

## Introduction

**Metrocar** is a ride-hailing platform.  
The goal of this analysis is to identify at which stage users drop off in the funnel, explore the reasons behind trip cancellations, and evaluate the performance of different platforms and age groups.

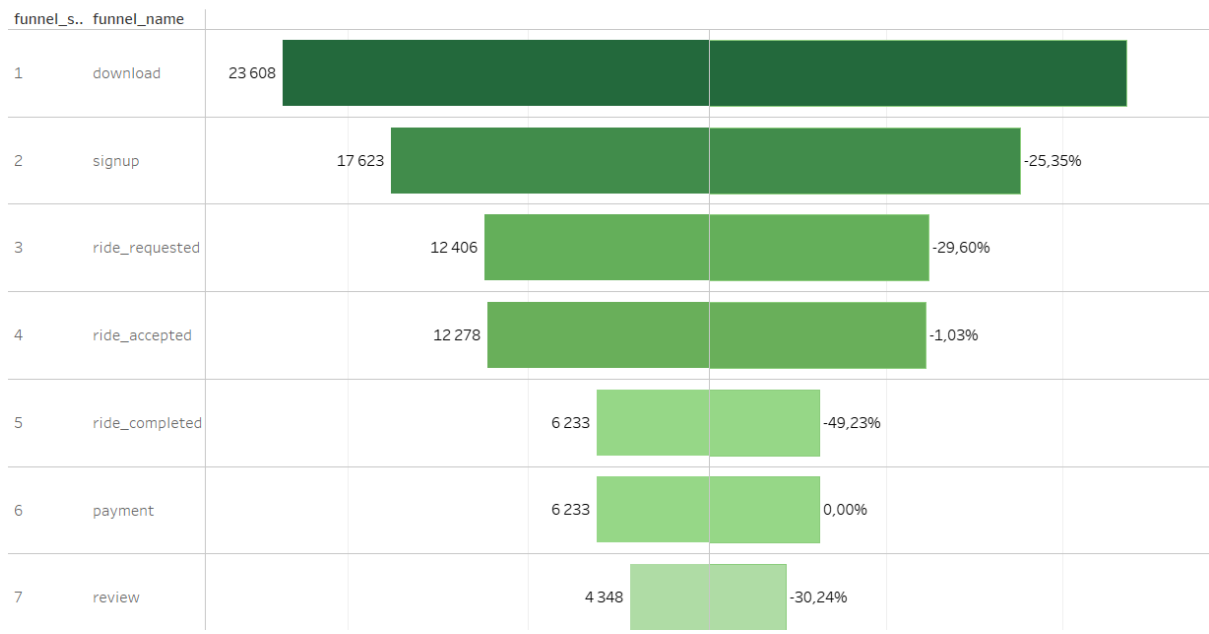
## User Funnel Analysis

The highest drop-off occurs after registration — **only 52.5%** of users proceed to request a ride.  
Main causes: low motivation after sign-up or UX issues.  
About half of all confirmed rides are never completed (drop-off after driver acceptance), likely due to cancellations by users or drivers.  
Only **18.4%** of users leave feedback after a trip.

### Recommendations:

- Optimize onboarding after registration.
- Encourage users to leave reviews (notifications, bonuses).

