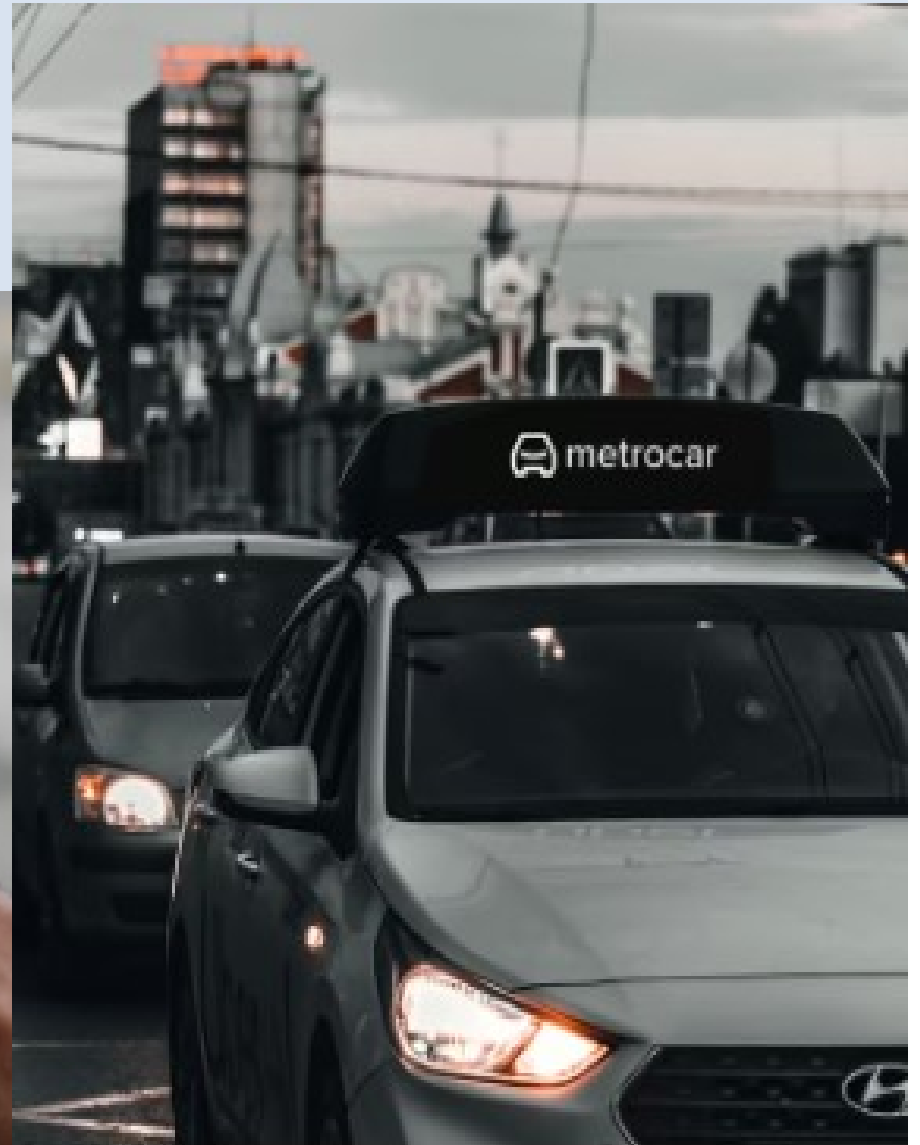
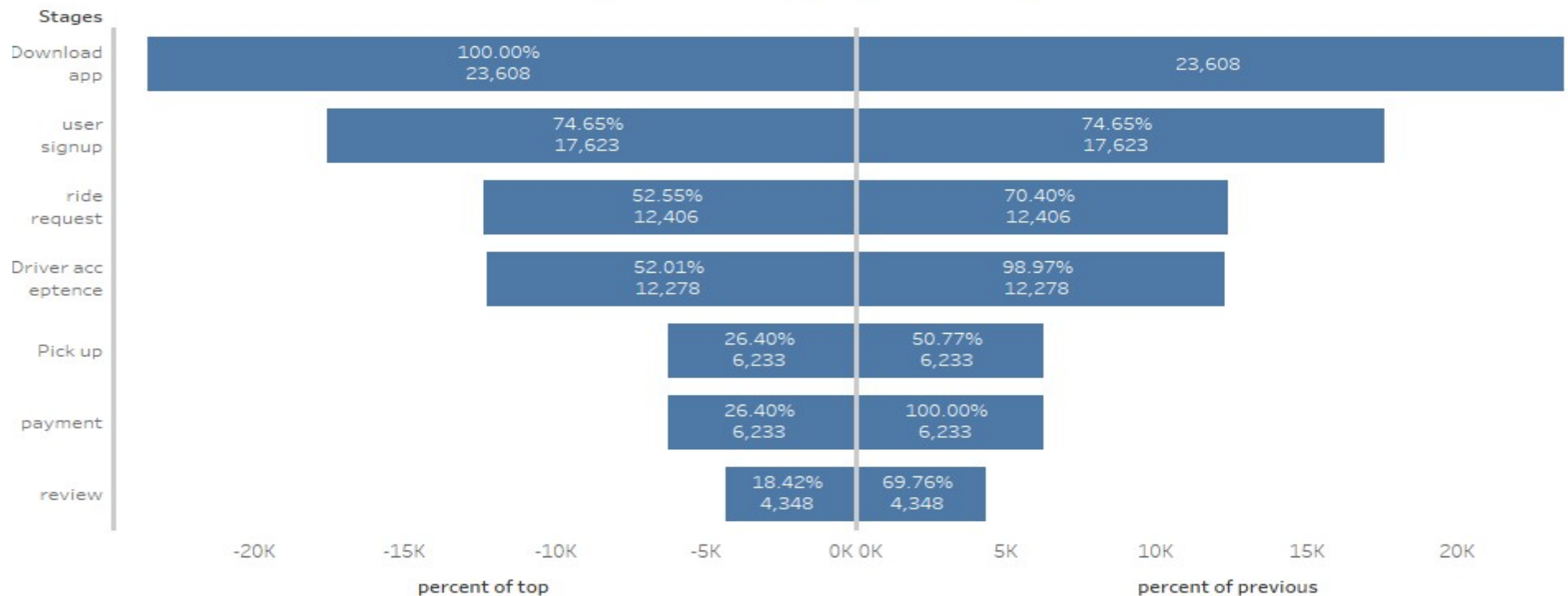


