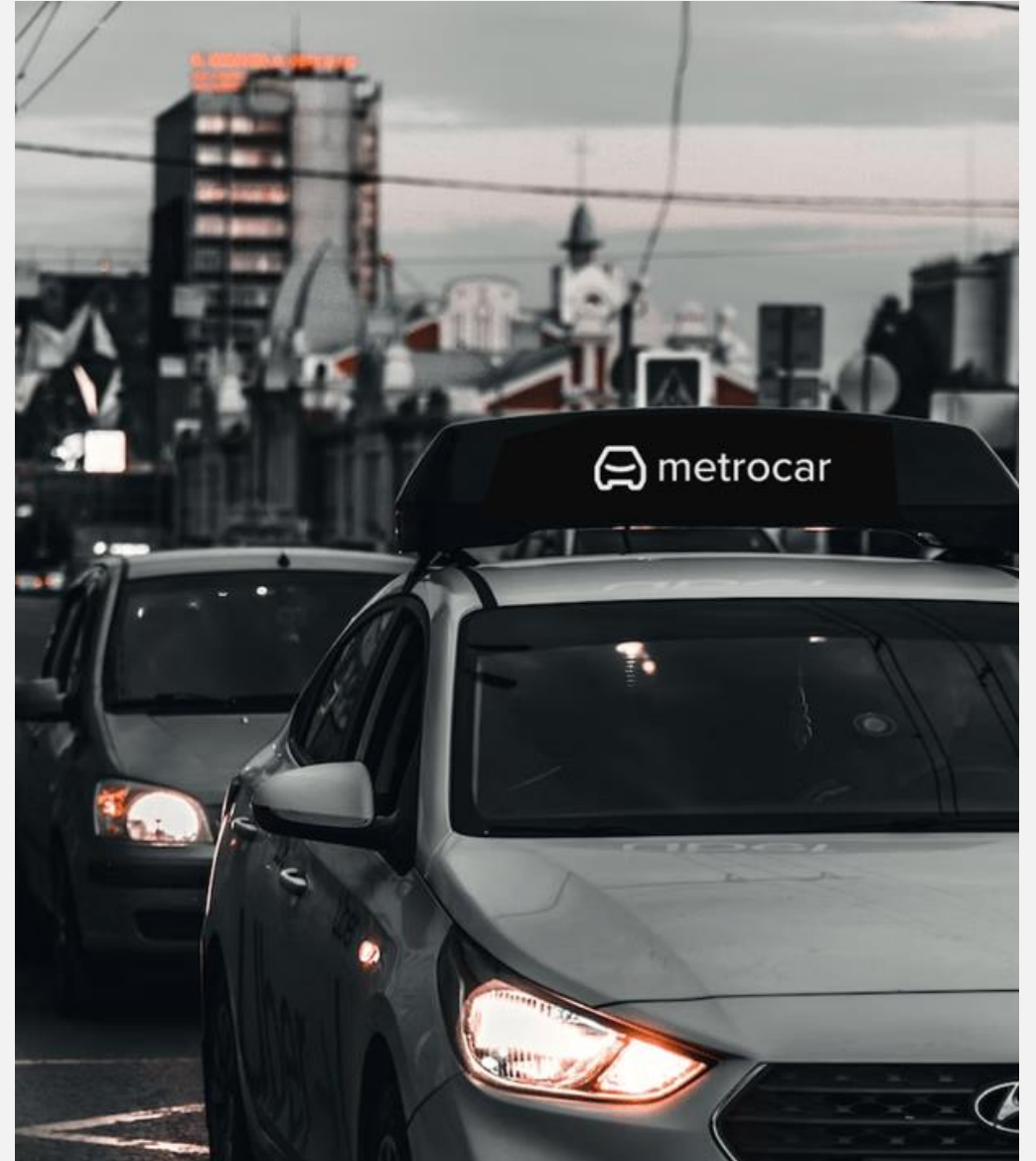


# Metrocar Funnel Analysis

