

Metrocar Funnel Analysis



Summary

- Demographic
35-44 age group
- IOS platform

High Drop rate after
driver acceptance

Metrocar Funnel



Only 50.77% of the
rides begin after driver
acceptance

Cancelled rides had 3x
longer waiting time for
the ride to arrive

Insights



35-44 years old



8am-9am & 4pm-5pm-6pm



Anomaly

There are no users that have both cancellations and completed rides.

Recommendations

- Provide accurate waiting time for the user
- Improve driver allocation

- improvement in the pickup process
- Implement surge pricing during peak hours to encourage drivers to be available when demand is high