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BYSINESS  
ANALYSIS

METROCAR

PRESENTED BY KARYNA AVETISOVA



METROCAR

# MEET OUR TEAM



Karyna Avetisova

# METROCAR

# ABOUT US

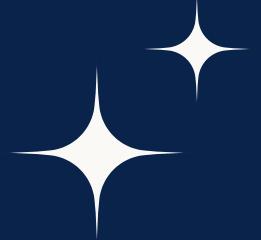
Metrocar is a car-hailing platform that allows users to download the app, register, call a car, take a trip, pay for it, and leave a review. Our company is a leader in the taxi services market. Our fleet includes more than 500 cars of different classes, including premium cars, remaining accessible to all categories of customers.



# TOPIC

The purpose of the analysis: to investigate why many users do not reach the first completed trip, how to optimize the user experience and improve conversion at each stage.

The task is to conduct a complete analysis of the user funnel, find out where and why users are lost, and propose specific actions to improve the product, marketing, and customer experience.



①

Analyzing the data

②

Building dashboards

③

Summing up and developing recommendations



# PROJECT GOALS

- ① Build a user funnel and find drop-off points
- ② Analyze platform performance
- ③ Evaluate user age groups

# GENERAL ANALYSIS

## Загальний аналіз активності користувачів METROCAR

Загальна кількість замовень

**385 ТЫС.**

К-ть скасованих замовень

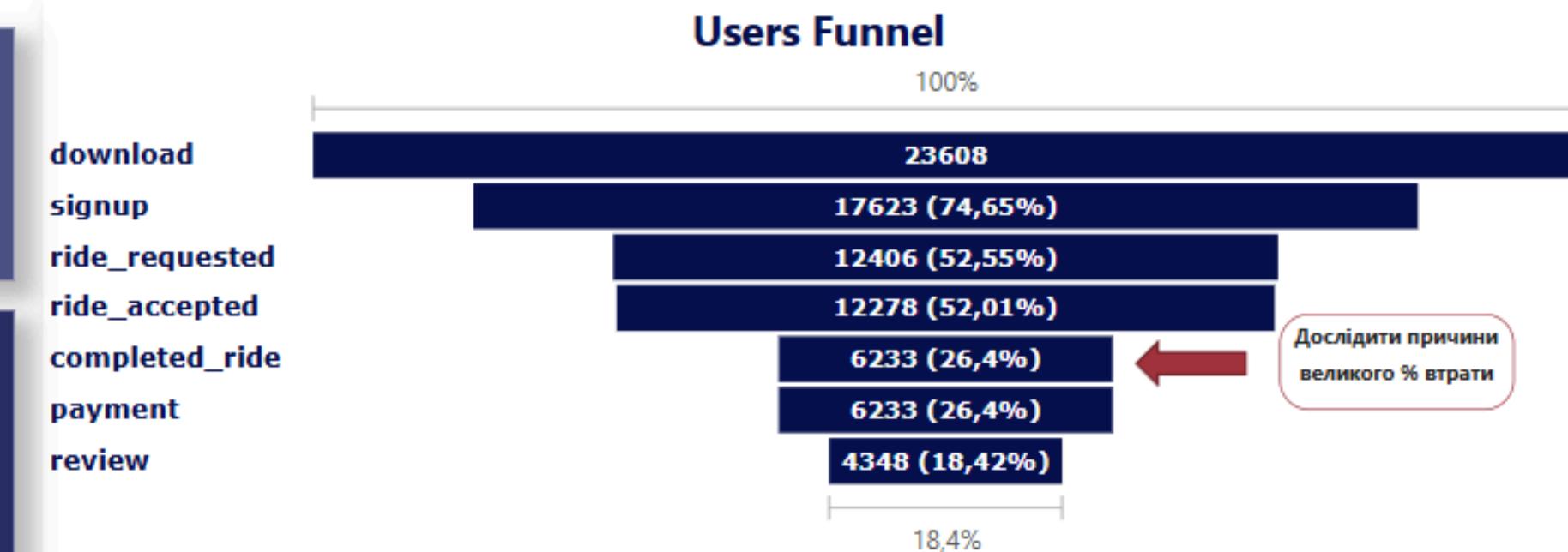
**162 ТЫС.**

К-ть успішно виконаних замовень

**224 ТЫС.**

Загальний дохід

**\$4,25 МЛН**



### Rides Funnel

100%

ride\_requested

385,48 тыс.

ride\_accepted

248,38 тыс. (64,43%)

completed\_ride

223,65 тыс. (58,02%)

payment

212,63 тыс. (55,16%)

review

156,21 тыс. (40,52%)

40,5%

### % втрати користувачів

StageName	lost_percent
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download