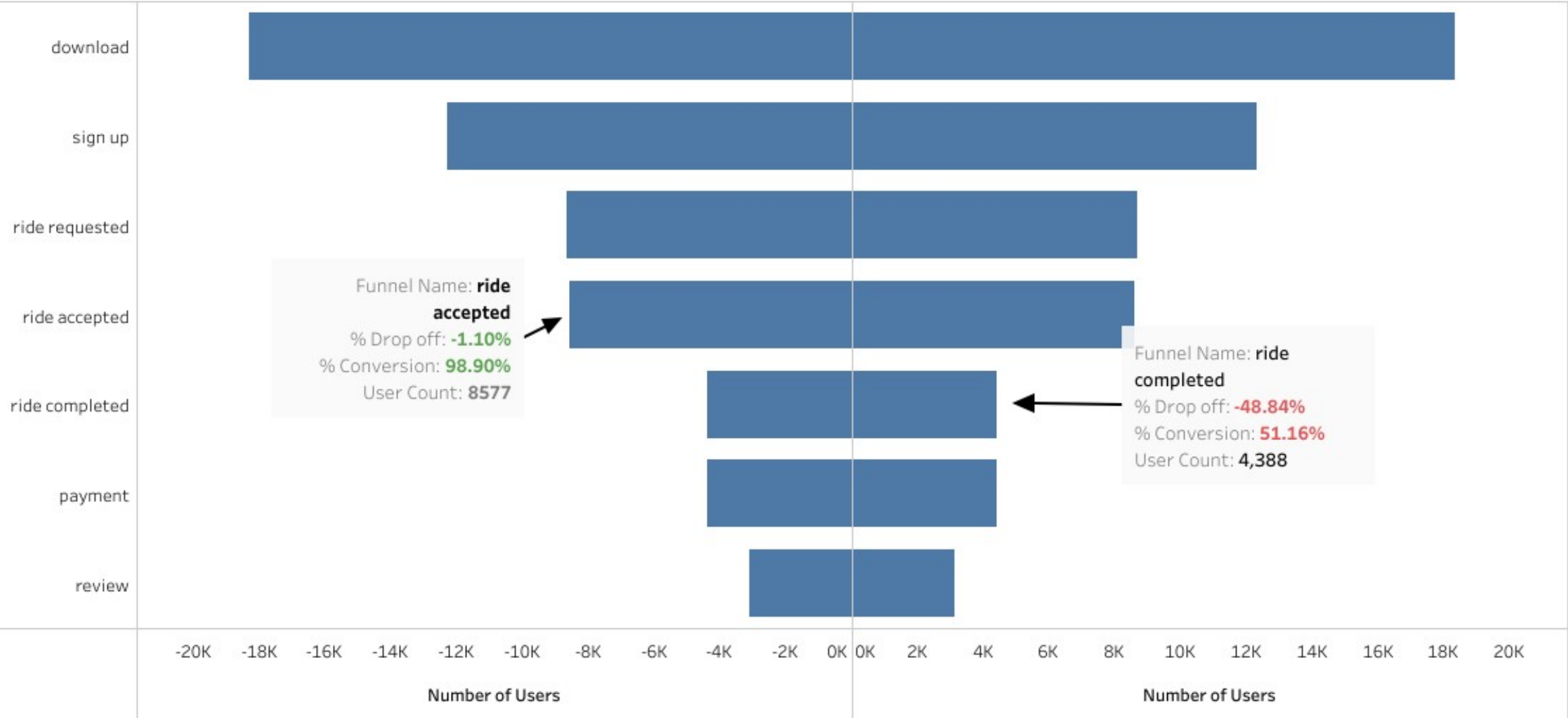
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# KEY RESULTS

