Metrocar Funnel Analysis



Summary

- Demographic35-44 age group
- IOS platform

High Drop rate after driver acceptance

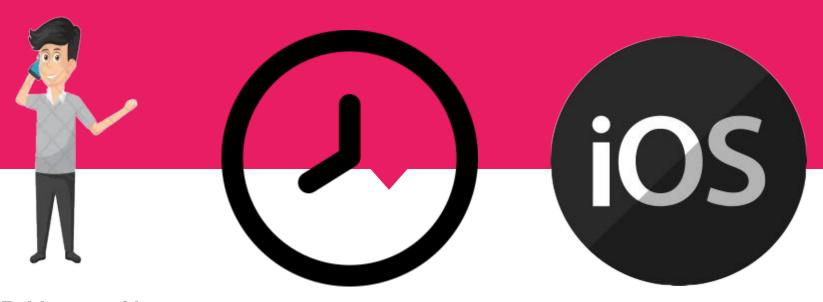
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Only 50.77% of the rides begin after driver acceptance

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