

MetroCar

Funnel Analysis





Overview



Why?





6 Stages

Download

Signup

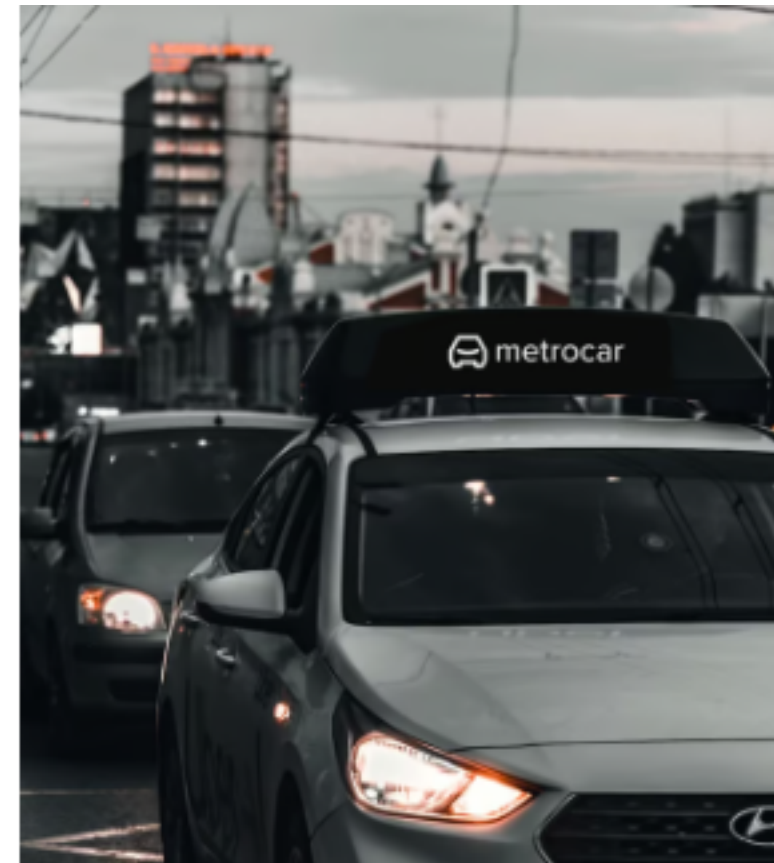