METROCAR APP EXPERIMENT

Based on
23608 users
385477 rides



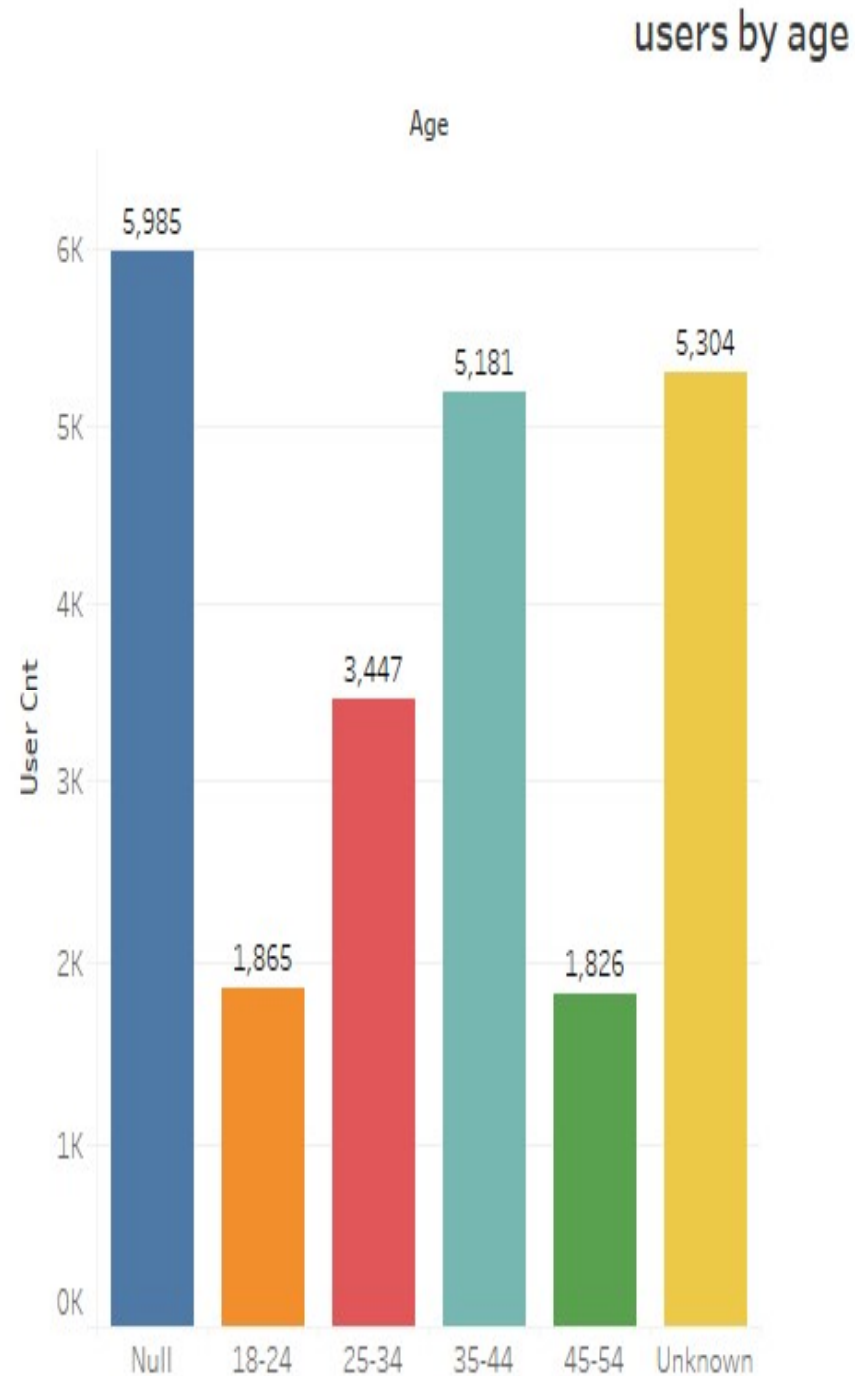
users percent of top vs percent of prvs

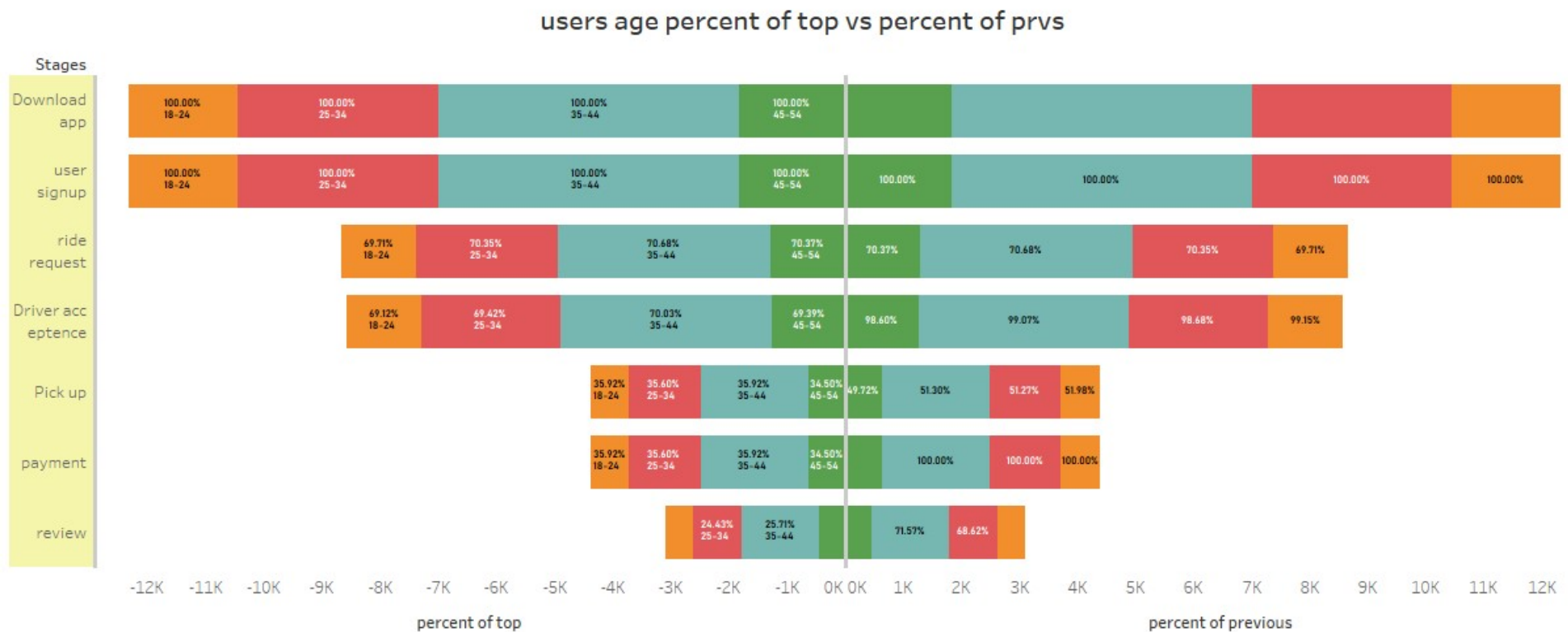


- Number of users are dropped off from each stage to another
- we can see they dropped off to 75% from download to sign up
- 70 % from sign up to ride request and only 52% of users have ride accepted from total users
- Only 26 % users were completing rides from download users
- All users that completed the rides have make payment
- Only 70% of them left reviews