-

25,35 %

signup

-

29,60 %

ride\_requested

-

1,03 %

ride\_accepted

-

49,23 %

completed\_ride

-

0,00 %

payment

-

30,24 %

review

### Середня вартість поїздки

**\$20,01**

### Середня оцінка поїздки

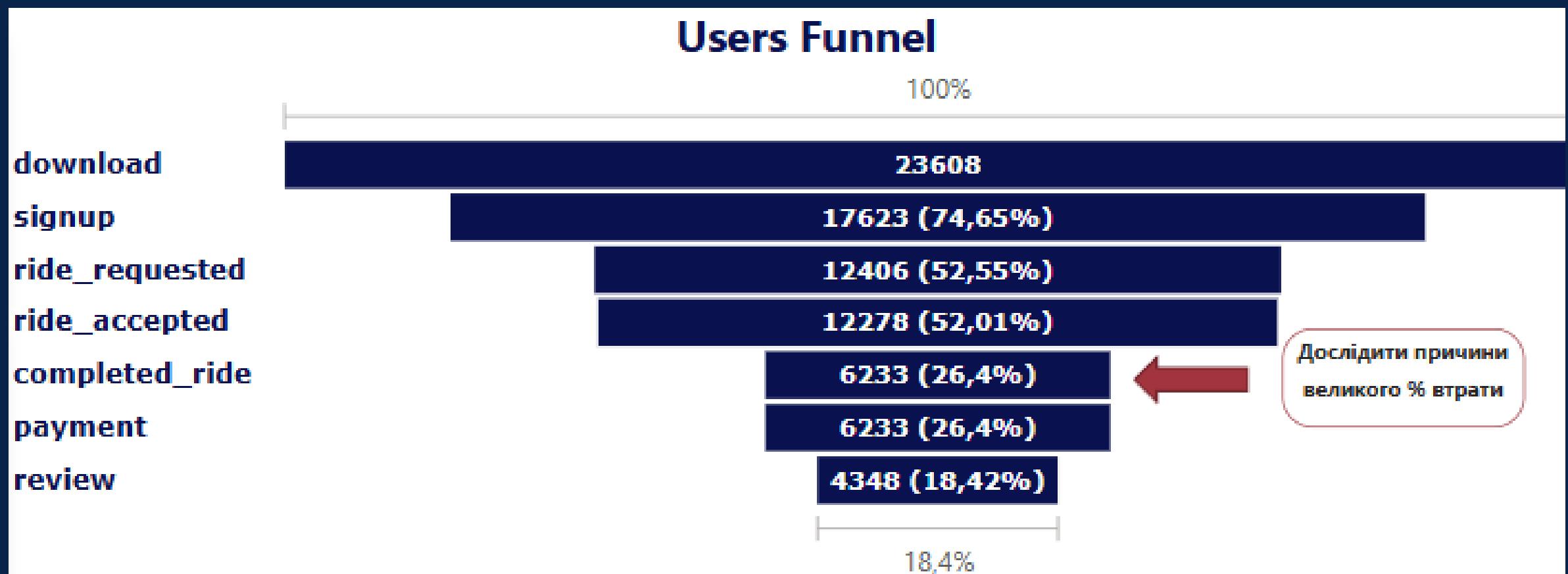
**3,06**

### Середня тривалість поїздки (хв)

**35,31**

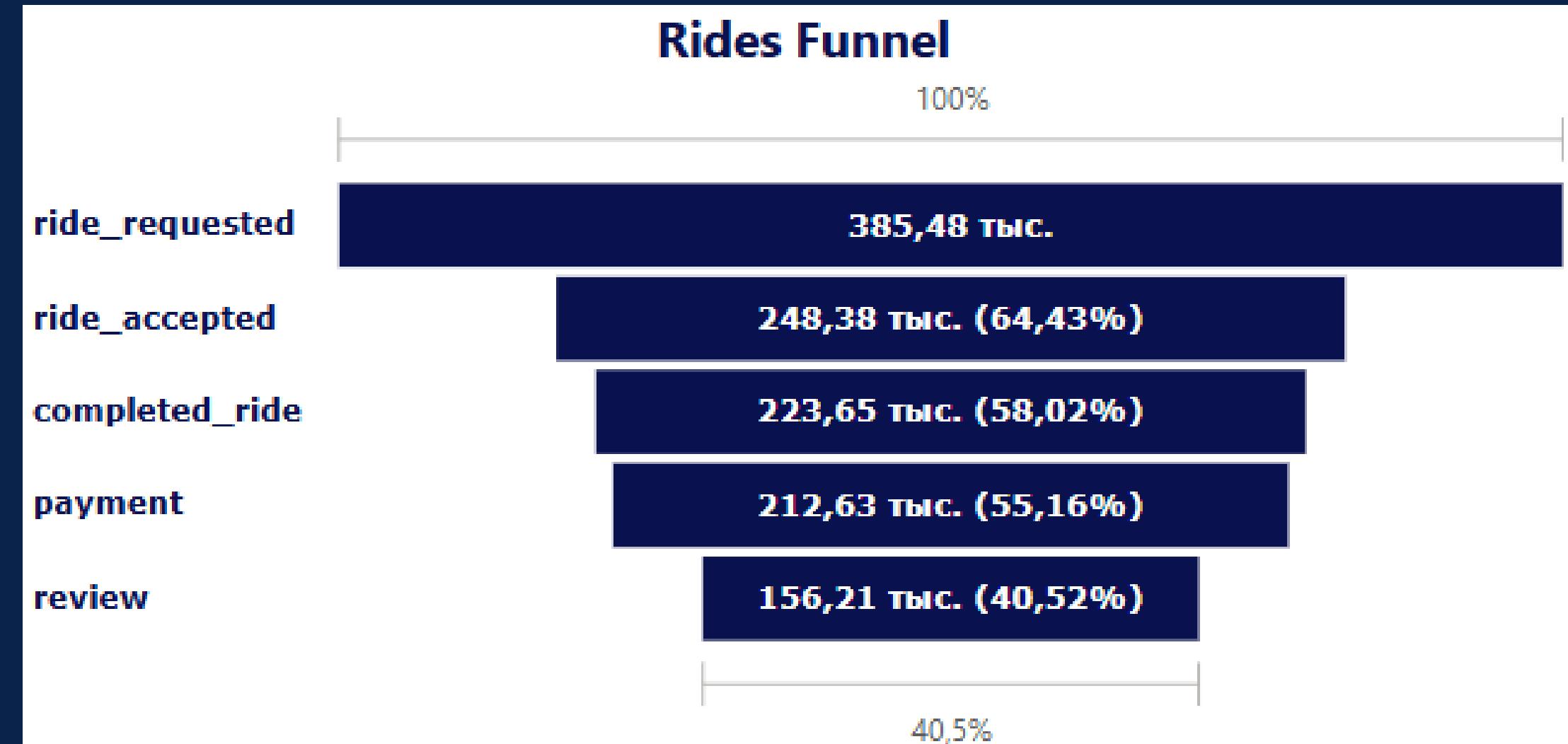
# METROCAR

## BUILDING A USER FUNNEL



- High user drop-off after registration: Only 52.5% of registered users request a ride.
- Significant drop before ride completion: Just 26.4% of users who requested a ride completed it.
- Main loss occurs between ride request and ride completion. This is a critical drop-off point and requires investigation.

# RIDES FUNNEL



- From 385K ride requests, only 223K are completed (58%).
- Cancellation rate is high: Over 162K rides cancelled (~42%).
- Conversion from ride request to payment is 55%, suggesting friction before or after ride ends.
- Drop-off points are during ride acceptance and actual completion. Optimizing driver availability or wait times could help.

# METROCAR

# FINDING DROP-OFF POINTS

1

High drop-off after signup ( ↓ 47%)

Hypothesis: Onboarding friction — users are unsure of how to request their first ride or are overwhelmed with options.

**Recommendation:**

- Implement a streamlined onboarding guide (interactive tutorial / first-time user promo).
- Test simplified UI with fewer steps to request a ride.

2

Sharp drop from ride\_requested to ride\_completed ( ↓ 74%)

Hypothesis: Users cancel if ETA exceeds their tolerance threshold (~12 mins ).

**Recommendation:**

- Optimize driver dispatch algorithms to minimize ETAs.
- Add real-time ETA transparency with driver confidence score or surge awareness.

3

Low post-ride engagement (review rate ↓ to 70% from completed rides)

Hypothesis: No incentive or reminder to leave reviews; users may not understand its value.

**Recommendation:**

- Introduce gamified feedback system (e.g., badges or promo credits for reviews).
- Trigger personalized review requests after ride completion with one-tap rating option.

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# HYPOTHESES BEHIND KEY DROP-OFF POINTS

**Insight:**

Cancellations peak around 12–15 min wait time, especially mid-week and during commute hours.

**Hypothesis:**

Supply-demand mismatch and poor driver scheduling on weekdays.

