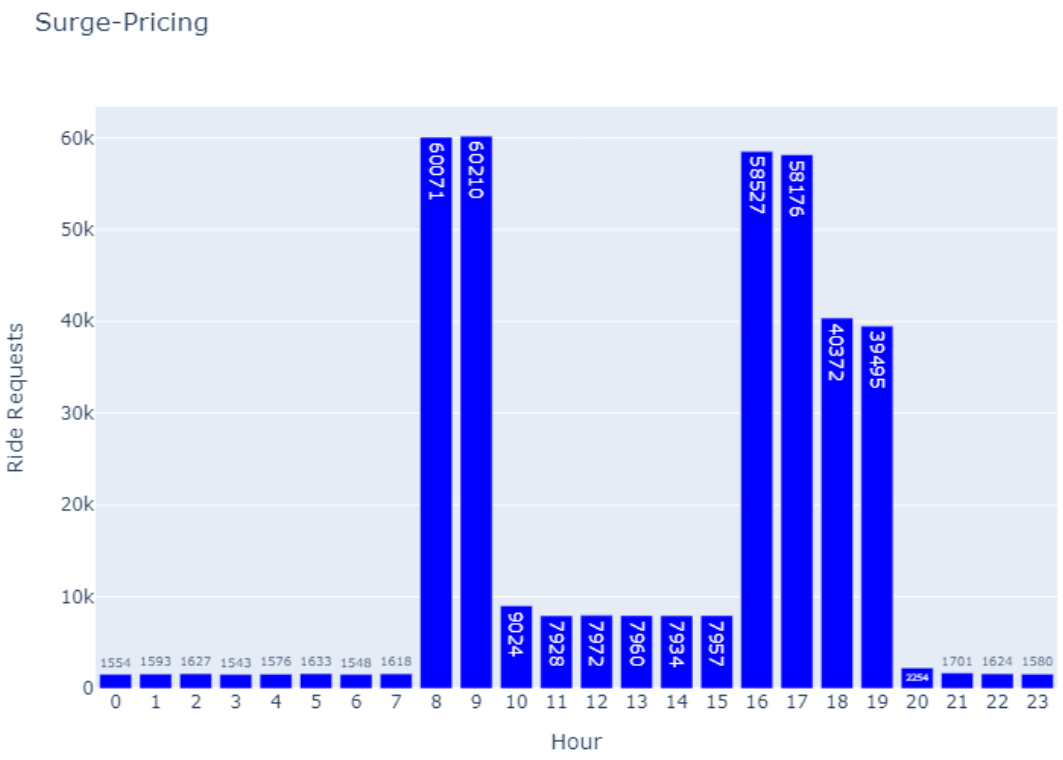




Our fourth key objective is to implement a price-surging strategy based on ride requests using the data we've collected. To achieve this, I've aggregated and transformed a small portion of the data into a graphic that conveys the essential insights we need.

The data unequivocally supports the adoption of a price-surging strategy, particularly during the hours of 8-10 AM and 4-6 PM every day. These specific time frames consistently exhibit a substantial spike in ride requests.

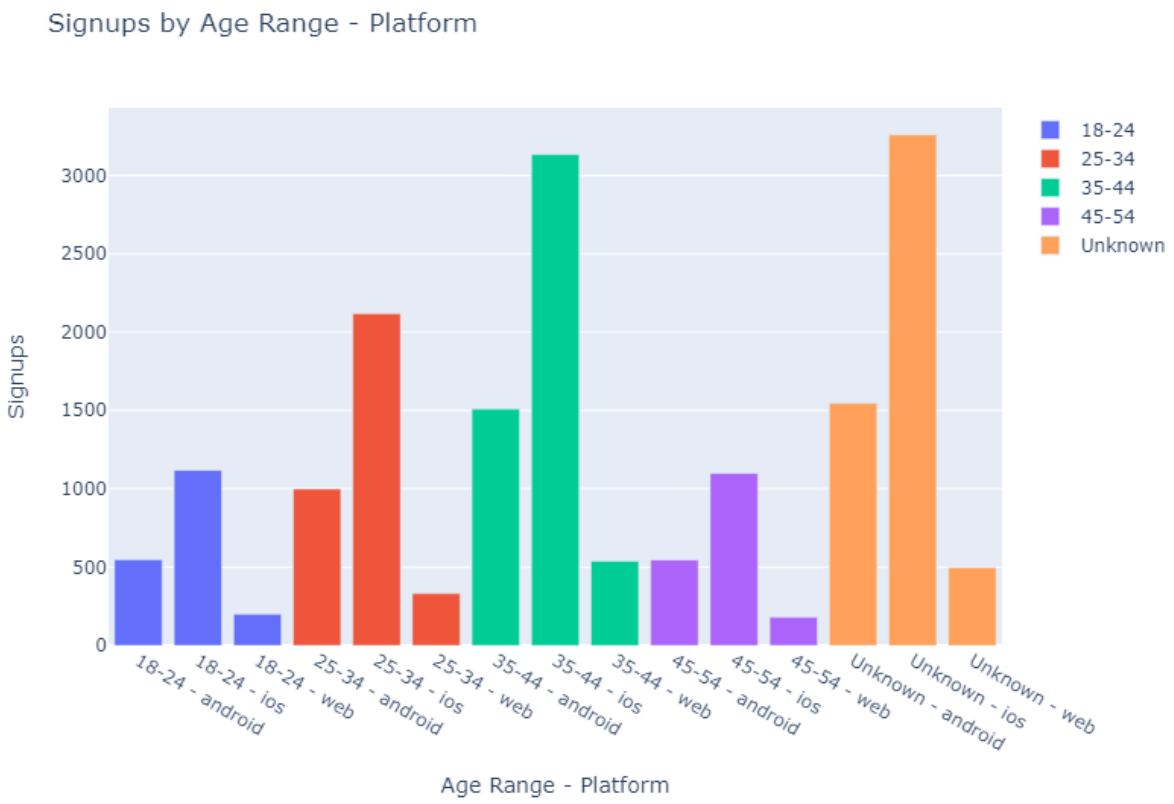
Please refer to the graphic below for the visualisation of the price-surging analysis.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



Our final key objective involves the creation of multiple visuals to examine the age range distribution across different platforms at various stages of the User funnel, commencing from the Signups Step.