As we can see number of users

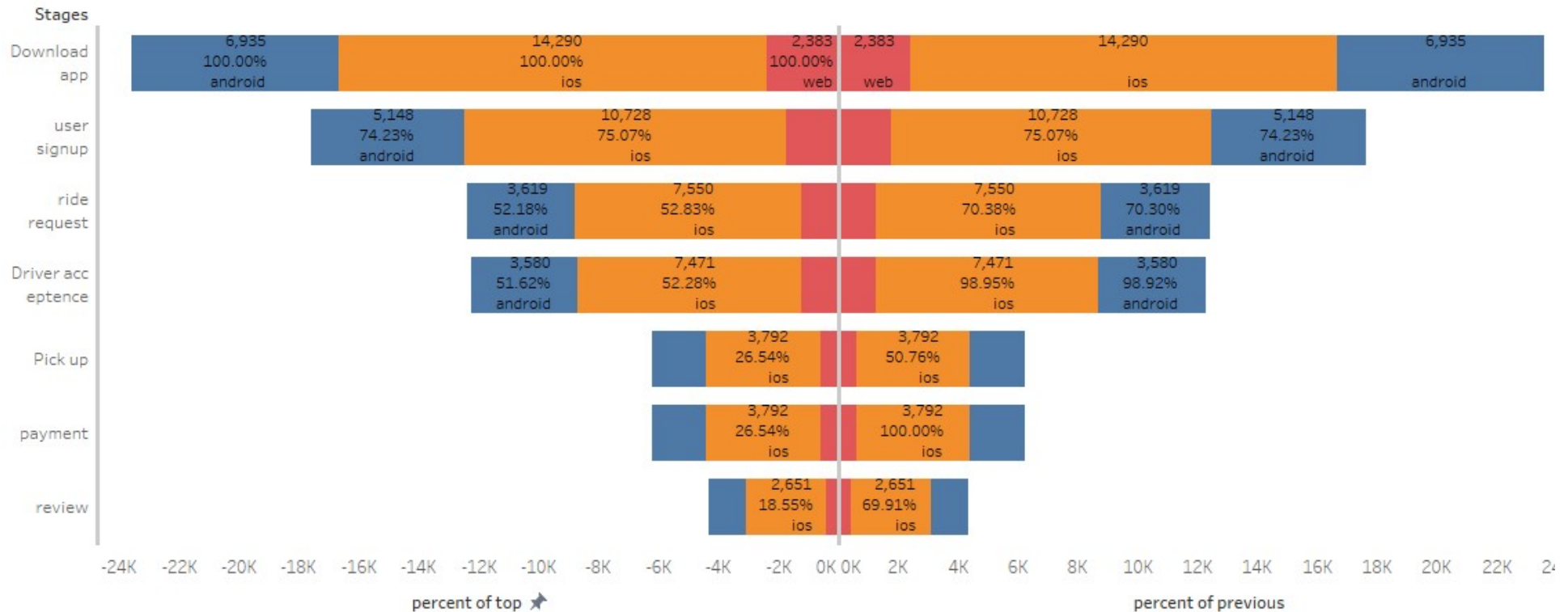
- Most users (5181) are between age 35-44
- Less users of the app(1826) are between age 45-54
- 1865 users are between age 18-24
- Around 50% of users did not provide their ages (11.1K) null or unknown