Ride Request

Ride Accepted

Ride completed

Payment

Review





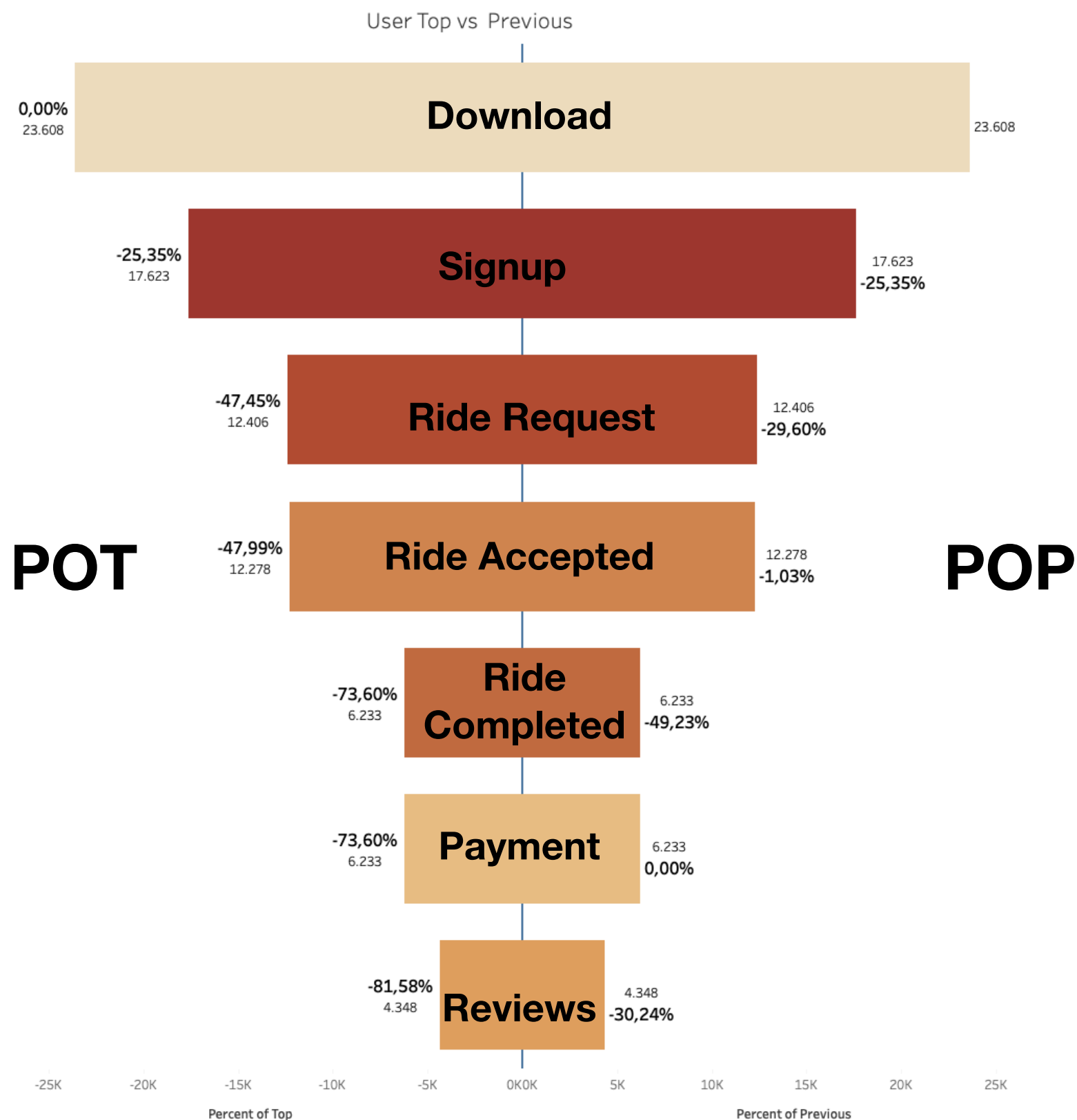
