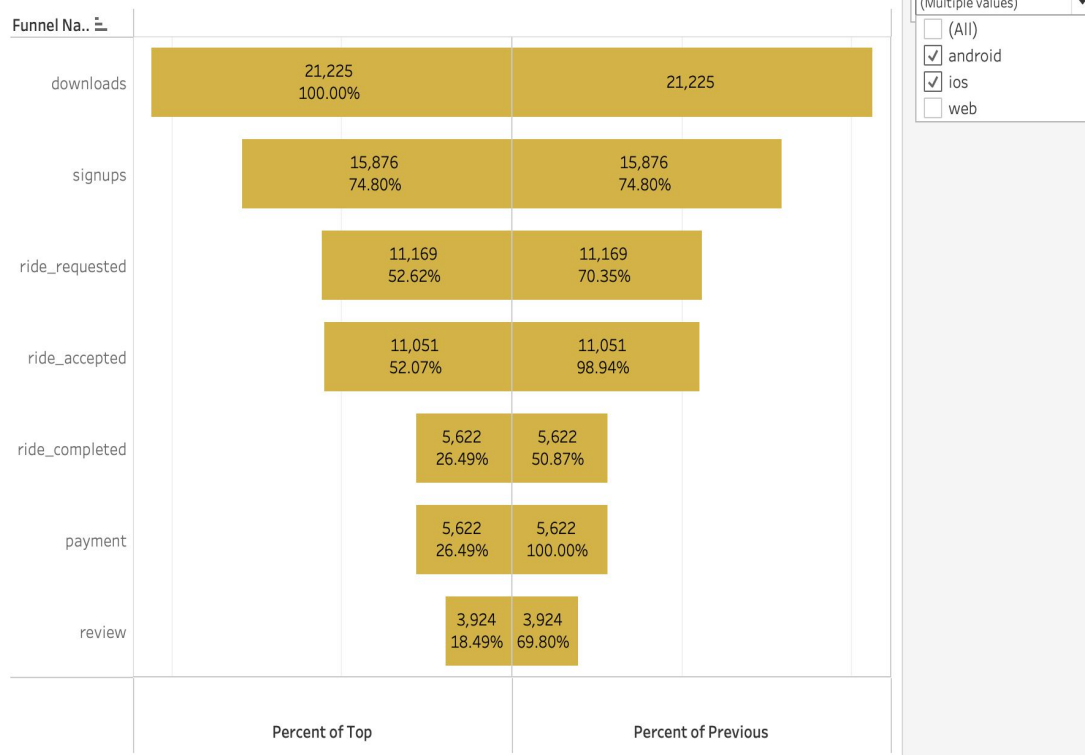


Metrocar - Funnel Analysis

Funnel Analysis - Platform



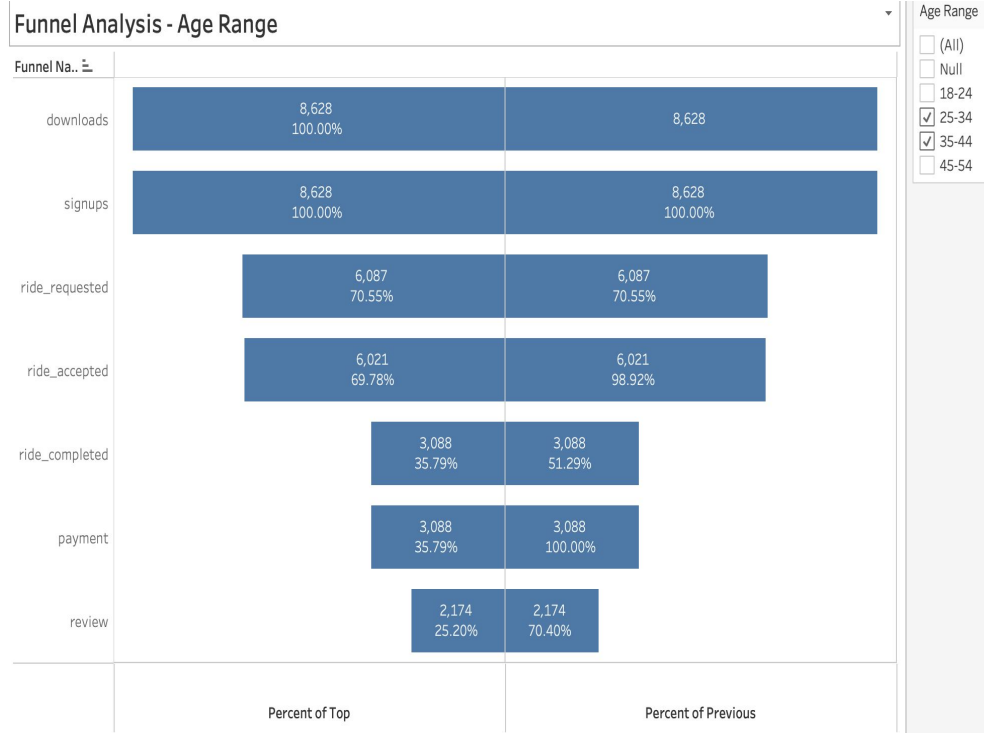
- 90% of requests and traffic are from the top 2 platforms