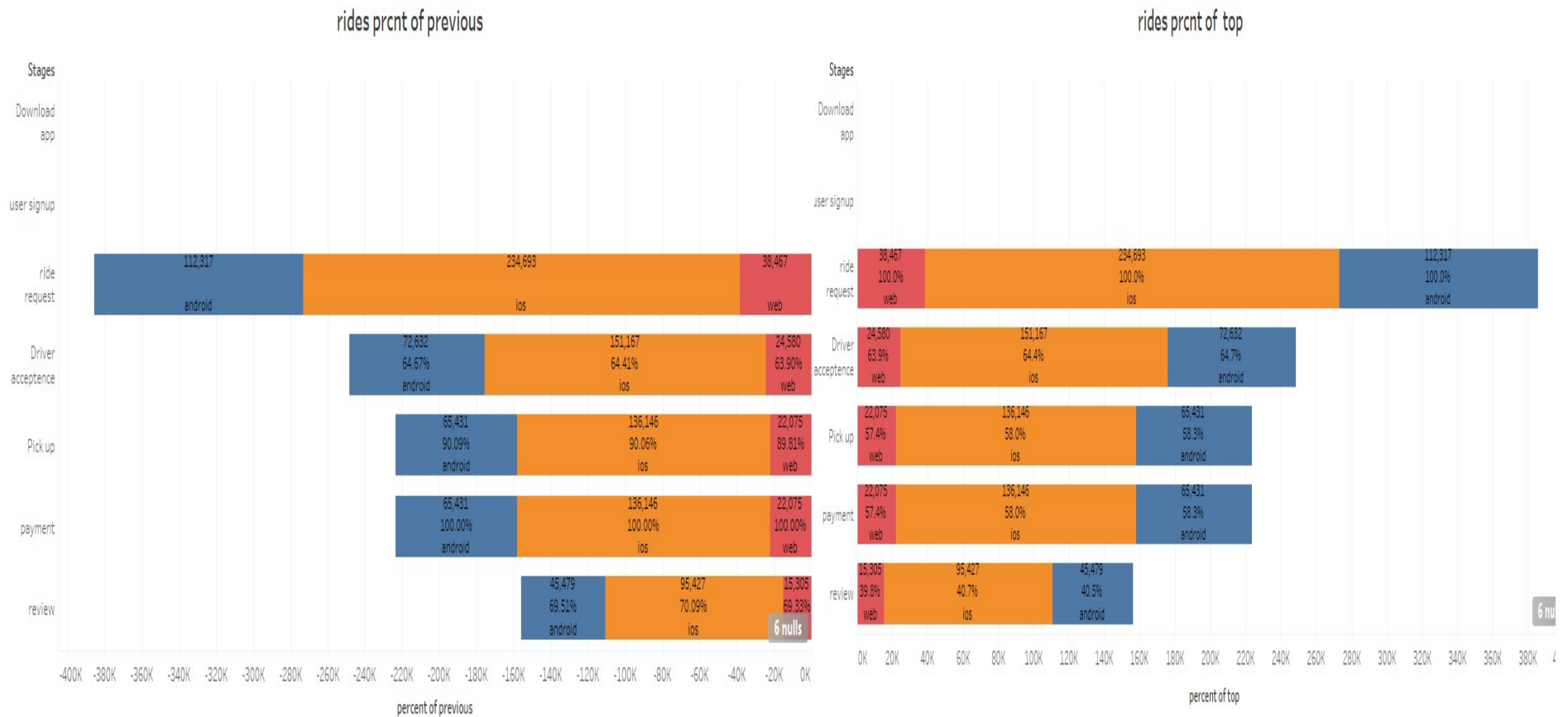


- Looking at the age of users we saw that
- users of age 25 to 44 are the most users using the app
- 35% of this age that completed and make payment
- only 71% from users of age 25-44 that completed ride have left reviews
- Other users that are older than 44 and younger than 24 are not interacting as much we expected

users device percent of top vs percent of prvs



- We see that IOS the most platform that succeeded in term of users drop-off where 51% of users of IOS completed rides