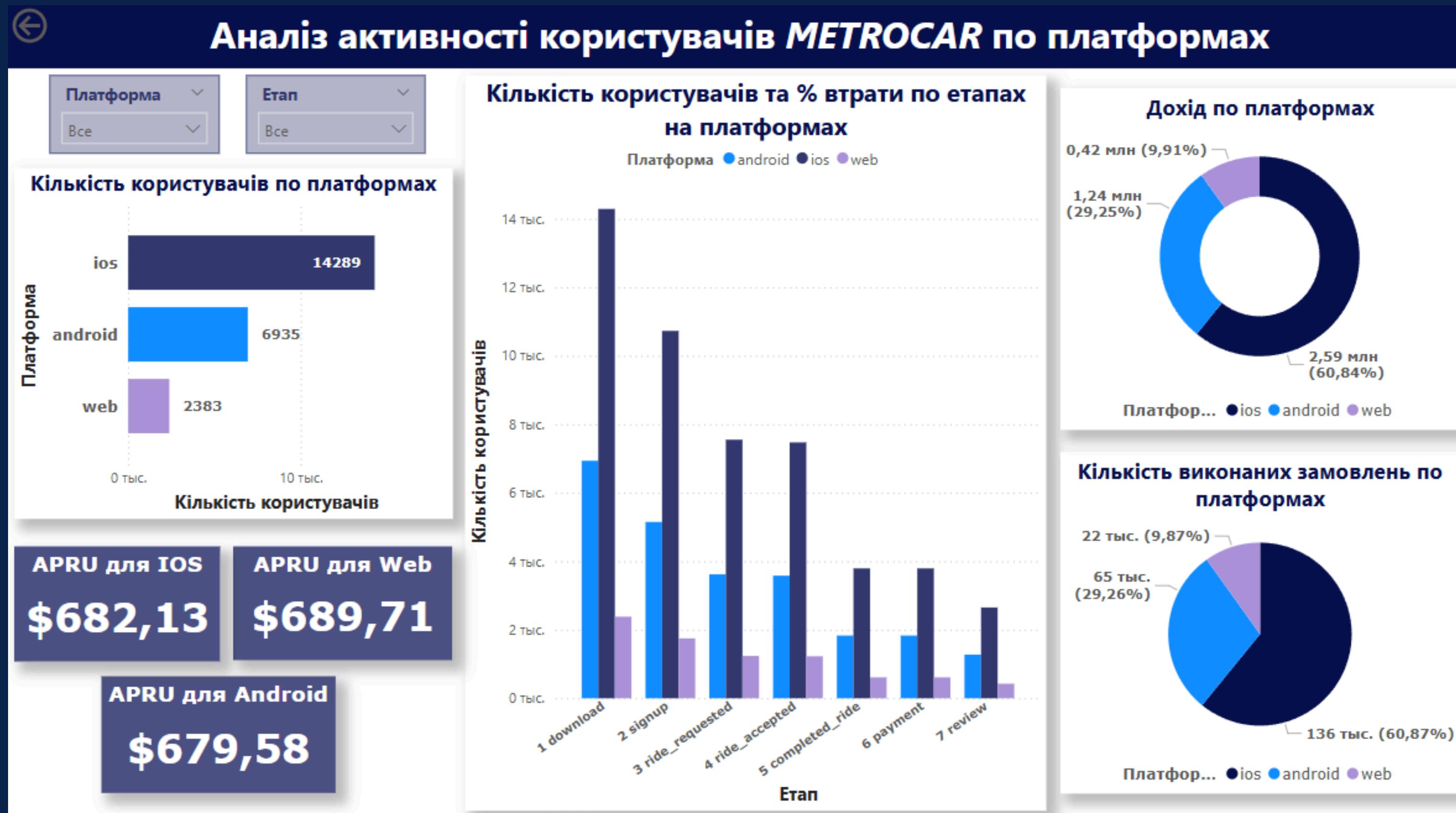
**Recommendation:**

Predict high-demand time slots by location using historical patterns.

Launch dynamic driver incentive program for coverage during gaps.

Provide users with in-app alternatives (e.g., ETA for nearby cabs, or rebooking suggestions) before they cancel.

# PLATFORM PERFORMANCE



# CONVERSION FUNNEL PERFORMANCE

The funnel shows significant drop-offs across all platforms, but there are some clear trends:

