

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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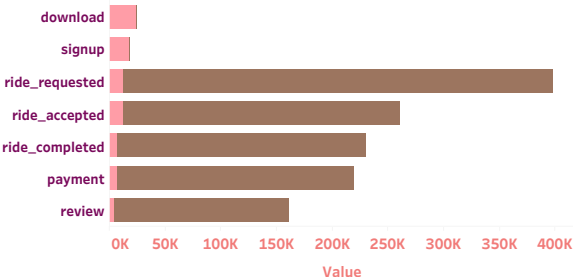
Total Users and Rides Count in each Step of the Funnel

AllDate

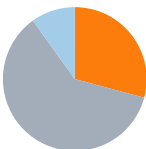
AllAge Range

AllPlatform

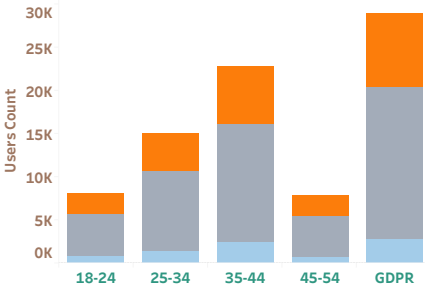
Users & Rides Count



Rides per Platform



User per Age Range per Platform



Metrocar-Funnel Analysis

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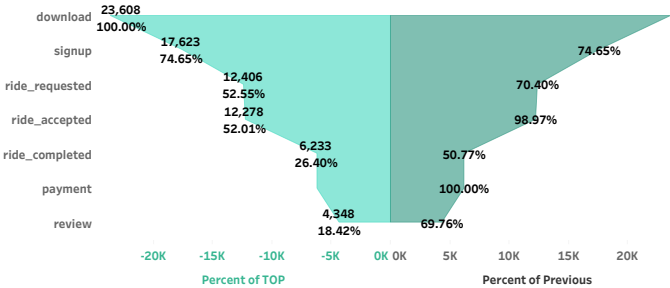
User Funnel Analysis with respect to conversion rate & drop off rate

All Date

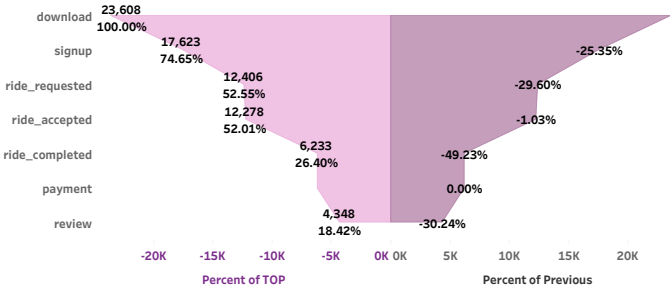
All Age Range

All Platform

Funnel Analysis of Users Conversion Rate



Funnel Analysis of Users drop-off Rate



Metrocar-Funnel Analysis

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Rides Funnel Analysis with respect to Conversion rate & Drop-off rate

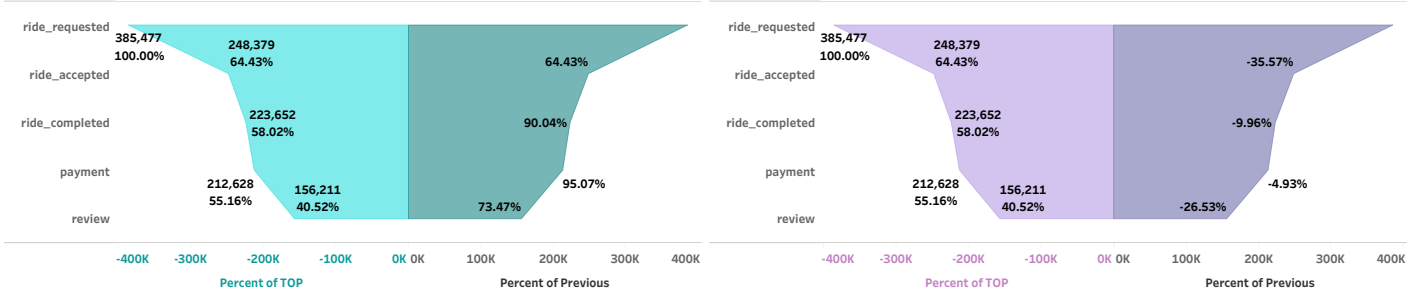
All  
Date

All  
Age Range

All  
Platform

Funnel Analysis of Rides Conversion Rate

Funnel Analysis of Rides drop-off Rate



## Metrocar-Funnel Analysis

Funnel Analysis-  
Metrocar

User and Rides  
Distributions

Users Conversion  
Rate & Drop-off Rate

Rides Conversion  
Rate & Drop-off Rate

Conclusions &  
Recommendations

### Conclusions & 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.