- We notice a big drop off on users that use the web where only 36% of them completed ride
- We can see users using android are 55% completed ride and 43% left reviews
- 70% of users using IOS that completed payment left reviews



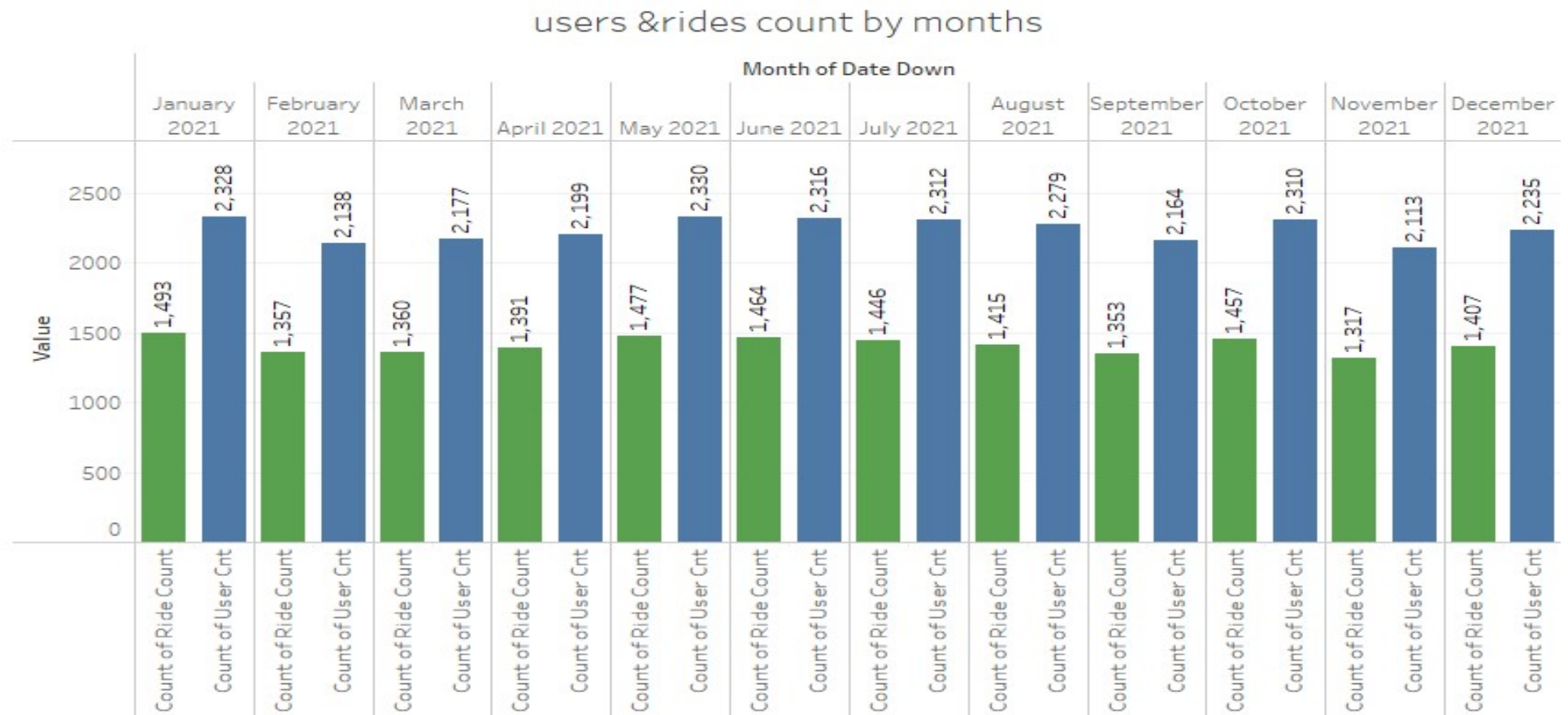
- IOS has 58% of requested ride have being completed, and 70% of paid rides left reviews
- Web has almost 90% of the accepted rides being completed and 100% of them made payment
- Android users have 64% of the ride request being accepted and 90% of ride them being completed and 100% payment