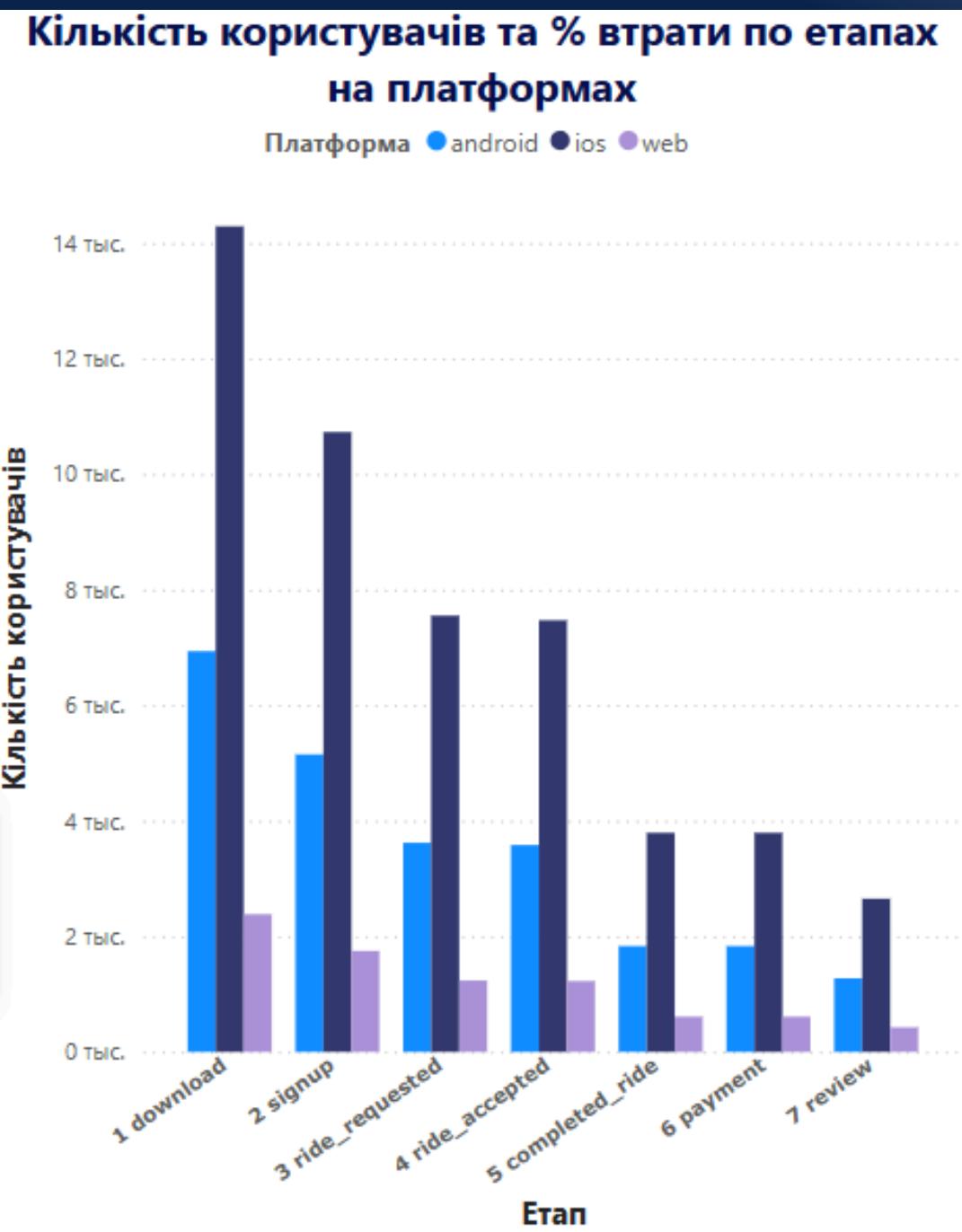
- iOS has the highest initial user volume and maintains relatively high conversion rates across most steps.
- Android shows similar drop-off patterns but has a lower starting volume, which affects absolute numbers.
- Web starts with the lowest user base and also has the lowest conversion, especially in later stages – signaling weak engagement and retention.