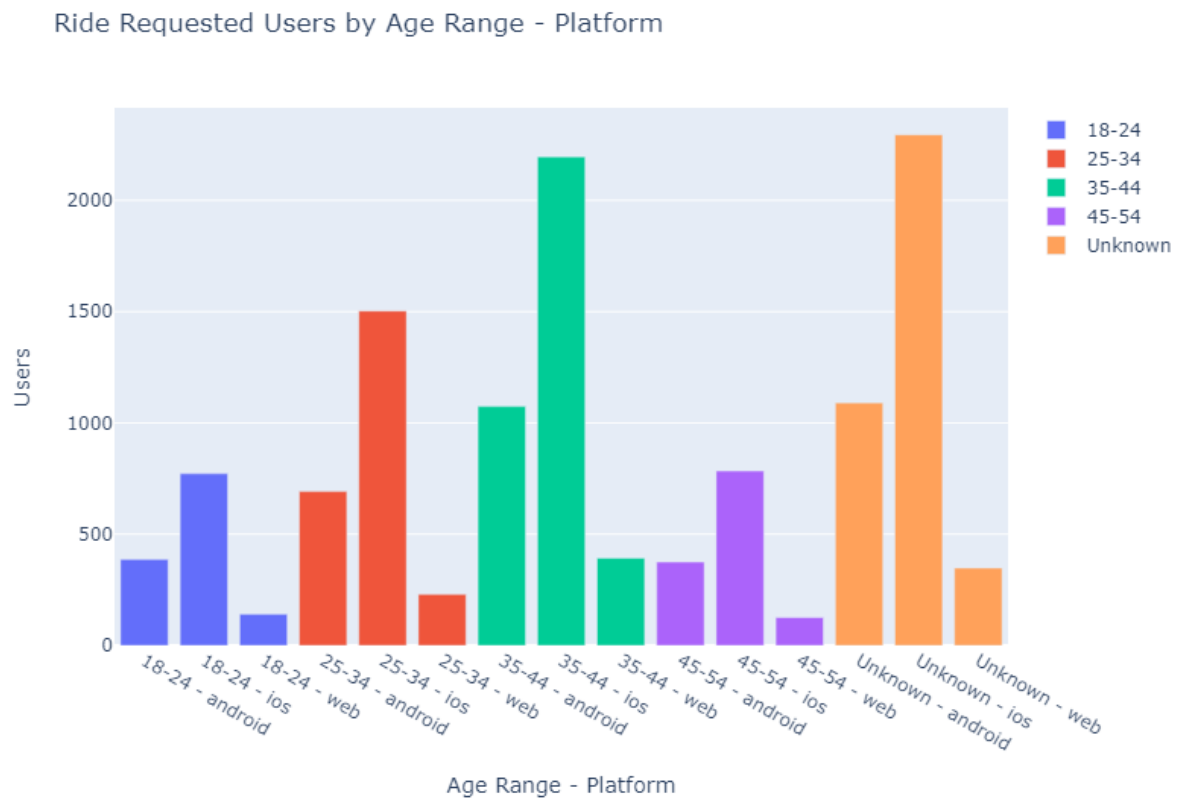
As revealed in the graphic below, it's evident that the highest usage primarily stems from users falling within the 35-44 years old age group on all platforms. Of significant note is the substantial number of users who have not provided age information, surpassing the count in the 35-44 years old range. This data gap could potentially signify crucial information that we are missing, given that these users have not provided their age.

Please refer to the graphic below for the visualisation of User Distribution by Age & Platform during Signups.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



In the Ride Requests step, the trend persists, with the 35-44 year old age group dominating, and the Unknown category still maintaining a notable presence.

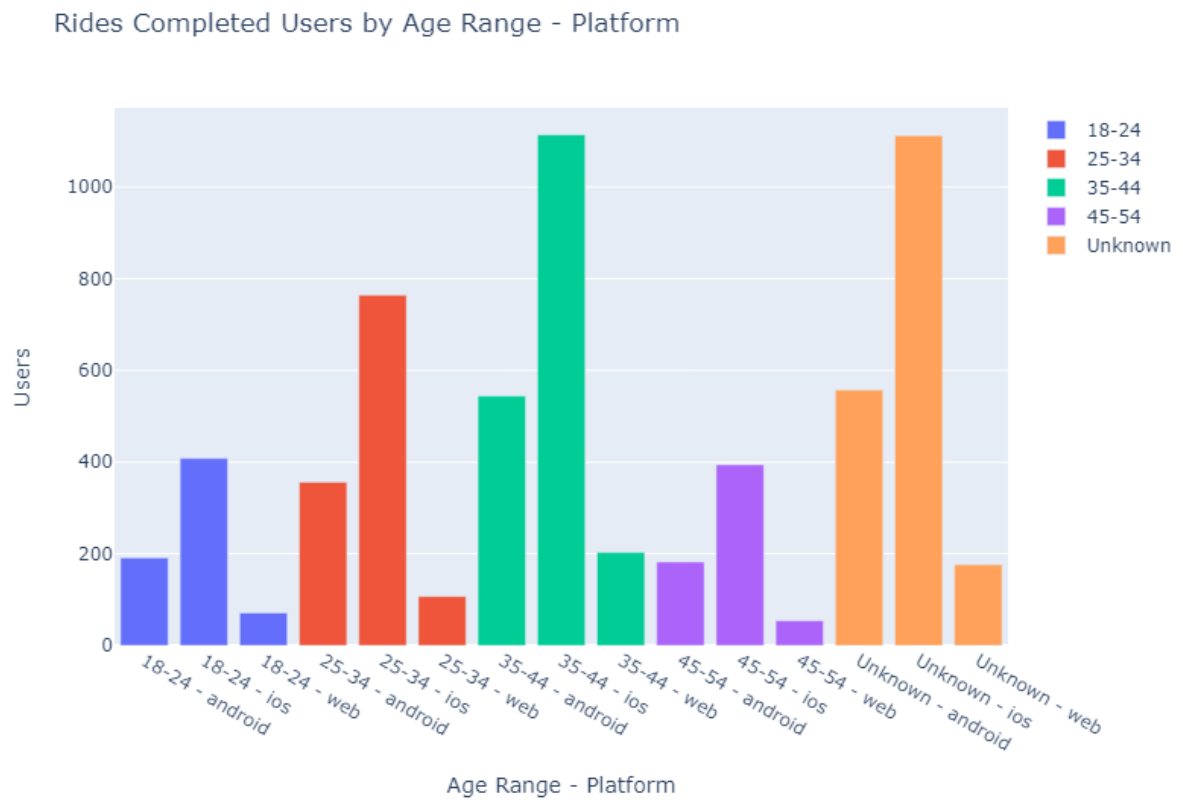
Please refer to the graphic below for the visualisation of User Distribution by Age & Platform during Ride Requests.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



