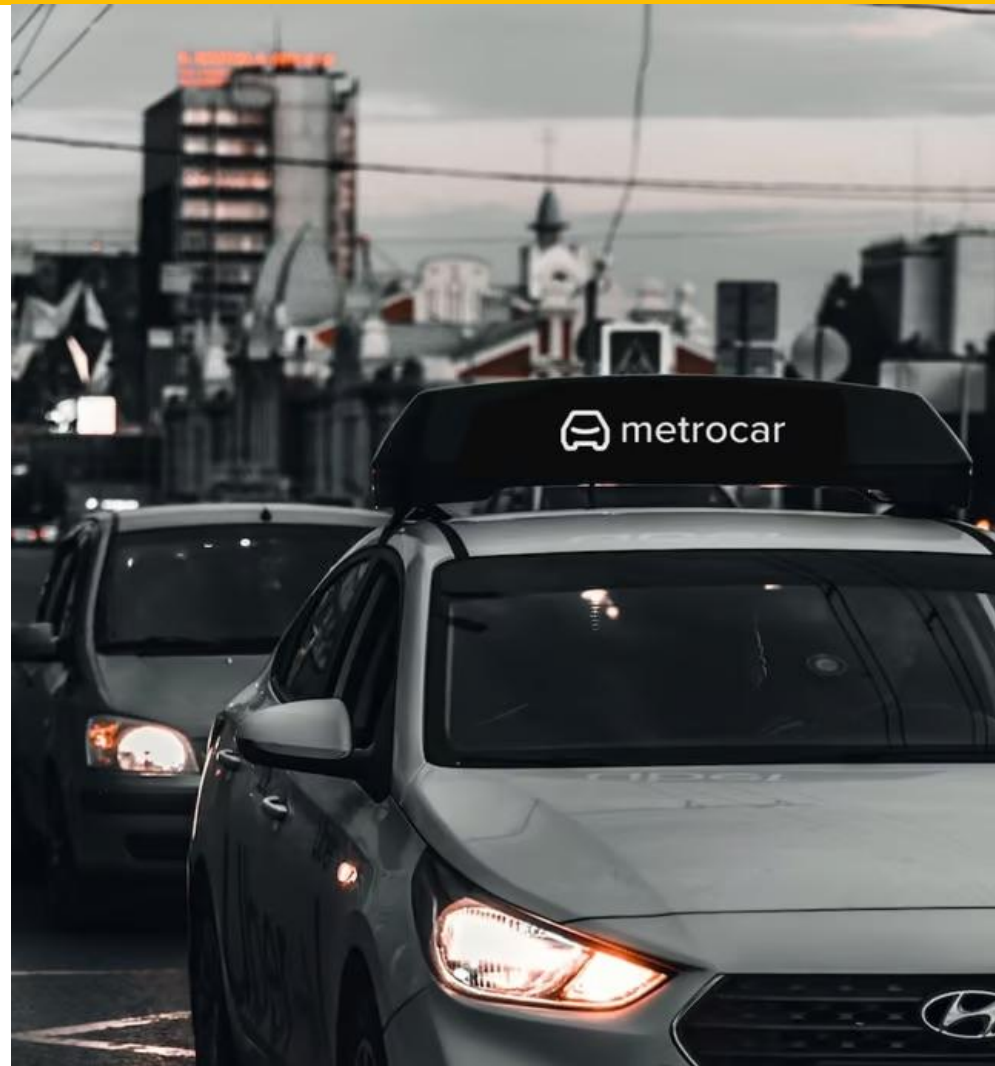


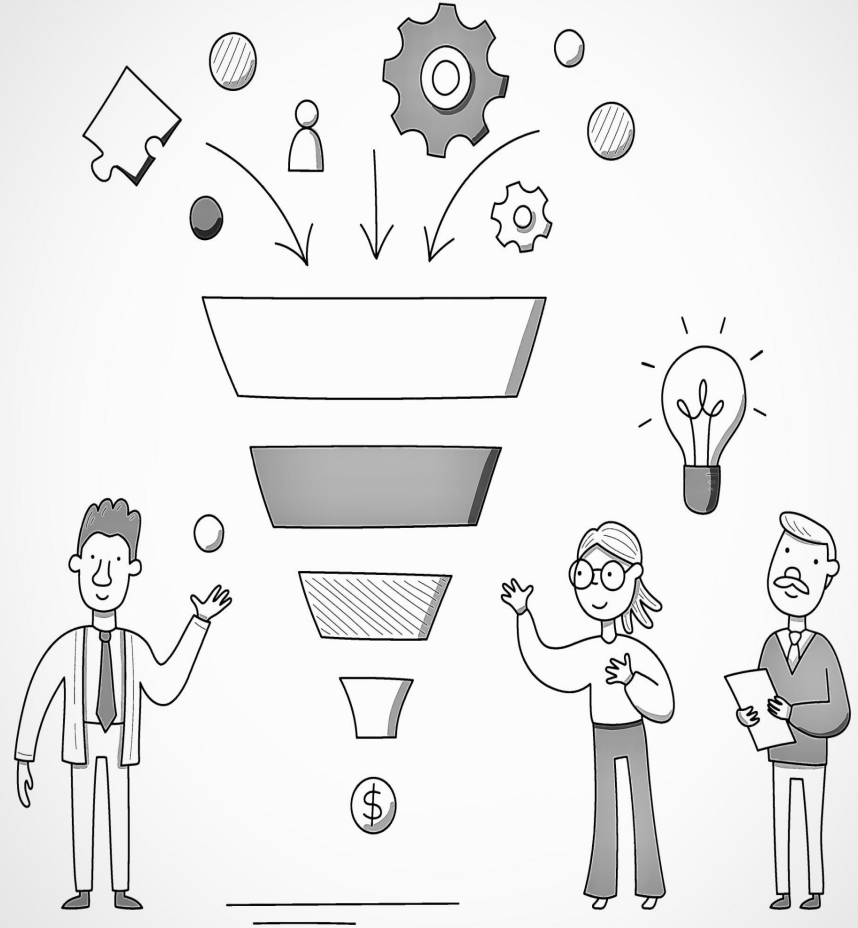
Metrocar Funnel Analysis

**A mastery project presented
by Vincent Opoku**