## Trip Volume vs User Engagement

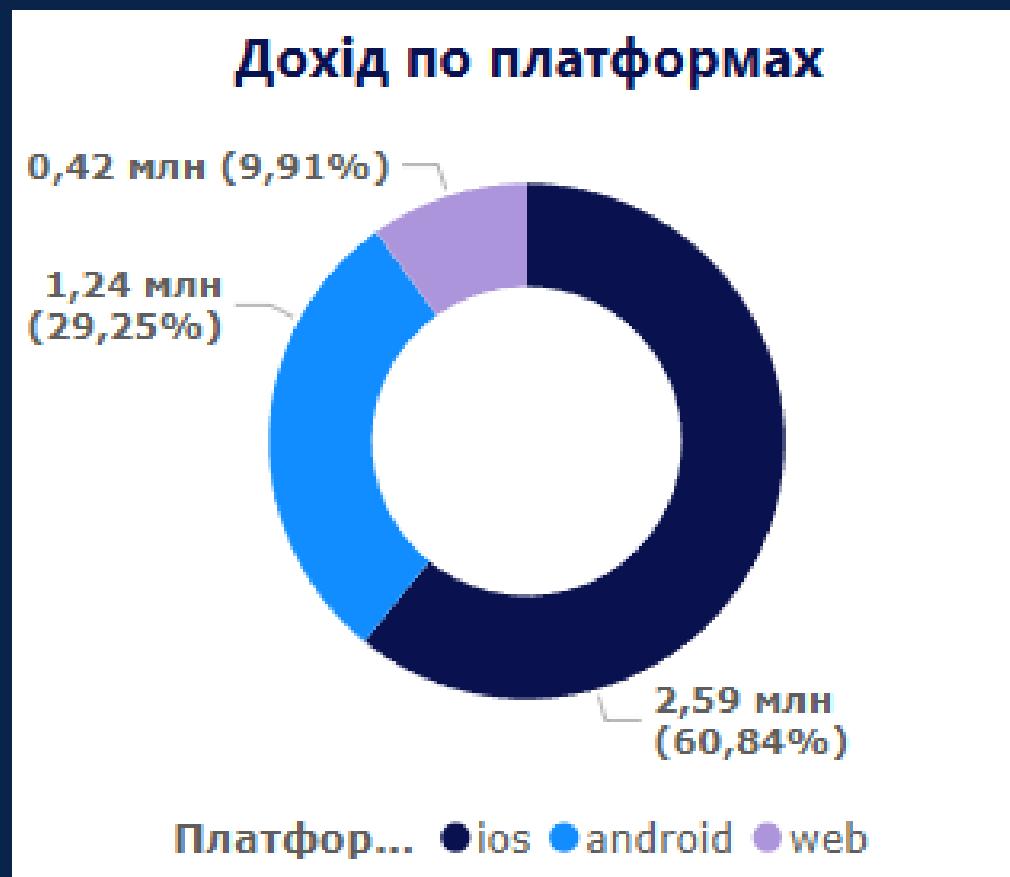
- Android and iOS generate a high number of rides per retained user.
- Web generates fewer rides per user, reinforcing concerns about engagement and monetization.

## Insights:

- iOS users are more engaged and convert better. Web users drop off earlier, making it less efficient for acquisition efforts unless drastically improved.
- Marketing budget should be focused where user LTV is higher – i.e., where the same user is likely to take more rides.



# HYPOTHESSES



## Android

Android - high volume, average profit:  
29% of revenue, 29% of orders.  
Potentially lower conversion, but a large number of users.  
If you reduce losses at the stages, you can get a good result.

## iOS

iOS is the main driver of revenue and orders:  
60.8% of revenue and orders come from iOS.  
High conversion and APRU → we can assume that the audience is more solvent.  
Looks like the most profitable platform for scaling.

## Web

Web is the weakest channel:  
9.9% of revenue, 9.87% of orders.  
Weak activity across all metrics.  
It may not be worth investing in this channel at this stage - or changing the strategy (for example, using it only as an auxiliary support channel).

# RECOMMENDATIONS

1

## Prioritize iOS for marketing investment.

It brings the highest revenue (60.84%) and completed rides. The conversion through funnel stages seems strong, suggesting high user engagement and monetization. Increasing spend on iOS could yield higher ROI.

2

## Optimize Android performance.

Although Android contributes less revenue per user, it has a large user base (29%). Focused campaigns to reduce drop-offs at funnel stages (e.g., from signup to ride completion) may improve its profitability.