As for the final step, Rides Completed, the pattern remains consistent with the previous steps.

Noteworthy: It's essential to observe that across these three steps, the second-largest age group in terms of users is the 25-34 year old category. This group remains highly relevant and could be a prime target for discounts or other engagement activities to pique their interest.

Please refer to the graphic below for the visualisation of User Distribution by Age & Platform during Rides Completed.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



Identifying and Addressing Payment Anomalies

In the course of this analysis, while addressing our key objectives, a significant issue has come to light that requires immediate attention. This issue revolves around rides that are completed but fail to transition into accepted payments. Several scenarios may account for this phenomenon. Let's examine these scenarios in detail:

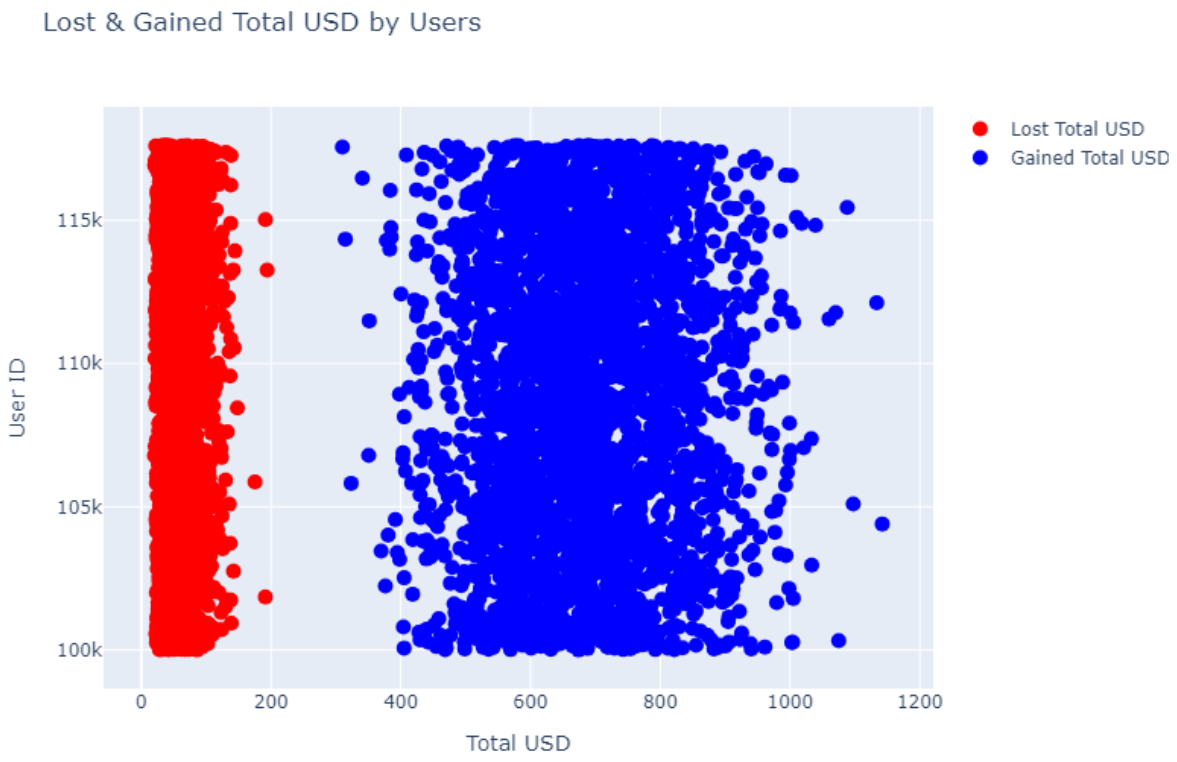
Scenario 1: Data Insertion Errors

Data Insertion Error: One possibility lies in data insertion errors related to payments. In this scenario, users may inadvertently cancel rides or encounter payment failures. However, they subsequently manage to reprocess their payment. The critical point is that the system fails to register this new payment action.

Scenario 2: System Vulnerabilities and Exploits

User Exploits: Another potential scenario indicates system vulnerabilities or exploits that allow users to complete rides without processing payments. The system may fail to promptly notify the driver of payment failures, potentially leading to transaction delays. Such incidents can result from accidental occurrences or, in some instances, intentional exploitation by users. A SQL query is provided to identify potential exploiters, allowing for the definition of a relevant threshold for detection as well as an interactive visualisation in the Python file that you can find in the Appendix section of this report.

