FUNNEL ANALYSIS

SCHEDULE

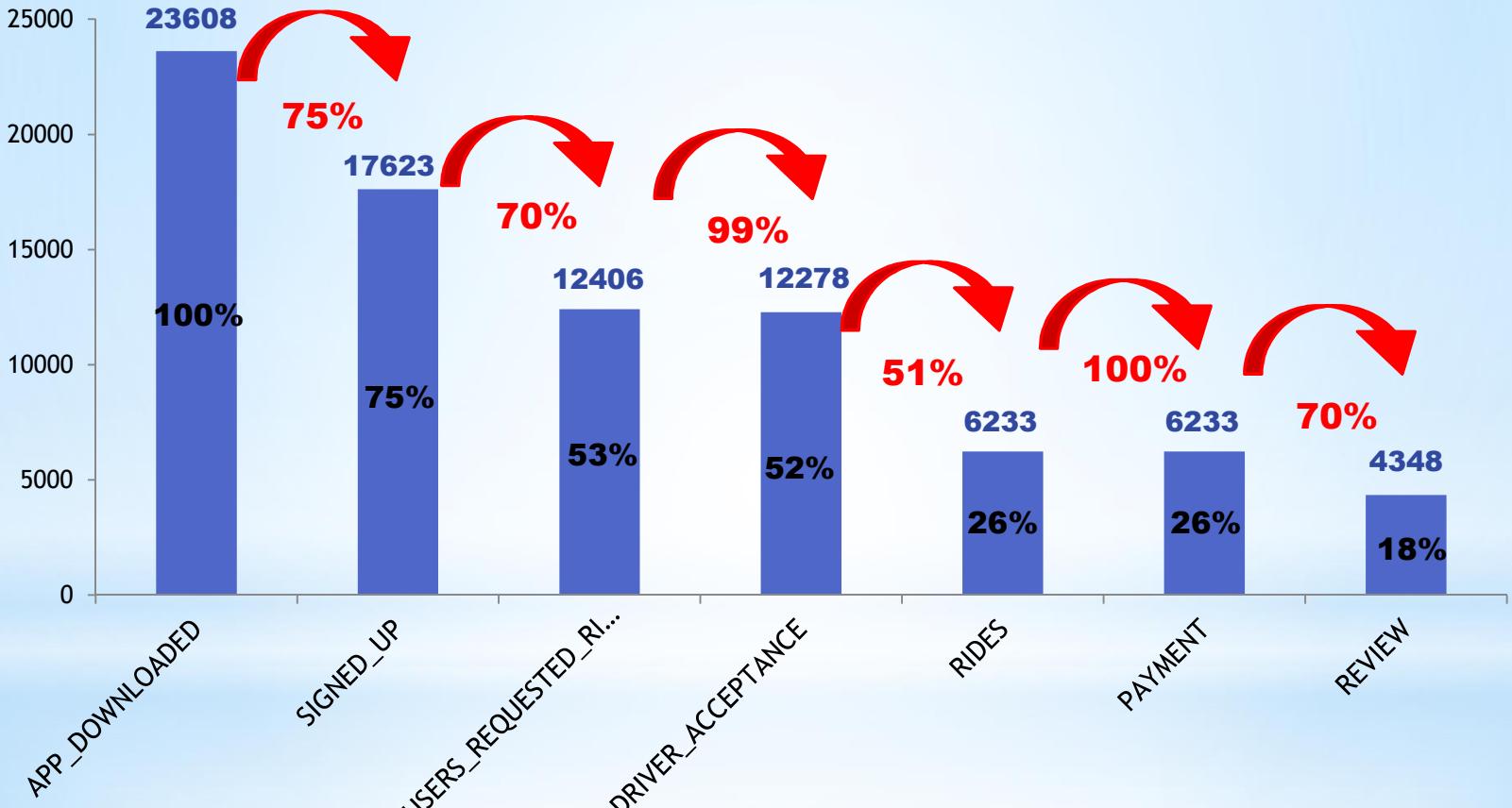
- Context
- Results
- Advanced analysis
- Recommendation
- Q&A