3

## Deprioritize or reevaluate Web platform.

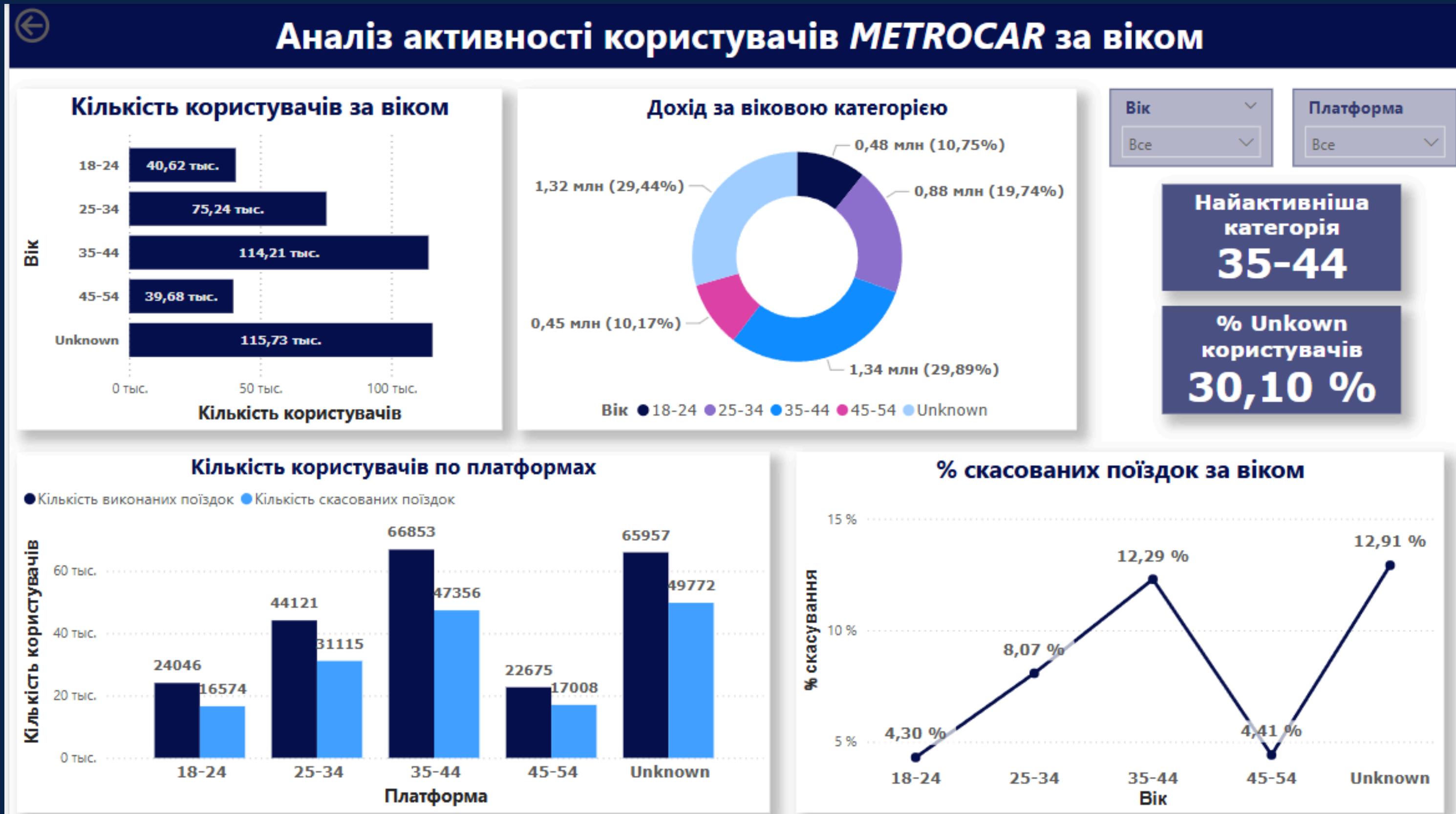
The Web version shows the weakest KPIs across the board — lowest revenue, users, and rides. Unless there's a clear value (e.g., B2B support or desktop tools), consider minimizing investment.

4

## Invest in conversion funnel improvements.

Enhancing user transitions between stages (especially signup → request → completed ride) may significantly uplift returns across platforms.

# USER AGE GROUPS



# RIDES ANALYSIS

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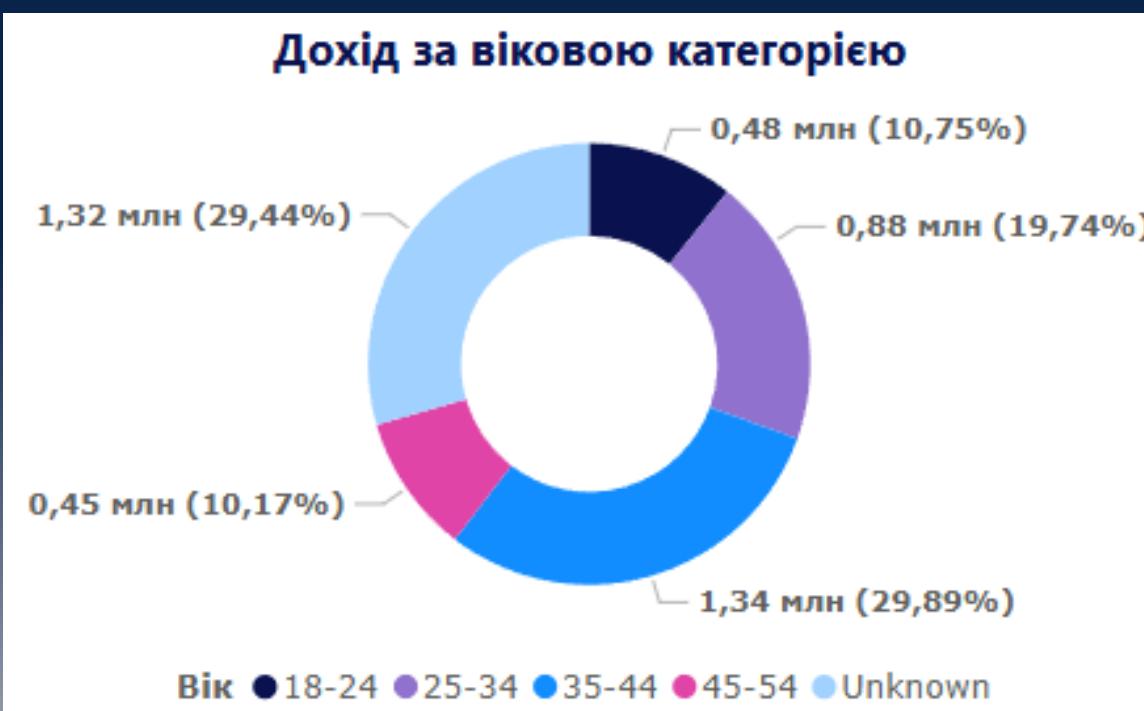
# AGE RANGE ACTIVITY