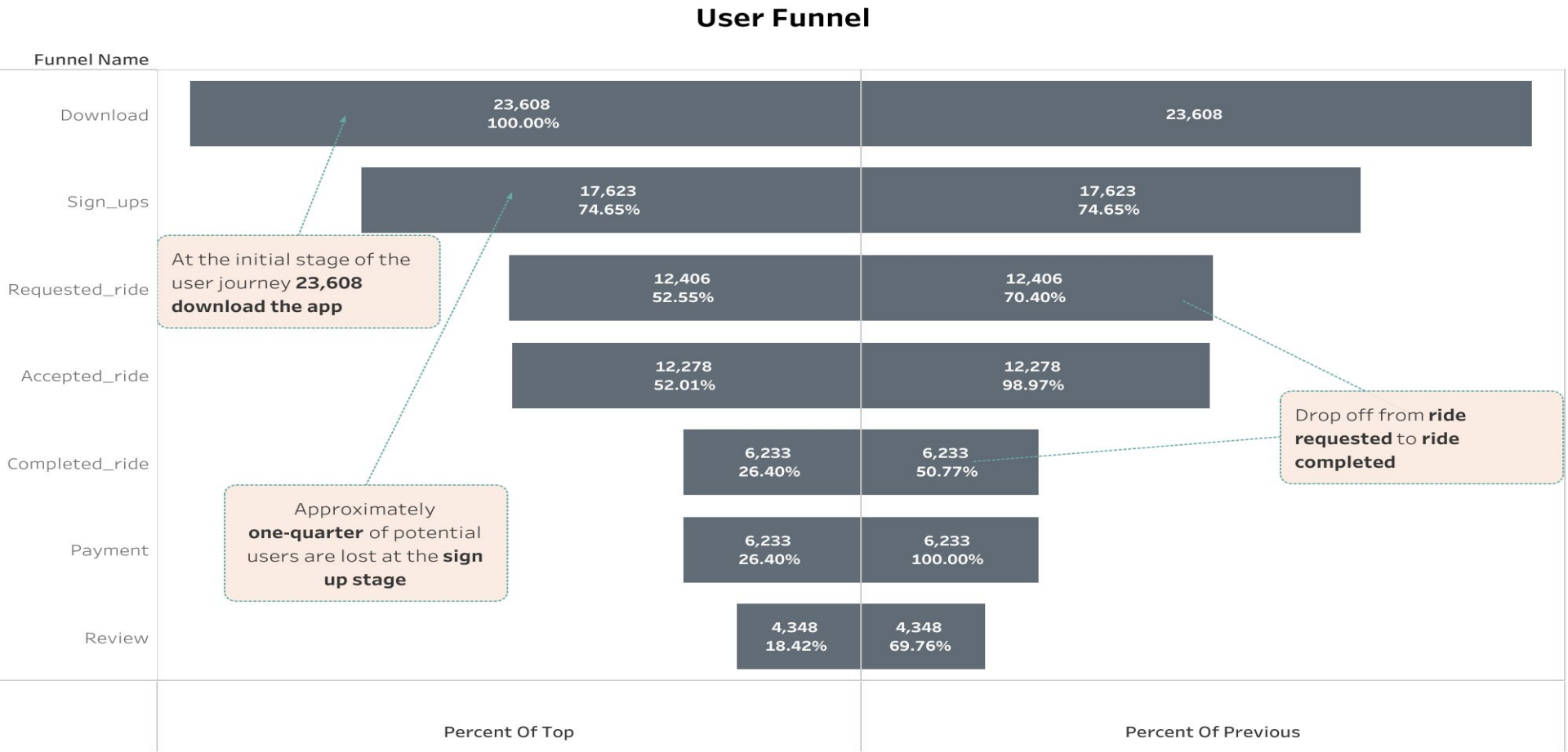


Introduction

- A brief overview of what a customer funnel is.
- Key Findings
- Recommendations