Metrics

**Percentage of Previous
Percentage of Top**



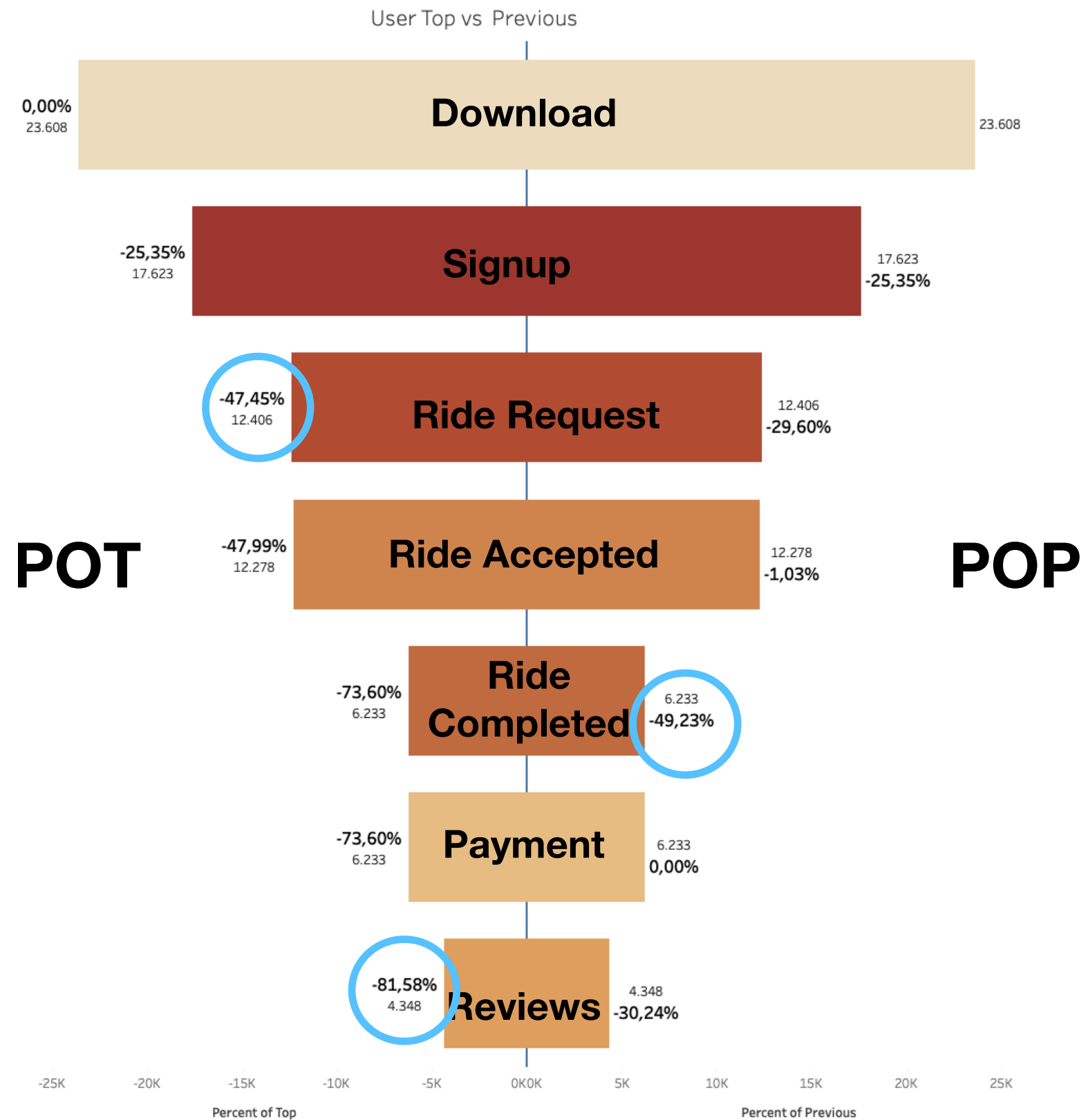


Funnel