rides_age prcnt of prvs vs top



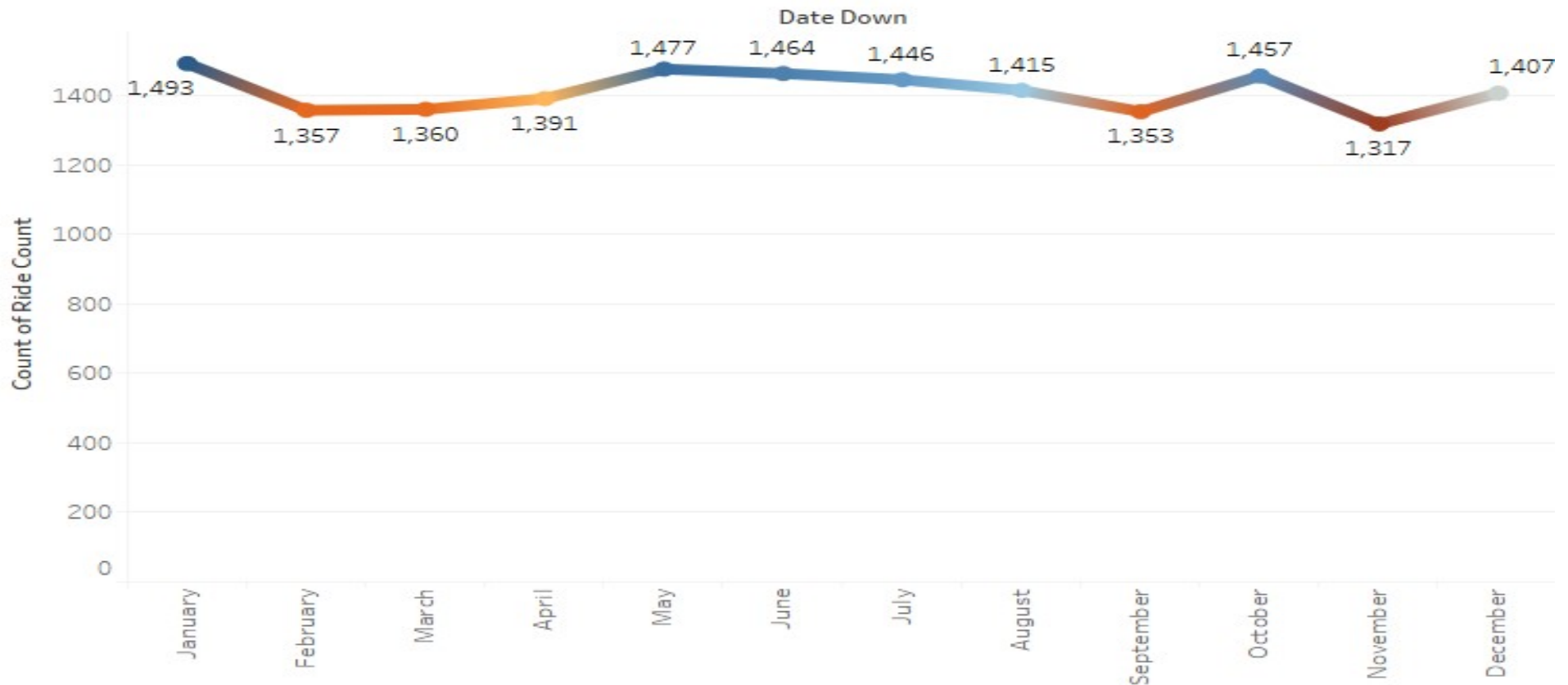
- We can see that around 65% of rides requested being accepted in all ages
- Users of age 18-24 and 45-54 have around 90% of rides accepted being completed
- 58% rides of users age 35-44 have rides completed and only 41% of users of this age left reviews

- By comparing number of users in each month of the year 2021 we can see
- Number of rides and users are stable
- More rides are between May and August