Recommendation

- Concentrates resources, investment, and technical development on the Android and iOS platforms

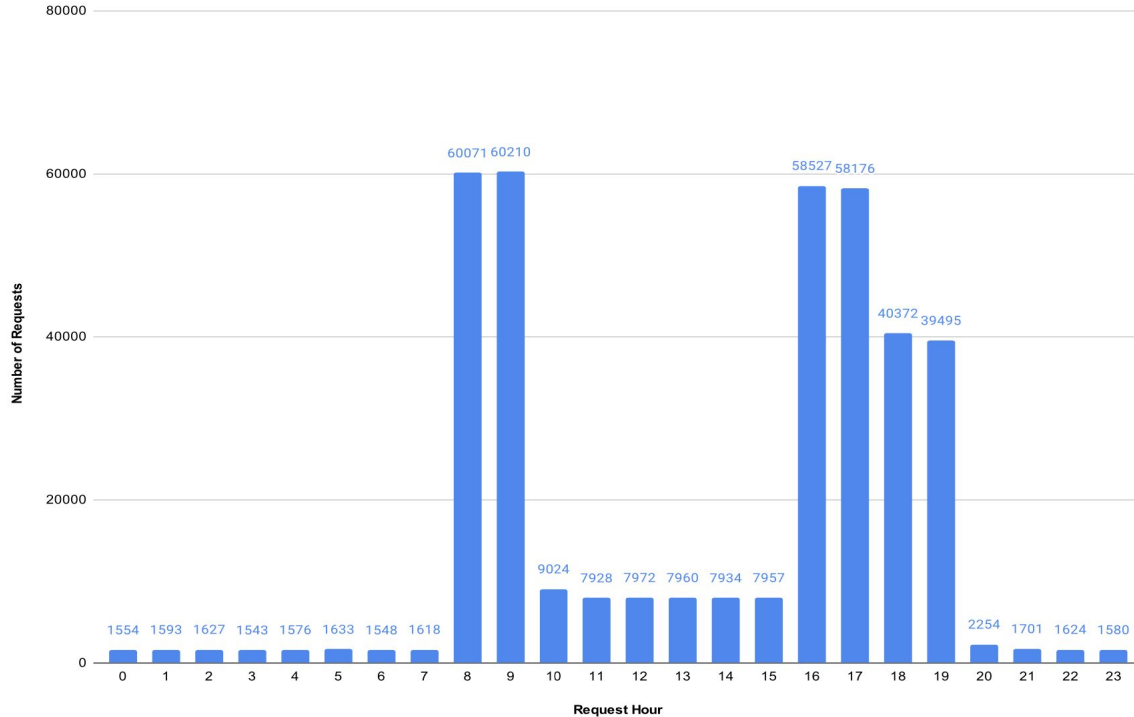
Recommendation: focus marketing strategy and investment on 2 age ranges

- 25-34 and 35-44 age groups together have the largest numbers of ridership (2.3 times more than the rest combined)
- People in these 2 groups are in their prime earning years. Huge spending potentials awaiting to be developed
- Further research in their social media behaviors and spending habits could bring in new riders and higher spending from current ones



Recommendation: apply surge pricing on periods of highest demands

Daily Ride Requests Distribution



- Hours that have over 60% of demands in total ride requests: 8am, 9am, 4pm, 5pm
- Incentivize more Metrocar drivers on the road during these hours to bring in higher revenues and take market shares from competitors