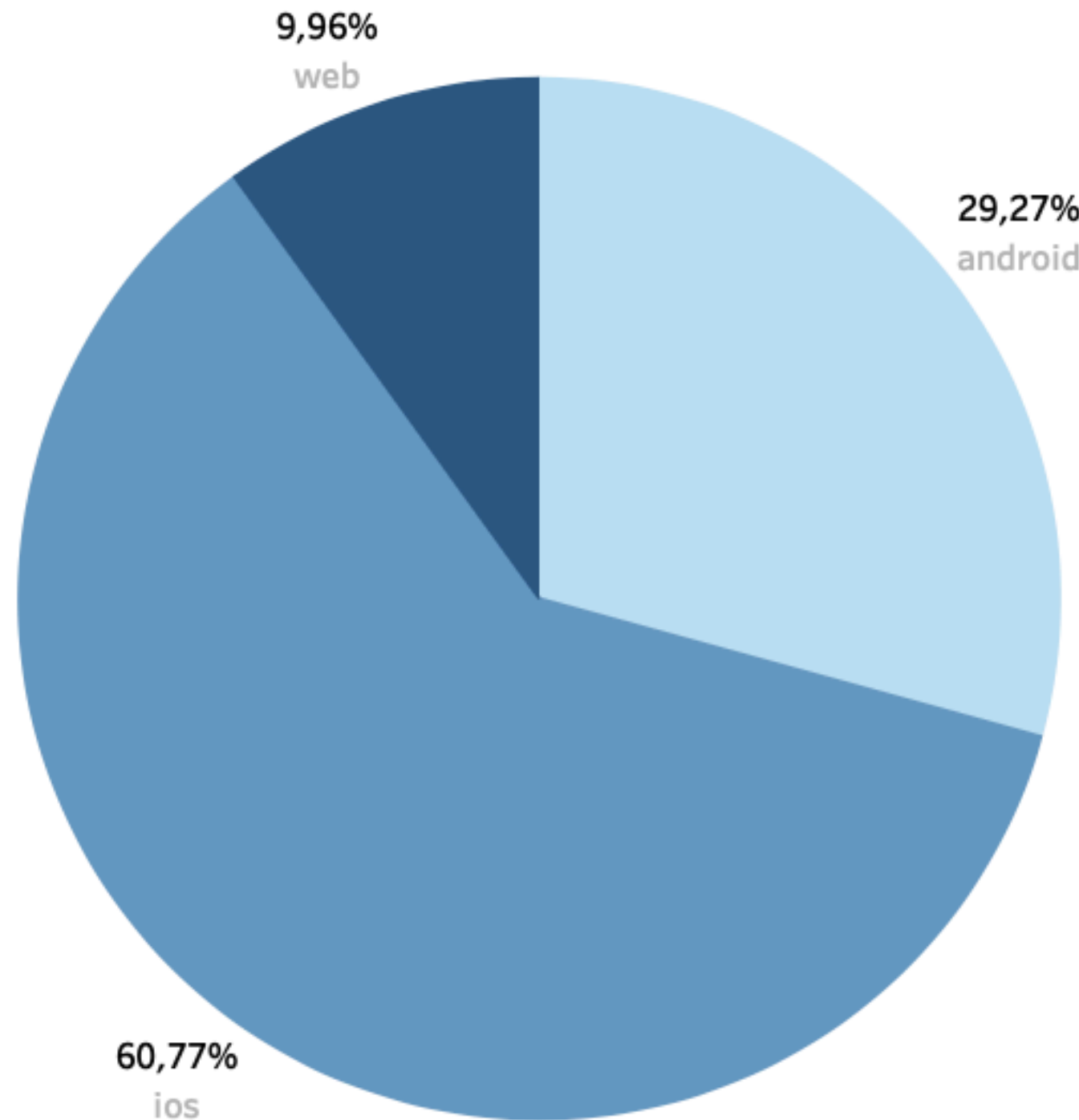


Funnel



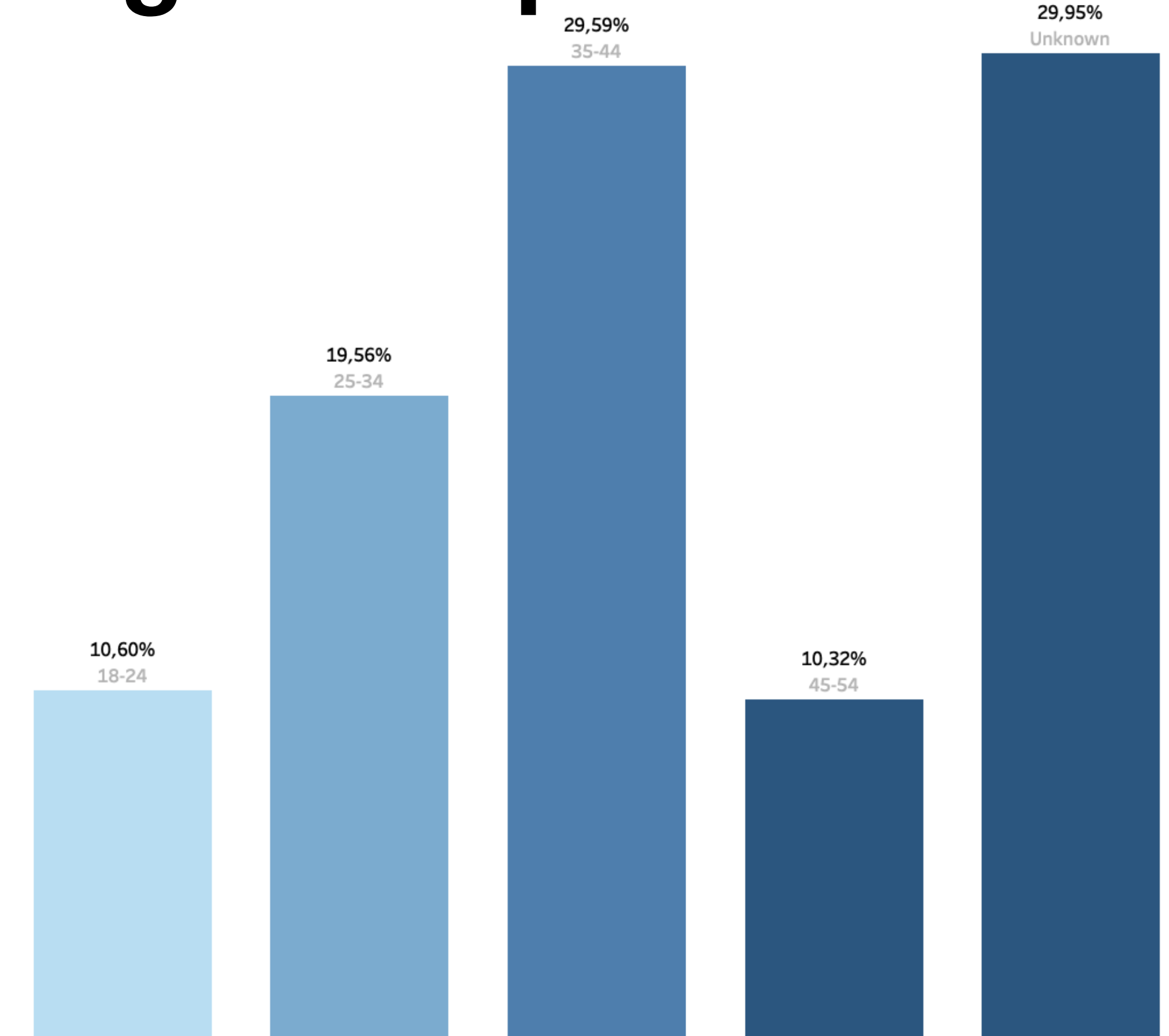


IOS, Android, Desktop?