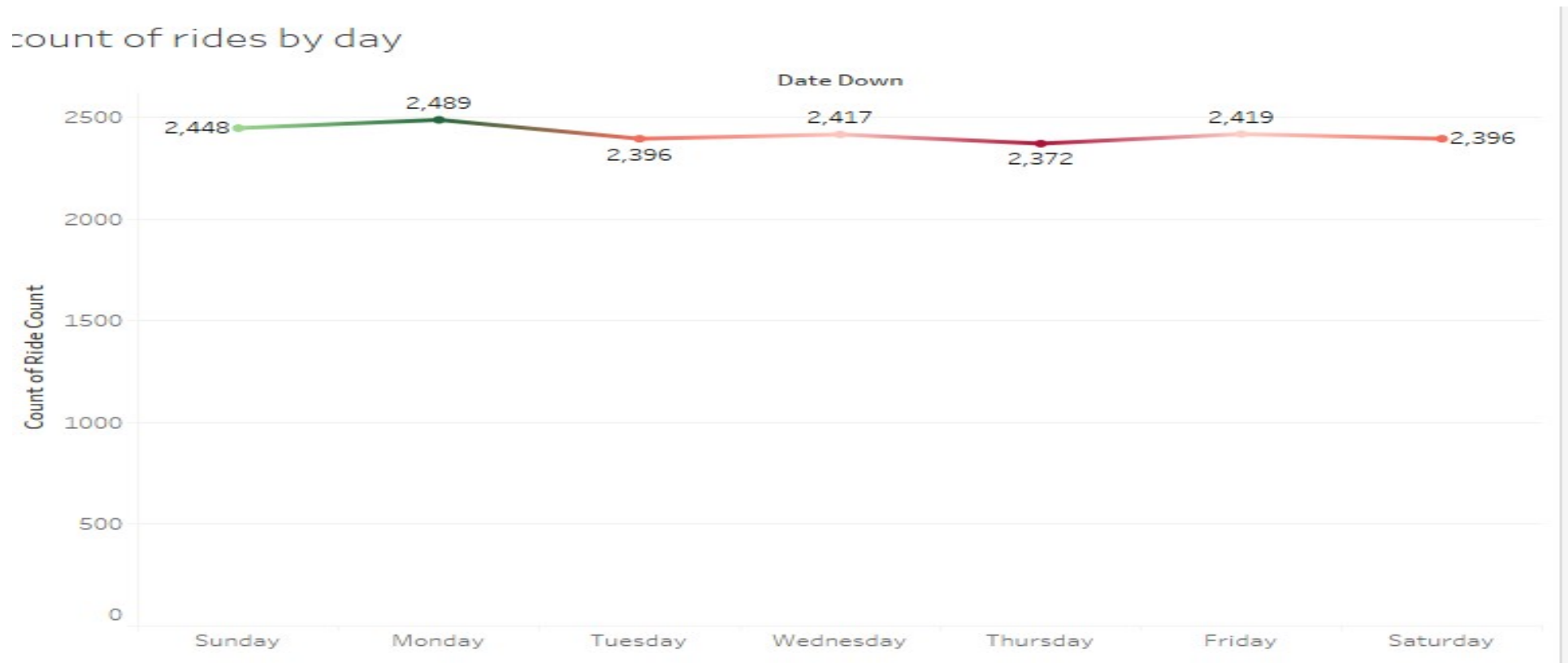


- We get more rides on the winter and the summer time
- Average of 1440 rides on the summer time
- Average of 1420 rides on the winter time
- Most rides are in the months with more holidays