### Users Funnel



## Ride Cancelling

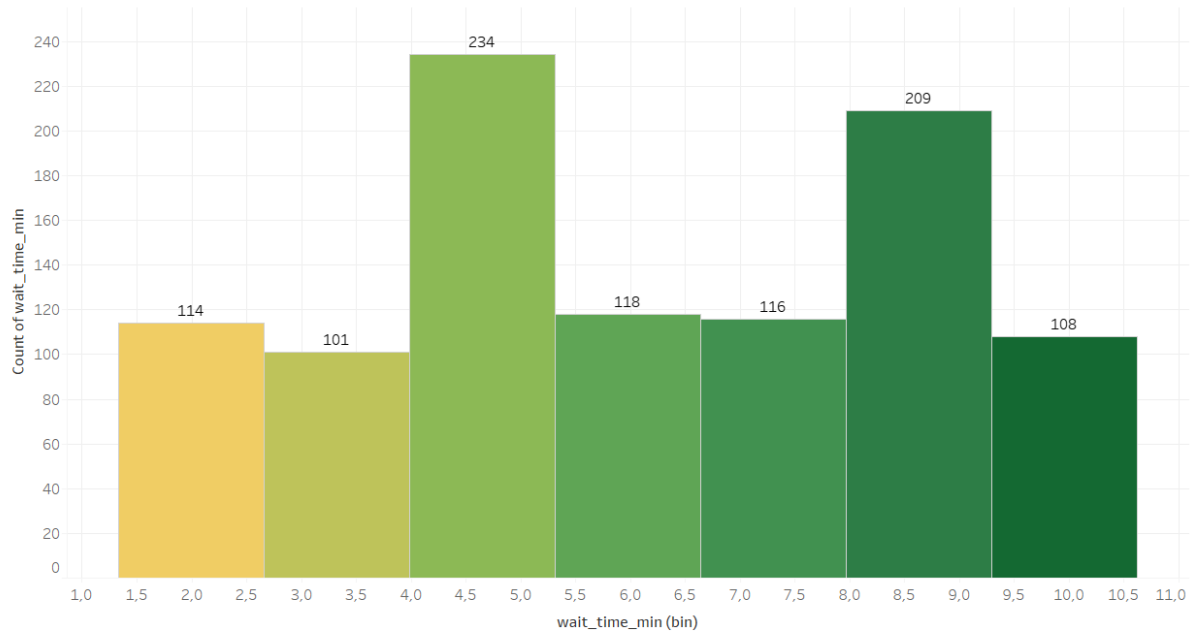
Around **41–42%** of all rides are cancelled, with no clear pattern by time of day or weekday.  
**35%** of all requests are cancelled by users.



### Waiting Time:

Most successful rides occur within **up to 9 minutes**, with peaks at **4–5** and **8–9 minutes**. After 10 minutes, the number of successful rides drops sharply.

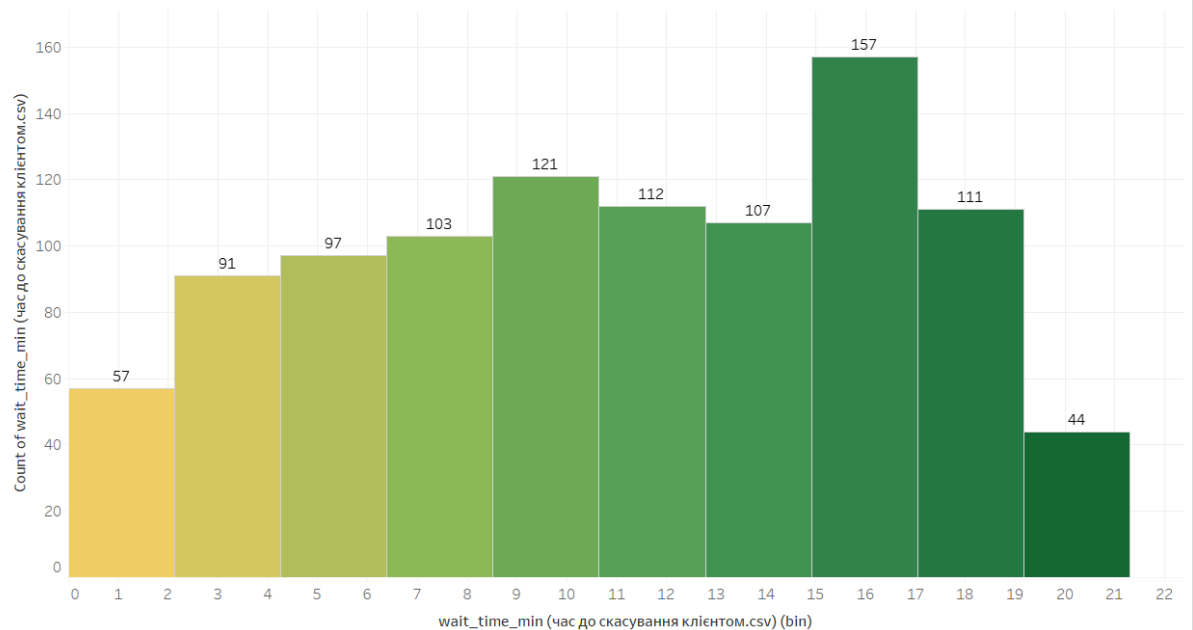
Waiting time by succsesful ride



### Time Until Cancellation:

Cancellations by users increase steadily with waiting time. Most cancellations occur when waiting exceeds **10 minutes**, peaking at **15–16 minutes**.