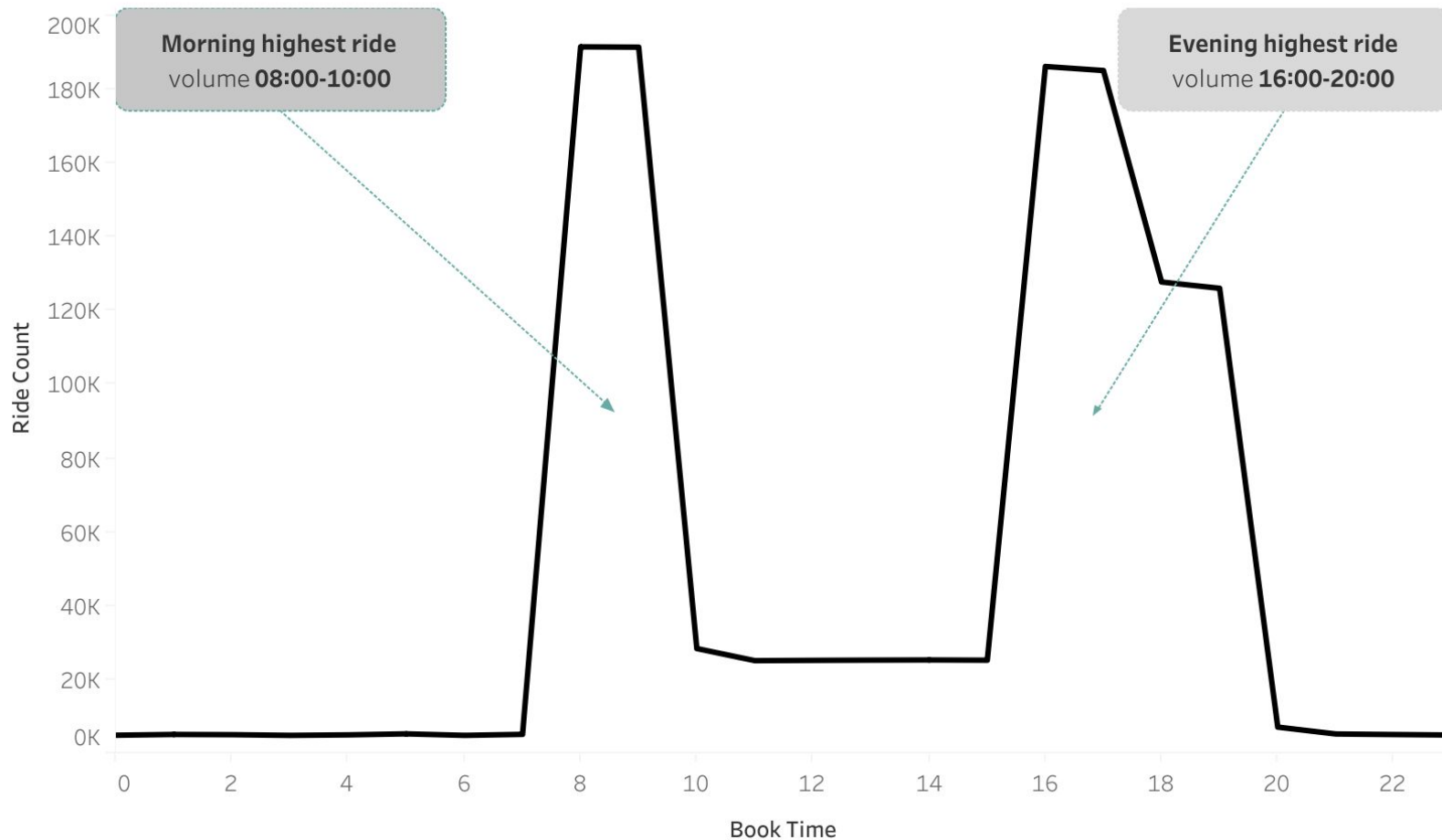
Less than **75%** of the customers that downloaded the app did so to sign up for the services, out of the **23,608** who did so.



Key Findings

- Many people download but don't sign up
- Most active user group: **35-44** age range.
- Users of **iPhones** and **Android** phones are equally likely to finish their payments using our app.
- We tend to lose most customers after they've **accepted a ride** but before it's **completed**.
- Ride request were highest between **08:00** to **10:00** and **16:00** and **20:00** hrs.
- Both during peak and off-peak hours, **positive** reviews seem to be more common than **negative** ones.
nonetheless, **null ratings** have gone up substantially.

Surge Pricing Analysis: Peak Times and Ride Counts



Comparison of Review Ratings During Off-Peak and Peak Periods



Recommendations

- Optimise the **sign-Up** process
- Offer age-targeted deals.
- We should make sure our app works flawlessly on **iOS and Android** to keep both group happy.
- Focusing on stages such as **ride completion** where we lose users.
- Implement **Surge Pricing** during Peak Hours in the **Morning and Evening**.
- Implement targeted initiatives to encourage user participation in the review process.

Thank You!