CONTEXT

- App downloaded
- Sign up
- Ride requested
- Driver accepted
- Ride
- Payment
- Review

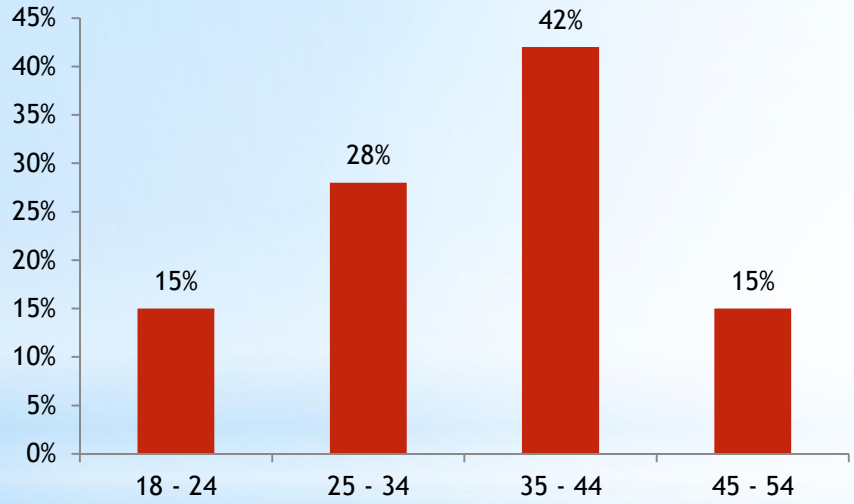
RESULTS

Funnel Users

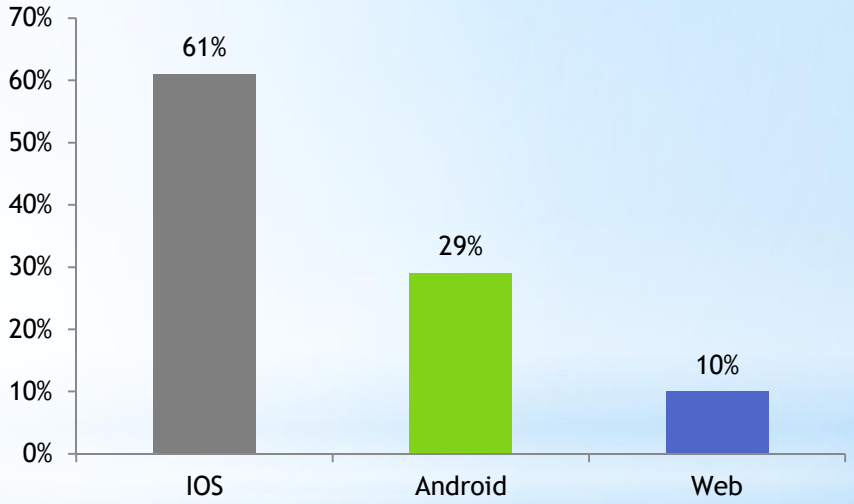


RESULTS

Age group

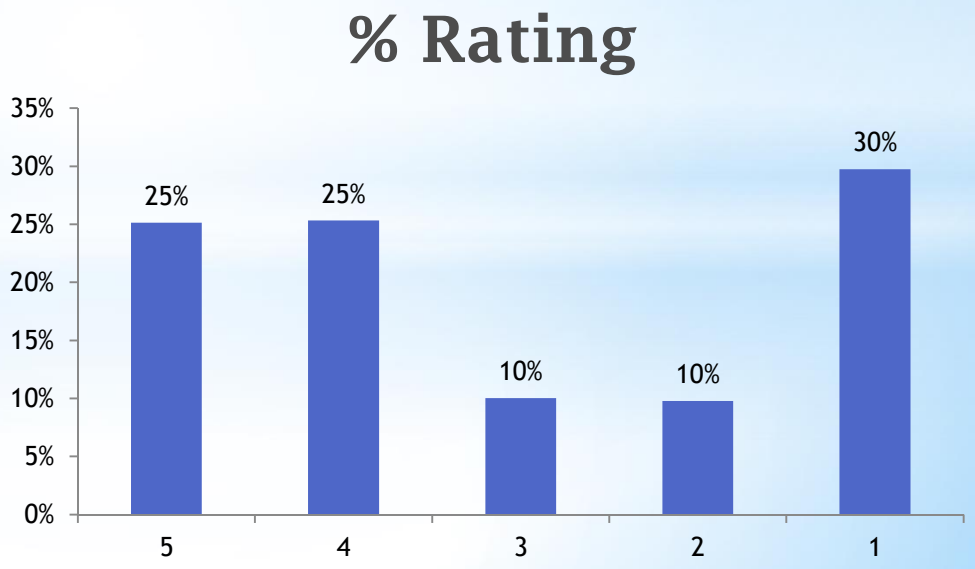


Platform



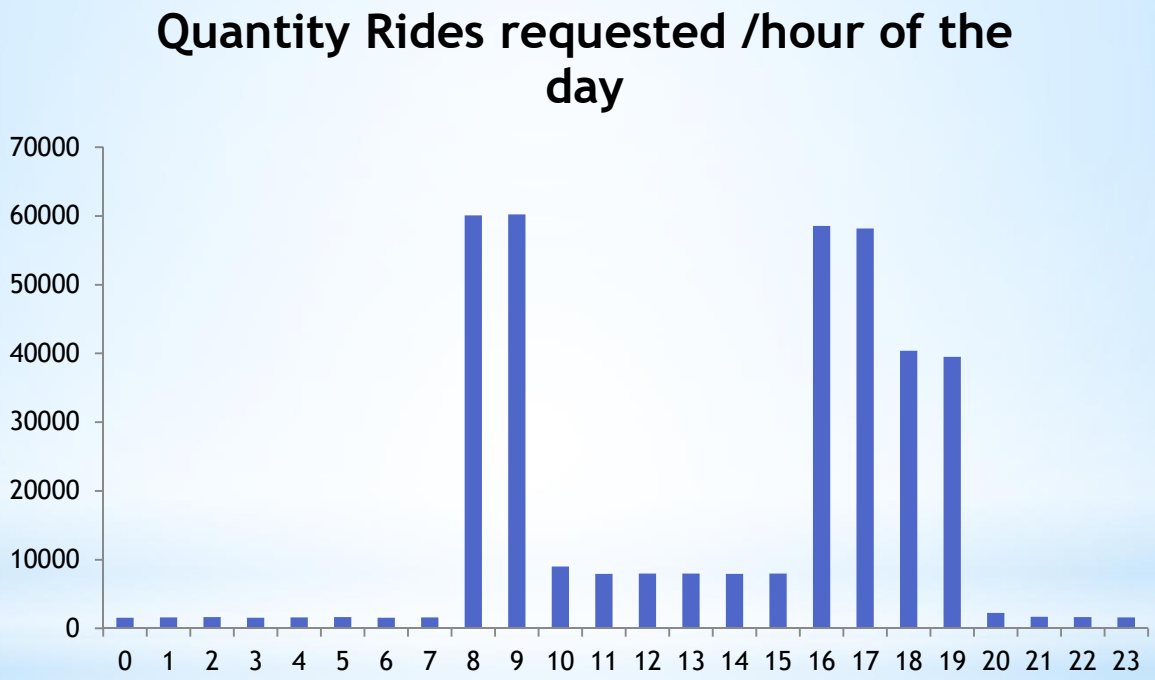
ADVANCED ANALYSIS

- **Waiting time** → **42% of rides requested cancelled**
- **Payments** → **5% cancelled**
- **Reviews** → **73% paid**



ADVANCED ANALYSIS

Surge pricing



8:00 – 9:59
16:00 - 19:59

82% of rides requested

RECOMMENDATION

- Focus in 25-44 and iOS
- Improve sign up page
- Decrease waiting time
- Automatic payments
- Perk to reviewer
- Use surge pricing

Q&A

THANK YOU!