Please refer to the graphic below for the visualisation of Lost & Gained Total USD by Users.



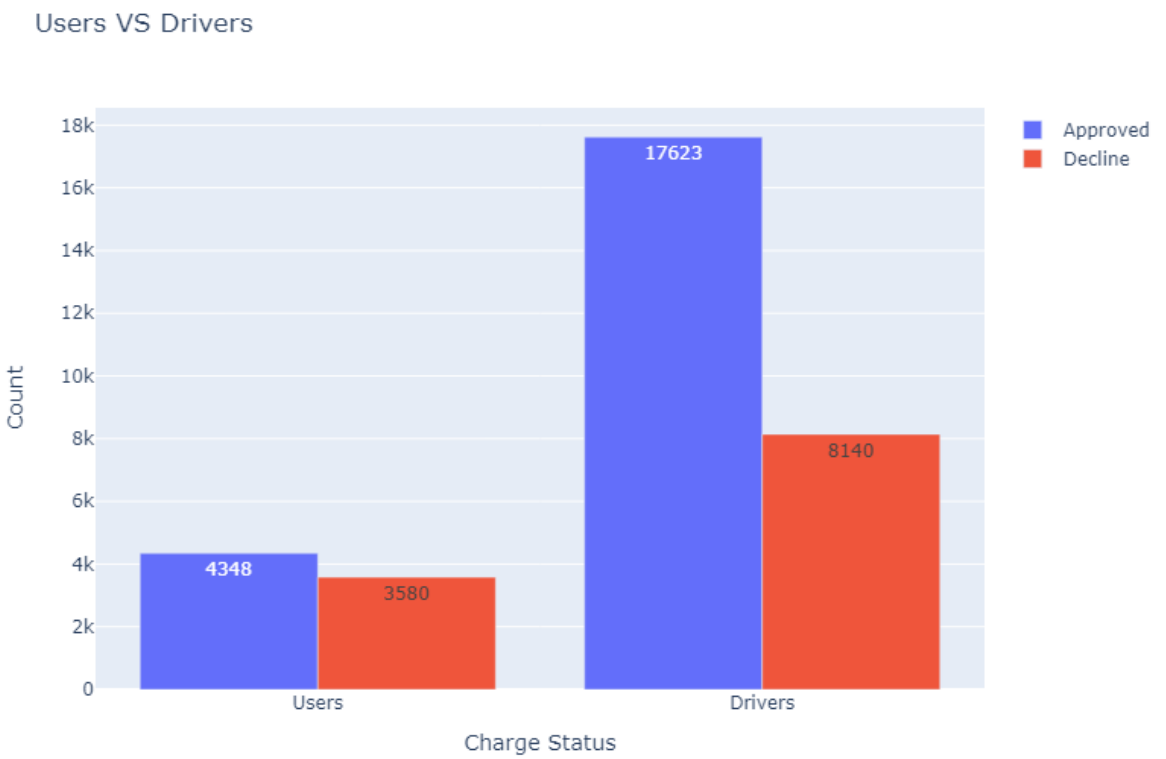
Scenario 3: Driver-Related Exploits

Driver Exploits: Similar to the user-based scenario, a third scenario pertains to potential exploits orchestrated by drivers. In this situation, drivers may accept payments outside the platform, resulting in financial losses for the organisation. Just as in the user scenario, a SQL query is presented to identify potential exploiters among drivers, with the flexibility to define an appropriate threshold for detection as well as an interactive visualisation in the Python file that you can find in the Appendix section of this report.

Please refer to the graphic below for the visualisation of Lost & Gained Total USD by Drivers.

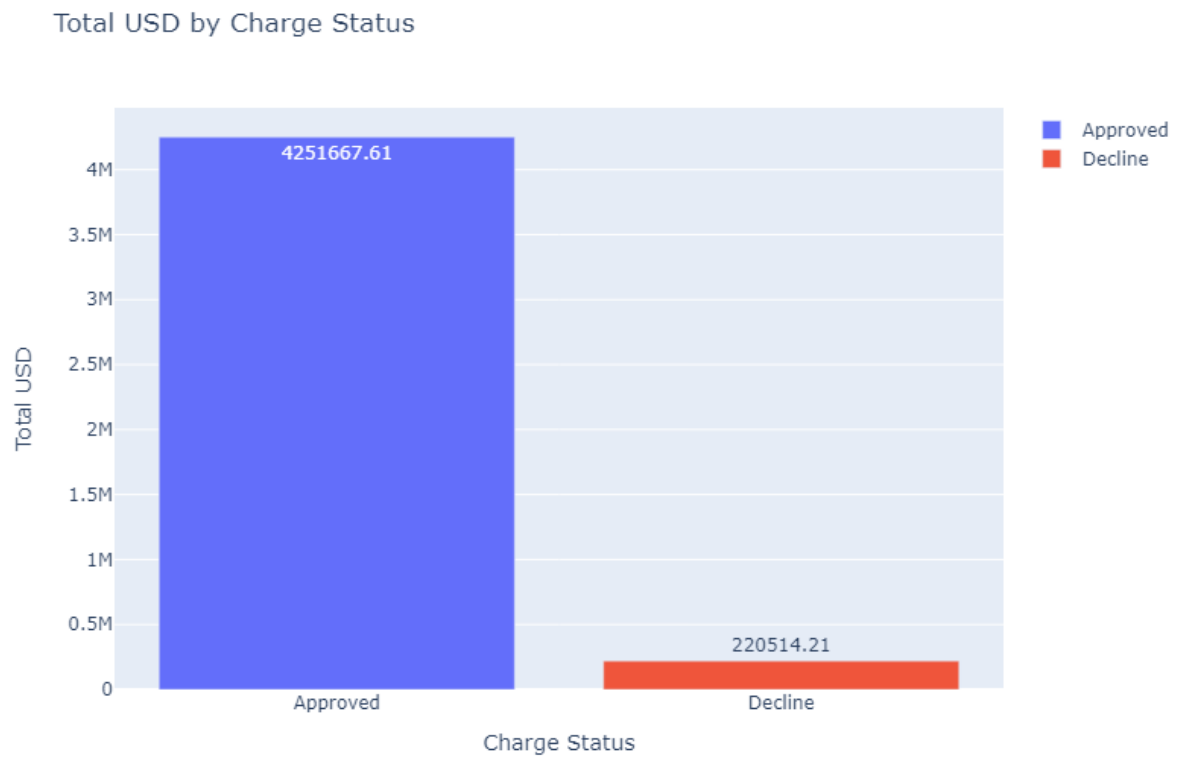
Please refer to the graphic below for the visualisation of USD Lost & Gained By Users VS Drivers.

Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



These scenarios raise critical financial concerns and demand immediate attention. Addressing them is essential to protect the company's financial interests and prevent potential revenue losses.

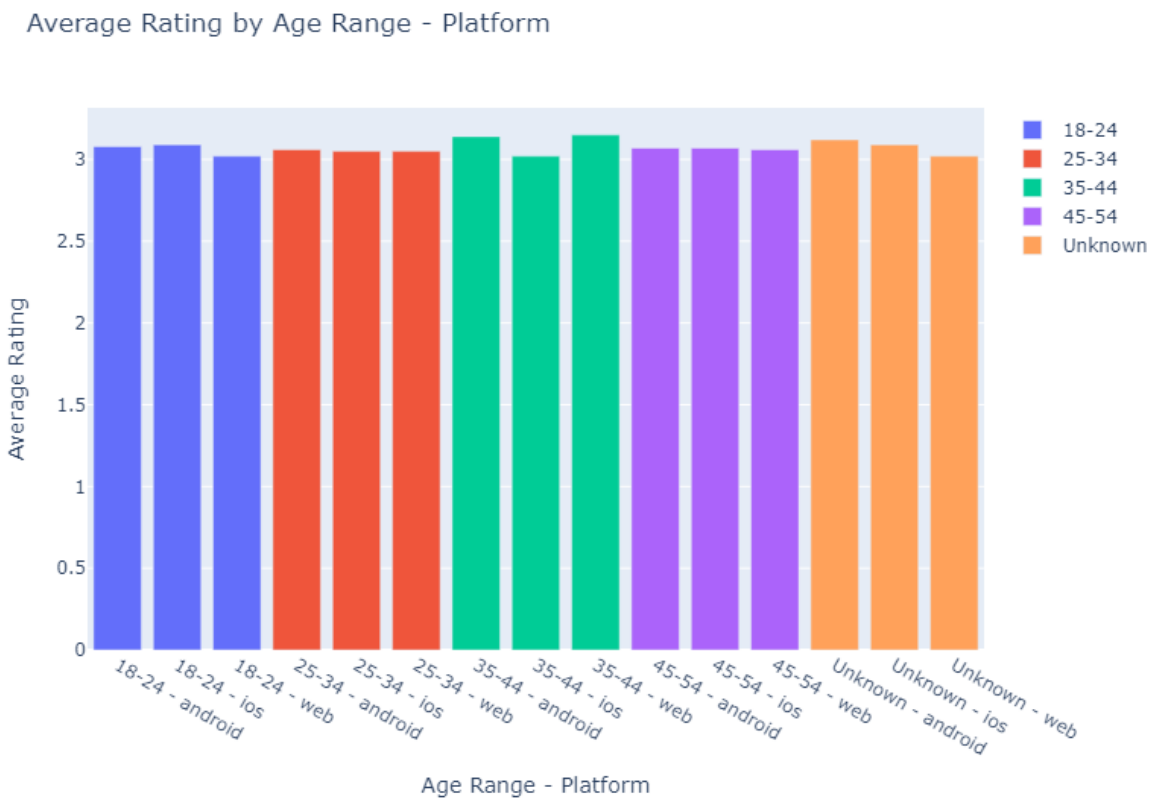
Please refer to the graphic below for the visualisation of the Total USD by Charge Status for a better comprehension of the total lost USD.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



Ratings and Reviews:

The ratings for the drivers/rides completed is decent averaging a combined total of 3.06% which indicates that this deserves the company attention to improve the user satisfaction.

Please refer to the graphic below for the visualisation of the Average Rating by Platform & Age Range.
Note: For a better experience, please run the python code and enjoy an interactive experience for each graphic and multiple filtering options.



Recommendations

1. Funnel Analysis:

User Engagement:

- **User Onboarding:** Enhance the user onboarding process to guide new users effectively through the platform. Provide clear and concise instructions on how to request a ride, make payments, and resolve common issues.

- **Real-time Notifications:** Implement real-time notifications to keep users informed about the status of their rides. Alerts for ride acceptance, driver arrival, and payment processing can improve user engagement.

- **Feedback Mechanism:** Encourage users to provide feedback after each ride. Create a seamless in-app feedback mechanism that allows users to share their experiences, rate drivers, and suggest improvements.

- **User Rewards:** Develop a rewards system for users who consistently complete feedback after their rides. Offer incentives such as discounts or loyalty points to encourage participation.

Platform Emphasis: Allocate more resources and marketing budget to the iOS platform, which has the highest user base. However, do not neglect Android and web platforms, as they exhibit similar conversion rates.

Data Anomalies:

- **Real-time Data Validation:** Implement real-time data validation for payments and ride completion. Ensure that payment transactions are accurately recorded, and any anomalies are immediately flagged for investigation.

