

Funnel Analysis- Metrocar	User and Rides Distributions	Users Conversion Rate & Drop-off Rate	Rides Conversion Rate & Drop-off Rate	Conclusions & Recommendations
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Funnel Analytics-MetroCar Rental Services



Metrocar-Funnel Analysis

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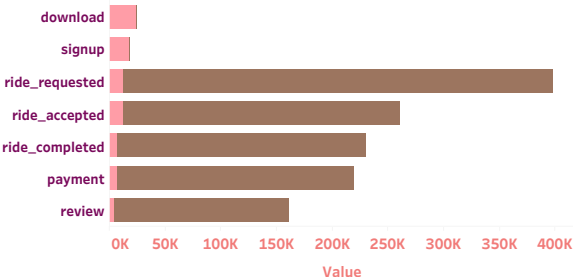
Total Users and Rides Count in each Step of the Funnel

AllDate

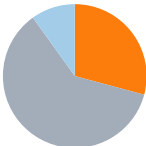
AllAge Range

AllPlatform

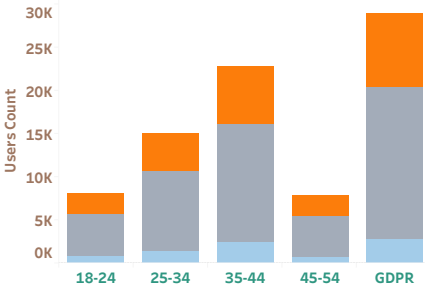
Users & Rides Count



Rides per Platform



User per Age Range per Platform



Metrocar-Funnel Analysis

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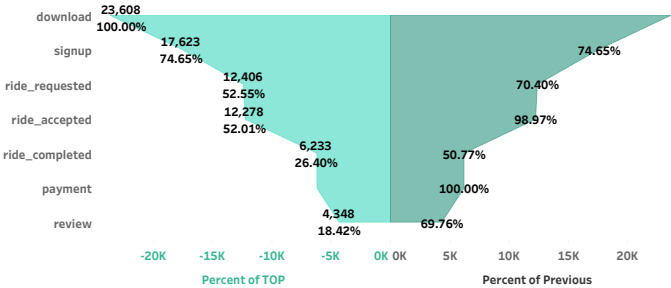
User Funnel Analysis with respect to conversion rate & drop off rate

All Date

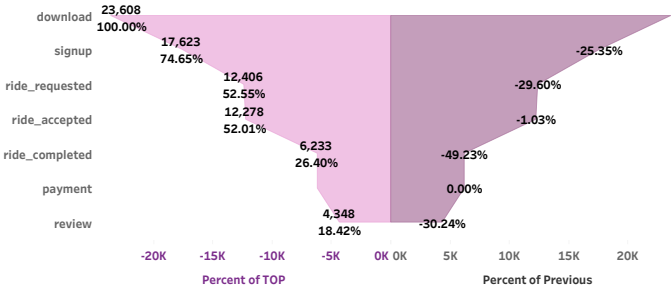
All Age Range

All Platform

Funnel Analysis of Users Conversion Rate



Funnel Analysis of Users drop-off Rate



Metrocar-Funnel Analysis

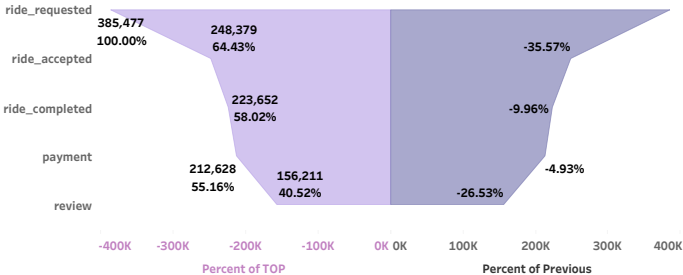
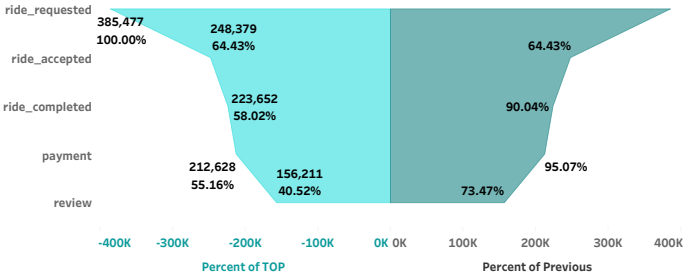
Funnel Analysis- Metrocar	User and Rides Distributions	Users Conversion Rate & Drop-off Rate	Rides Conversion Rate & Drop-off Rate	Conclusions & Recommendations
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Rides Funnel Analysis with respect to Conversion rate & Drop-off rate

All Date All Age Range All Platform

Funnel Analysis of Rides Conversion Rate

Funnel Analysis of Rides drop-off Rate



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Insights & Recommendations

Recommendations:

- 1. Identify and address any significant drop-offs in the funnel steps. Optimize the user experience, onboarding process, or messaging to improve conversion rates.
- 2. Focus on improving the payment process to increase the number of users completing payments. Streamline the payment flow, provide clear instructions, and address any trust or security concerns.
- 3. Encourage users to leave reviews by implementing incentives, making the review submission process seamless, and actively seeking user feedback.
- 4. Analyze the funnel metrics based on different platforms and age ranges to identify variations in user behavior. Tailor your marketing, messaging, and product features to target specific segments effectively.
- 5. Continuously monitor and track funnel metrics over time to identify trends, spot areas of improvement, and measure the impact of any optimizations or changes made to your platform.