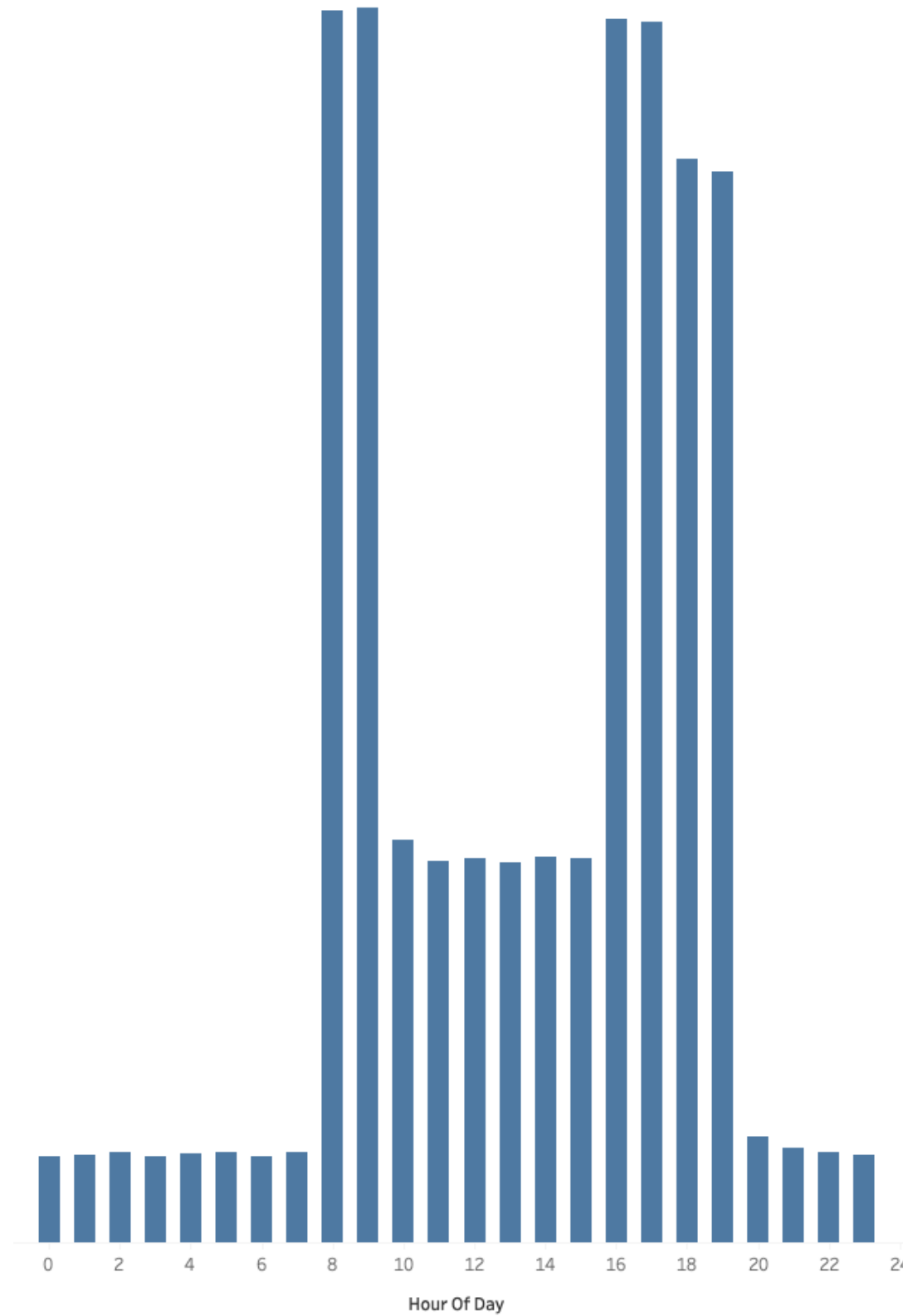


Age Group





Request Time





Recommendations

Enhancing Customer Experience

Simplifying Sign up + Ride Request

Real Time Customer support



Recommendations

Enhancing Customer Experience

Simplifying Sign up + Ride Request

Real Time Customer support

Platform A B Testing

Specific Marketing Strategies

For age group, platform usage and Surge Pricing



Recommendations

Enhancing Customer Experience

Simplifying Sign up + Ride Request

Real Time Customer support

Platform A B Testing

Specific Marketing Strategies

For age group, platform usage and Surge Pricing

Automatic customer reminder

Gamificacion Elements

MetroCar QUESTIONS?