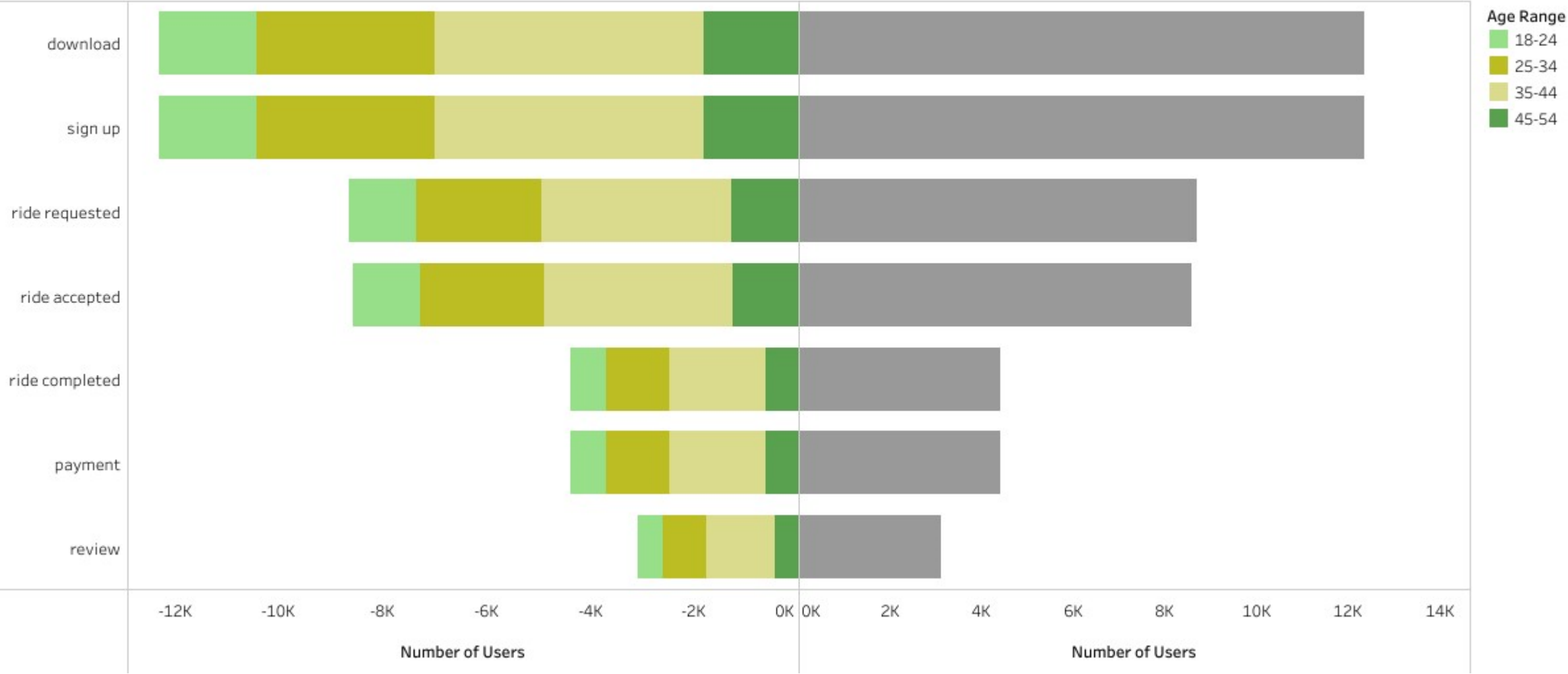
User Funnel



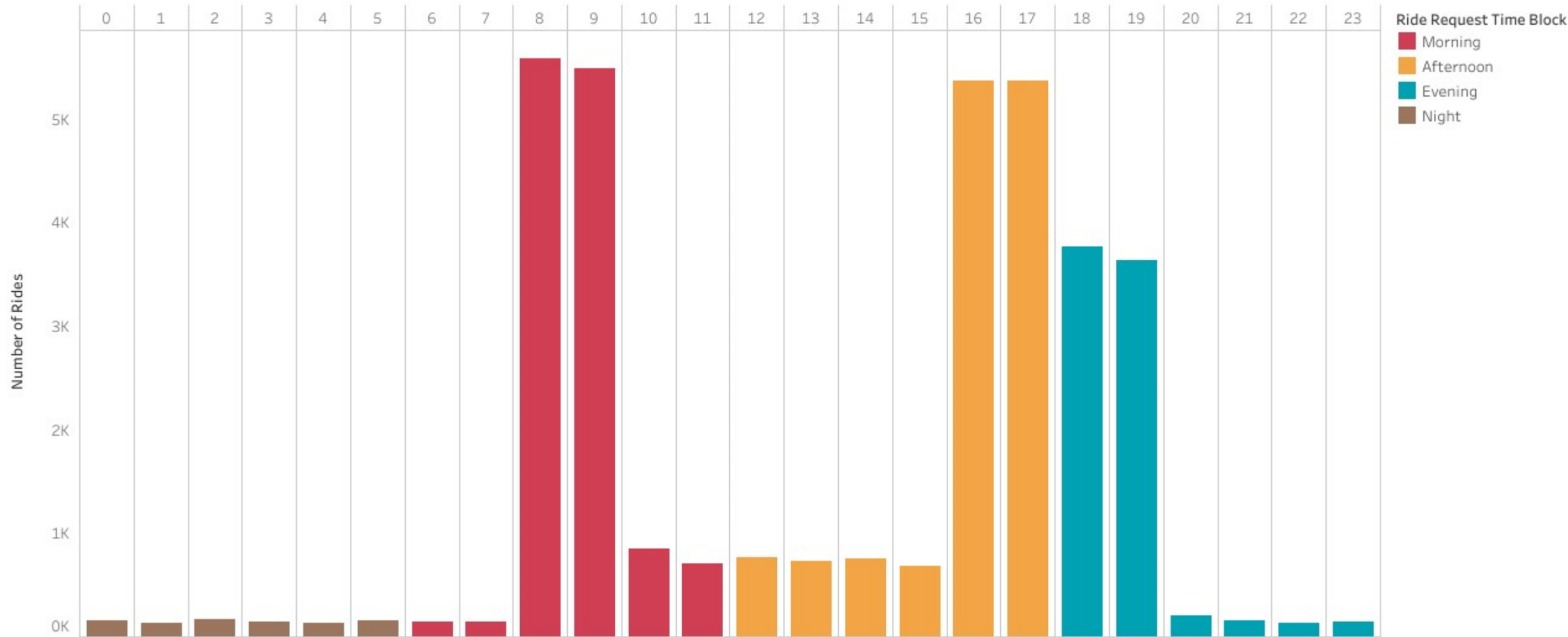
# Users By Platform



Users By Age



24hour Ride Data



# KEY DEDUCTIONS



- Approximately 49% of accepted rides were not completed
- 90% of users collectively interact with metrocar's platform via ios and android
- Age groups 25-34 (28%) & 35-44 (42%) represent 70% of the user sample and performed best
- Highest ride requests occur in mornings, 8-10am; afternoons, 4-6pm; evenings, 6-8pm
- Ride completion has a 51% conversion rate, the lowest

# RECOMMENDATIONS

- The focus of research should be on the ride completion step
- More marketing should be targeted at ios and android users since they collectively make up 90% of users
- Age range 25-34 and 35-44 represent the target market
- Surge pricing should be applied in the mornings, 8-10am; afternoons, 4-6pm; evenings, 6-8pm

END