- **Transaction Tracking:** Create a tracking system that follows each ride's transaction status. If a ride is marked as completed but no payment is recorded, the system should automatically initiate a verification process.

- **Fraud Detection:** Utilise machine learning algorithms to detect and prevent fraudulent activities, such as users attempting to take free rides or drivers exploiting the system. Implement automated triggers for suspicious behaviour.

2. Price-Surging Strategy:

Optimal Time Frames: Implement a price-surging strategy during peak hours, particularly from 8-10 AM and 4-6 PM daily. The data supports this approach as it aligns with a substantial increase in ride requests during these time periods.

3. User Demographics:

Age-Based Targeting: Leverage age demographics to inform marketing strategies. Users aged 35-44 years old are the most active across all platforms. However, consider the significant number of users who have not provided their age, which could provide valuable information.

Secondary Age Group: The 25-34 age group is the second-largest in terms of users and represents a relevant target audience. Implement discounts and engagement activities to cater to this demographic.

Data Completion Reward: Incentivize users to complete their age and profile information by offering a one-time reward or discount. This encourages users to provide more detailed information, which can be valuable for personalised marketing and services.

Personalized Promotions: Use the completed data to tailor promotions and offers to specific age groups. For example, create age-specific discounts or offers to appeal to different demographics.

In-App Progress Tracker: Implement an in-app progress tracker that shows users how much information they've completed. Users can see their profile's completeness and the associated rewards they can unlock by filling in missing details.

4. Ratings and Reviews:

User Satisfaction: The combined average rating for drivers and rides completed is 3.06%, indicating room for improvement in user satisfaction. Invest in measures to enhance the overall user experience and increase satisfaction levels.

Feedback Loop: Establish a continuous feedback loop that connects user reviews and driver performance. Use feedback data to create meaningful driver incentives and formation programs.

Performance Metrics: Develop key performance indicators (KPIs) based on user ratings and reviews. Drivers who consistently receive high ratings should be recognized and rewarded for their excellent service

5. User Reward Programs:

Loyalty Programs: Create a loyalty program that rewards users who complete a certain number of rides. Offer discounts, cashback, or exclusive benefits for users who reach specific milestones, such as 10 rides or more.

Personalised Offers: Use data from the user's previous rides to provide personalised offers and promotions. Offer discounts for their most commonly visited locations or during times when they usually request rides.

Referral Programs: Encourage users to refer friends and family to the platform. Reward both the referrer and the referee with discounts or credits.

Subscription Plans: Introduce subscription plans that offer benefits like discounted rides, priority access to drivers, and fixed rates for frequent users.

Advanced Features: Consider introducing advanced features that are only available to users with a certain number of rides.

Surprise and Delight: Occasionally surprise loyal users with unexpected perks, such as free rides, upgraded vehicles, or exclusive access to events.

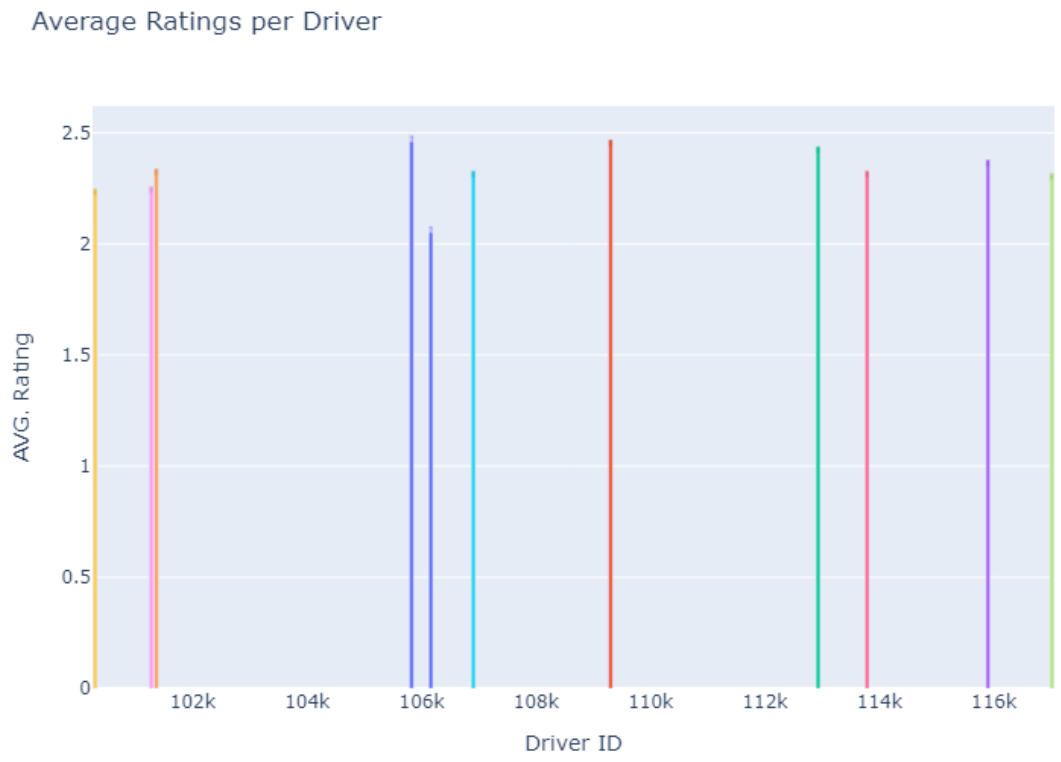
6. Driver Engagement and Formation:

Driver Incentives: Create driver incentives to encourage positive interactions and prompt responses to ride requests. Recognize and reward drivers who consistently provide excellent service.

Driver Formation Program: Establish a comprehensive driver formation program, including training sessions and an annual evaluation process to continually improve driver performance and service quality.