**H1:** Unknown age is either:

Users who did not complete the full registration process, or users who registered via the Web, where there is no mandatory age entry.

**H2:** Users aged 35-44 are the main target audience, providing high engagement and maximum revenue, and therefore can be more loyal.

**H3:** High cancellation rates are not only related to user habits, but also possibly to poor service quality in certain age groups or insufficient UX personalization.



**% Unkown  
користувачів  
30,10 %**



## Insights:

- The 35-44 category is the most valuable for business: the most users, the highest revenue, and the fewest cancellations.
- Unknown is a large category with opaque characteristics. Without detailing this group, the company risks losing insight into 30% of its base.
- Younger age groups (18-24, 25-34) are less active, but still generate a stable share of revenue.

# RECOMMENDATIONS

1

## Reduce the share of Unknown:

Add a mandatory "age" field during registration.

Conduct a profile update campaign among current users.

2

## Focus marketing on the group of 35-44 years old:

Personalized offers, discounts.

Advertising campaigns specifically for this segment: through the channels used by this group (for example, Facebook, email, in-app banners).

3

## Investigate the reasons for cancellations:

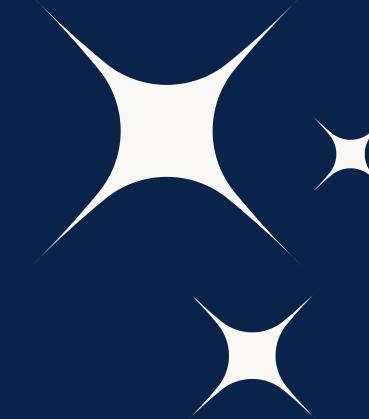
Collect qualitative feedback from users (especially 18-24 and Unknown).

Analyze: time of cancellation, type of trip, location, availability of drivers, delays, etc.

4

## Clarify the cost of maintaining different groups (when CPA/CAC data is available):

This will help to better understand the ROI for each segment and reallocate the budget.



# CONCLUSION

At the current stage METROCAR has a good database of user data and visualization of key product metrics, but lacks critical performance indicators: cost of engagement, ROI and period dynamics. The most promising platform looks like iOS - with high conversion and stable ARPU, while Web has the lowest engagement. The main income is generated by the audience of 35-44 years old, and it should be the focus of marketing. High cancellation rates and the share of Unknown users indicate the need to improve data and service quality. To move forward, the business needs to integrate financial analytics and forecasts, implement LTV and CAC estimation and expand the funnel with details on trips and retention.



# FINAL THESIS

- OUR MAIN SOURCE OF INCOME IS THE 35-44 YEAR OLD AUDIENCE: THEY GIVE MAXIMUM INCOME, MINIMUM CANCELLATIONS, AND ARE ACTIVE ON ALL PLATFORMS. THIS IS A KEY SEGMENT.
- UNKNOWN USERS ARE A CRITICAL PROBLEM: THEY ARE NON-TRANSPARENT, WITH HIGH CANCELLATION RATES. NEED TO VALIDATE AND SEGMENT URGENTLY.
- NO COST AND ROI ANALYTICS - IMPOSSIBLE TO MAKE BUSINESS DECISIONS ABOUT MARKETING. CAN'T SCALE EFFECTIVELY WITHOUT THIS DATA.
- HIGH CANCEL RATE (40-43%) INDICATES POTENTIAL SERVICE, UX OR CUSTOMER EXPECTATION ISSUES - NEED A USER JOURNEY AUDIT.
- THE NEXT STEP IS TO LINK PRODUCT AND FINANCIAL ANALYTICS, IMPLEMENT DYNAMIC FORECASTING AND BUILD RETENTION MODELS.

METROCAR

THANK  
YOU