Waiting time before canceling





### Recommendations:

- Reduce average waiting time below 10 minutes.
- Introduce discounts or bonuses for delays exceeding 10 minutes to retain users and encourage trip completion.

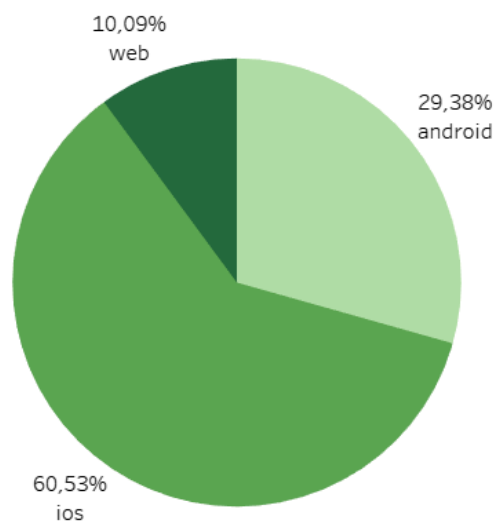
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## Platform Efficiency

**iOS** is the most active platform (**≈61% of users and rides**).

**Android** shows steady usage.

**Web** is the least popular but still used occasionally.



### Recommendations:

- Focus marketing efforts on iOS while maintaining Android support.
- Use Web as a complementary access channel.

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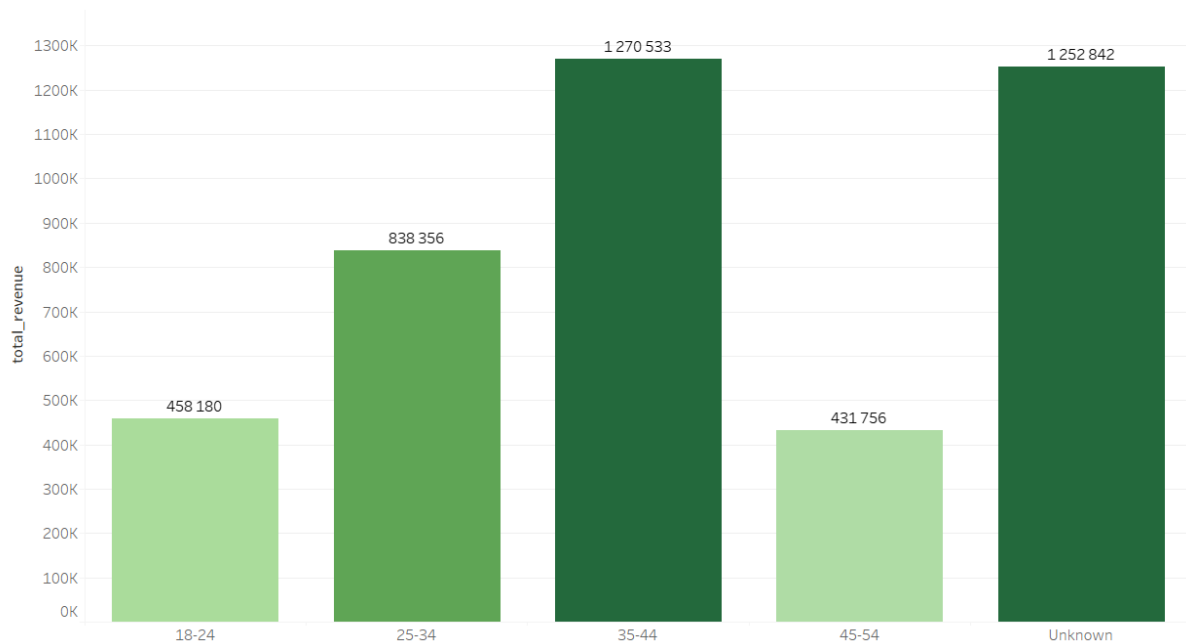
## Age Group Activity

Users aged 35–44 are the most active and profitable segment (≈36 rides per user).

The “Unknown” category (≈35% of users) requires better data collection.

## Revenue by Age Group

### Дохід за віковими групами



### Recommendations:

- Develop loyalty programs targeting users aged 35–44.
- Use behavioral insights from this group to expand engagement among other demographics.
- Reduce the “Unknown” share by making age mandatory or motivating users to provide birth dates (e.g., for personalized offers).