Let go of the bad apples: Define a threshold for the company on minimum ratings for the drivers on what is workable and what isn't worth the company money/time to improve their performance.

Please refer to the below graphic for a visualisation of the Drivers Individual Rating.



7. Backend Improvements:

Driver & User Monitoring: Implement a structured system for monitoring user behaviour through their chats and ratings. Allow drivers to rate users to report problematic users, enhancing driver safety and user accountability.

- **NPS Survey:** Implement a Net Promoter Score (NPS) survey for users after each ride. Send a simple questionnaire asking how likely they are to recommend the

service to others. NPS surveys provide insights into user satisfaction and areas for improvement.

- **Driver Accountability:** Allow drivers to rate users based on their behaviour and interactions. Incorporate user ratings into the overall evaluation of driver performance.

- **Anonymous Reporting:** Create a feature that allows users to report problematic behaviour by other users or drivers while maintaining anonymity.

Log Improvement: Address binary user behaviour with a comprehensive log system that records conversations between users and drivers.

Feedback Mechanism for Cancellations: Create an option for users to provide detailed feedback when they cancel a ride.

Regular Feedback Loop: Establish a consistent and robust feedback loop to actively gather and act on customer feedback.

Incentives and Promotions: Implement a range of incentives and promotions to encourage users to complete their rides. Diversify payment methods and enhance user experience.

- **Review-Based Incentives:** Introduce review-based incentives for both users and drivers. Users who consistently provide detailed and constructive reviews can earn credits or discounts. Drivers who receive positive reviews should also receive additional benefits.

- **Data-Driven Offers:** Use the review data to tailor promotions. For example, offer users discounts based on the feedback they've provided. This demonstrates that you value their input and encourages them to continue sharing.

- **Performance Bonuses:** Consider performance-based bonuses for drivers who maintain high ratings. These bonuses can serve as extra motivation to provide exceptional service.

Safety Measures: Communicate safety features, including driver background checks and user verification processes.

Marketing and Awareness: Run targeted marketing campaigns and explore partnerships to expand your user base.

Database Enhancements for Reviews:

- **Add User Feedback Fields:** Expand the reviews database by adding fields that capture specific feedback categories. For example, include fields for "driver

behaviour," "cleanliness," "timeliness," etc. This structured data can be used for in-depth analysis and targeted improvements.

- **Sentiment Analysis:** Implement sentiment analysis for review text to automatically classify feedback as positive, neutral, or negative. This can help identify recurring issues and prioritise areas for improvement.
- **User and Driver Identifiers:** Ensure that reviews are linked to the correct user and driver profiles. This enhances transparency and enables the platform to address specific issues more effectively.

8. Implement A/B Testing for Major Changes

A/B testing, also known as split testing, is a method for comparing two versions of a web page or application to determine which performs better. It's a valuable tool to assess the impact of changes and to gradually roll out significant adjustments while minimising disruptions and ensuring user and driver buy-in.

Why A/B Testing?

Gradual Transition: A/B testing allows changes to be rolled out to a subset of users while keeping the current version active for others. This ensures a gradual transition and minimises the risk of sudden, disruptive changes.

Data-Driven Decision Making: A/B testing provides quantitative insights into how users and drivers react to specific changes. It helps in understanding user behaviour and preferences, which is vital for informed decision-making.

Risk Mitigation: By testing changes on a smaller scale first, it's possible to identify and address issues or unintended consequences before a full-scale implementation. This mitigates the risk of major disruptions.

User and Driver Feedback: A/B testing can be combined with user feedback collection to gather qualitative insights into user and driver sentiments about the changes.

Implementation Steps:

Identify the Changes: Clearly define the changes you intend to make, whether it's related to user onboarding, real-time notifications, incentives, or any other aspect.

Segmentation: Segment users and drivers into groups, where one group experiences the changes (Group A) while the other group continues with the existing system (Group B).

Measure and Analyze: Gather data on user and driver behaviour, user satisfaction, conversion rates, and other relevant metrics for both groups.

Iterate: Based on the data and feedback from the A/B test, iterate and refine the changes. You can make adjustments and test again if necessary.

Full Rollout: Once you are confident in the changes and have optimised them through A/B testing, implement them across the entire user and driver base.

Change Management Considerations:

Communication: Keep users and drivers informed about the A/B testing process and the changes being tested. Clear communication helps manage expectations and reduce uncertainty.

Feedback Collection: Encourage users and drivers to provide feedback during the A/B testing phase. Their input can be valuable for making adjustments.

User Training: If changes significantly impact the user experience, provide training materials or resources to help users adapt.

Monitoring and Support: Continuously monitor user and driver reactions during the A/B testing. Be prepared to provide support and address issues promptly.

Data Privacy: Ensure that any data collected during A/B testing is handled in compliance with privacy regulations.

A/B testing can be a powerful change management tool, enabling a data-driven and user-centric approach to implementing significant changes. It ensures that changes are well-received, and any challenges are identified and addressed in a controlled manner, ultimately leading to a smoother transition and better user and driver acceptance.

These comprehensive recommendations encompass key areas for improvement, ensuring user satisfaction, retention, and safety while driving platform growth and success.

Conclusion

In this comprehensive analysis, we've delved into valuable insights derived from our funnel analysis study. We've identified critical areas where the marketing team should focus their efforts, uncovering the most significant drop-off point in our user journey. Additionally, we've addressed issues related to user binary behaviour and potential anomalies that can impact the personalization of our services and offers.

The study's visual representations of User and Rides Funnel Groups have provided invaluable insights into user engagement and opportunities for improvement. The focus areas identified include the need to enhance user onboarding, implement real-time notifications, and create a seamless feedback mechanism to enhance user engagement. This includes user rewards for consistent feedback participation. Furthermore, we've

recognized the importance of platform emphasis, particularly on iOS, while also considering Android and web platforms with similar conversion rates.