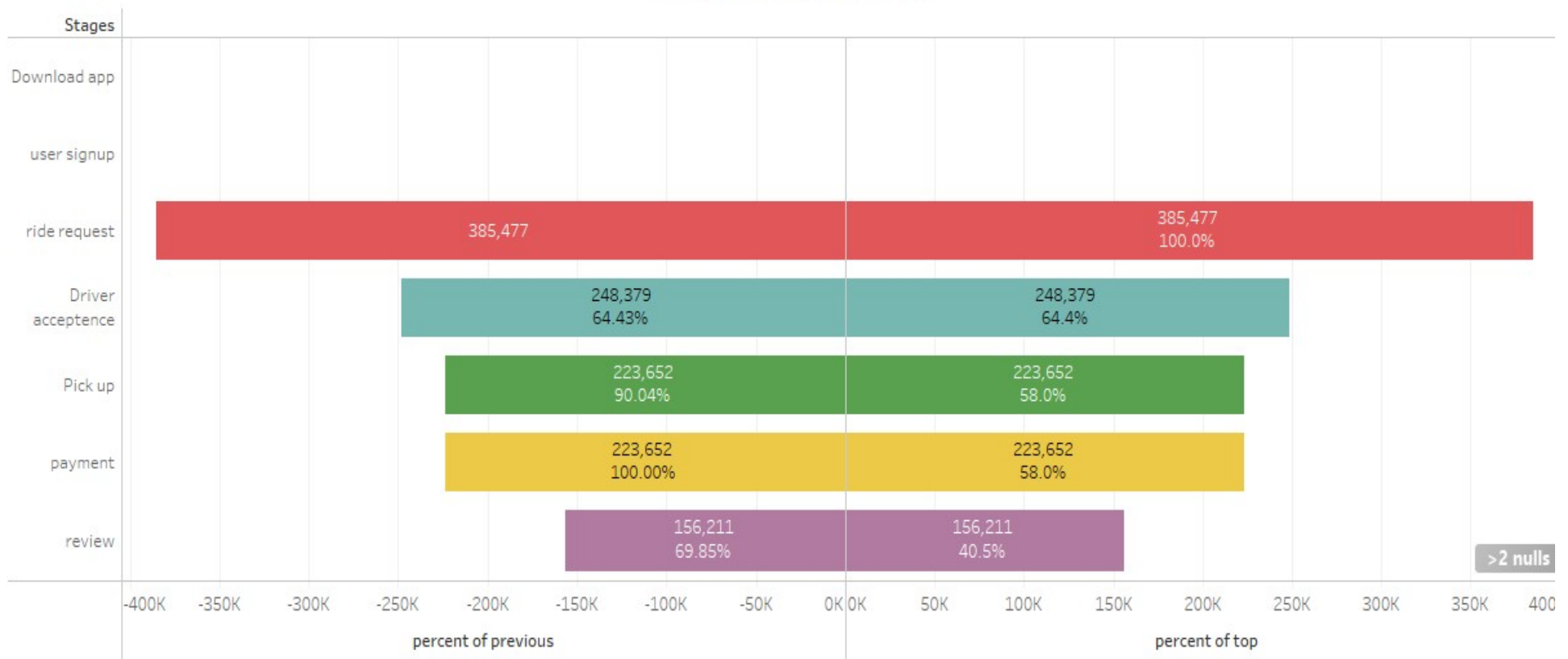
count of rides by months



- Most rides happens on Sunday, Monday, Friday also on Wednesday with Average of 2430 rides
- Slow on weekdays like Tuesday, Thursday and Saturday with Average 2380 rides



rides prcnt of prvs vs top



Looking at our funnel of the rides we can see that

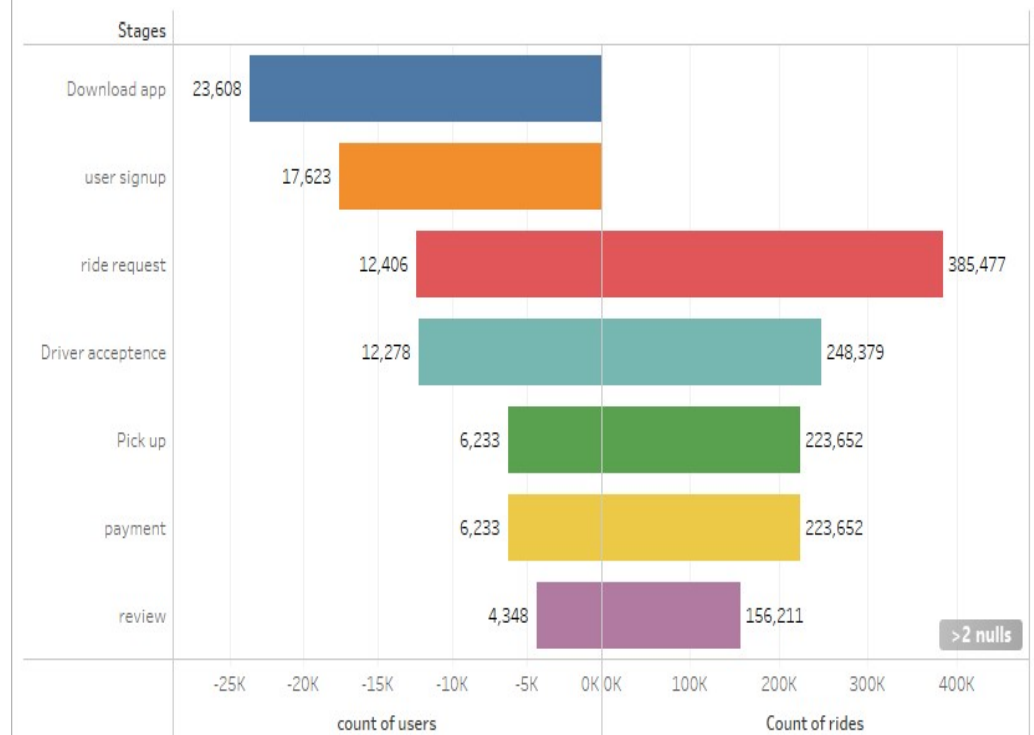
- 64.4% of rides requested have being accepted
- 90% of the ride requested were completed
- huge drop off in the ride accepted
- 100% of rides that completed have being mad payment
- Only 40% of the rides that completed have being left a reviews

CONCLUSION

- Based on our analysis and our funnel we can see that there is a huge drop off in the rides acceptance
- Almost 30% of the users that made a payment did not leave a reviews
- Younger people and people older than 45 they are not interacting too much with app
- Most users and riders are the users of IOS platform



count of users and rides each stage



Suggestions



- provide a promotion codes to get more users that download the app to signup and make first ride
- Provide a surge price for drivers to avoid rider cancelation and losing users
- set a reminder for users to give a reviews
- Give a coupon to users that use ANDROID
- Provide a discount for young people and older people