Data anomalies, such as payment irregularities, require immediate attention. Implementing real-time data validation, transaction tracking, and fraud detection mechanisms can help rectify these issues and enhance data accuracy.

The data supports the implementation of a price-surging strategy during peak hours, particularly from 8-10 AM and 4-6 PM, as these hours consistently witness a substantial increase in ride requests.

User demographics, specifically age-based targeting, offer a promising avenue for tailored marketing strategies. The 35-44 age group represents the most active users, while the significant number of users who have not provided age information is an opportunity for incentivized data completion. The 25-34 age group also stands out as a relevant target audience.

Regarding user satisfaction, the combined average rating for drivers and rides completed is at 3.06%, indicating room for improvement. The establishment of a continuous feedback loop that connects user reviews and driver performance, alongside key performance indicators based on user ratings, can drive improvements in this area.

User reward programs, such as loyalty programs, personalised offers, referral programs, subscription plans, advanced features, and surprise rewards, can foster user loyalty and engagement. Similarly, driver incentives and formation programs, along with backend improvements like monitoring, feedback loops, and data-driven offers, can enhance the driver-user experience.
For enhanced safety and awareness, measures like driver background checks, user verification processes, and targeted marketing campaigns are essential. Database enhancements for reviews, including sentiment analysis and specific feedback categories, can offer deeper insights and facilitate targeted improvements.

In conclusion, these recommendations collectively offer a holistic approach to enhancing user satisfaction, improving retention, and ensuring a safe and trusted environment for all users. By addressing these key areas, we are poised for growth and success, both from a technical and non-technical perspective. It's clear that these actions are essential for ensuring the continued success and improvement of our platform, while fostering stronger relationships with our users and drivers.

Limitations & Assumptions

Preliminary Nature: The recommendations are based on initial findings, which haven't been validated in a real-world setting.

Customer Behaviour: Our analysis assumes that customer behaviour remains consistent. Any change in this could influence the effectiveness of our strategies.

Market Variability: External factors such as economic conditions, competition, and seasonal trends could significantly impact the outcomes and are not accounted for in the analysis.

Data Scope: Our analysis only considers data available up to the present. Future trends and emerging customer preferences are not included.

Resource Constraints: Implementing some recommendations might require additional resources, the availability of which has not been confirmed.

Database Limitations: The existing database lacks specific data points, such as latitude and longitude coordinates, data storage for pickup and drop-off locations, which limits the ability to create precise metrics, and provide further recommendations or suggestions. Additionally, there is a lack of logs from potential conversations occurring between drivers and users.

Data Integrity: It is assumed that the data used for this analysis is accurate and fully representative of our customer base.

Business Continuity: It is assumed that there will be no significant changes in the company's operations that might affect the execution of these recommendations.

Regulatory Stability: We assume that there will be no legislative changes affecting the ride-sharing industry in the immediate future that could impact your services.

Technical Feasibility: The report assumes that it is technically feasible to implement the recommendations within our existing operational framework.

Understanding these limitations and assumptions is crucial for setting realistic expectations and preparing for potential challenges. A mindful approach to these factors will better equip us to adapt our strategies for optimal results.

References

https://www.datacamp.com
https://cms.master.school/cms-january-2023/0204/elements-2/project-overview-funnel-analysis-mastery-project
https://cms.master.school/cms-january-2023/0204/elements-2/understanding-the-metrocar-database
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https://cms.master.school/cms-january-2023/0204/elements-2/insights-on-the-customer-funnel

https://cms.master.school/cms-january-2023/0204/elements-2/presentation-and-report-guidelines

Appendix

Github:

- https://github.com/HugoDataAnalyst/MetroCarAnalysis

SQL files:

- Chargestatusissue.sql
- Driver_rating_query.sql
- Reviewstotalusdrides.sql
- Funneldaily.sql
- Funneldailyuserid.sql
- Funnelnoage.sql
- Funnelmetrocar.sql

DATA files:

- Funneldatadaily1.csv
- Funneldatadaily2.csv
- Funneldatadaily3.csv
- Funneldatadaily4.csv
- Funneldatadaily5.csv
- Funneldatadaily6.csv
- Funneldatadaily7.csv
- Funneldatadaily8.csv
- Funneldatadaily9.csv
- Funneldatadaily10.csv
- Funneldatadaily11.csv
- Funneldatadaily12.csv
- Funneldatadaily13.csv
- Fulldatadaily.csv
- Funneldatawithdailydates.csv
- Funnelnoage.csv
- Funnelwithage.csv
- Chargestatistics.csv
- Driver_declines.csv
- Driver_rating_distribution1.csv
- Driver_rating_distribution2.csv
- Driver_rating_distribution3.csv
- Minridesperuser.csv
- Surge_pricing.csv
- User_declines.csv
- User_rides_stats.csv
- unique_driver_ratings.csv

Jupyter Python file:

- metrocargraphics.ipynb

Interactive Html Images:

- Interactive_binary_users.html
- Interactive_charge_rides_reviews.html
- Interactive_charge_totalusd.html
- Interactive_charge_users_drivers.html
- Interactive_completed_age_platform.html
- Interactive_completed_ratings.html
- Interactive_completed_reviews_daily.html
- Interactive_completed_usd.html
- Interactive_completed_usd_daily.html
- Interactive_download_platform.html
- Interactive_minridesperuser.html
- Interactive_ride_requests.html
- Interactive_rides_cancellations.html
- Interactive_rides_funnel.html
- Interactive_signups.html
- Interactive_signups_daily.html
- Interactive_surge_pricing.html
- Interactive_usd_drivers.html
- Interactive_usd_users.html
- Interactive_users_by_rides_completed.html
- Interactive_users_by_rides_requested.html
- Interactive_users_funnel.html
- Interactive_drivers_rating.html