



Funnel Analytics for Metro car

Introduction



User-Friendly

Interface Customer
Funnel

Ride-Sharing Platform

Insights That Are Specific Analysis
Based on Data

Funnel Stages

Funnel Stages.

Metrocar Progression
Analysis.

Business Questions

**App
Downloaded**

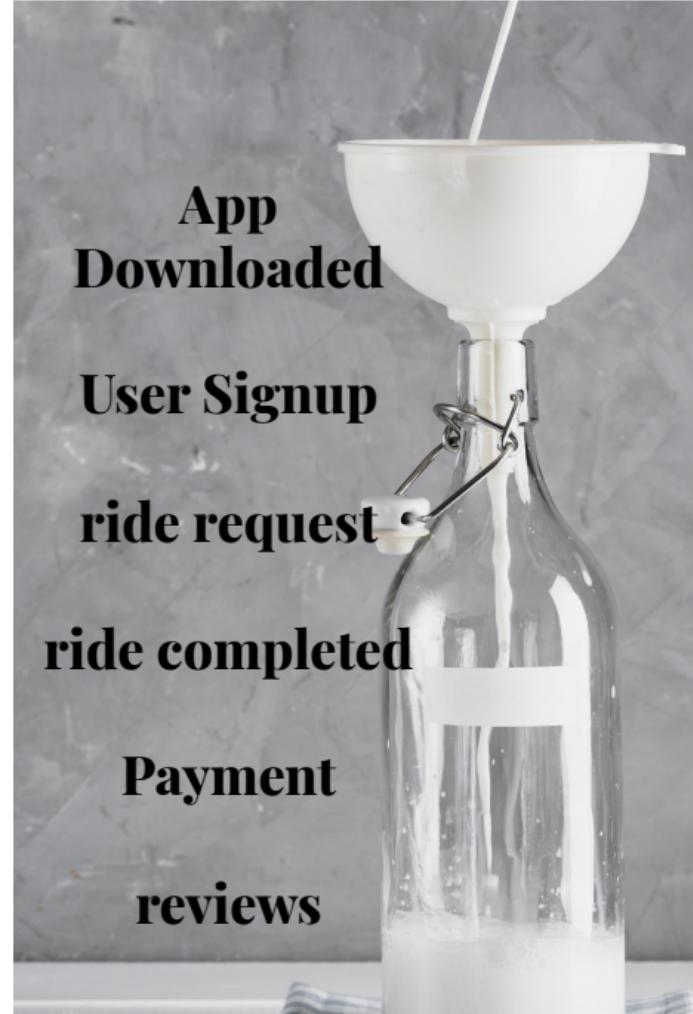
User Signup

ride request

ride completed

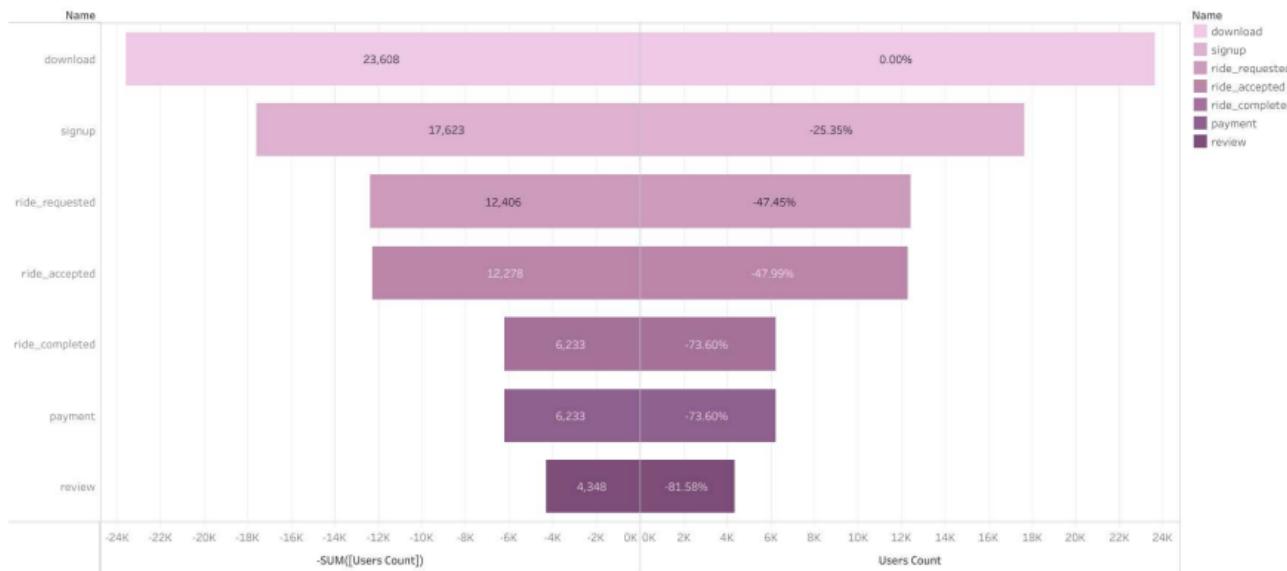
Payment

reviews



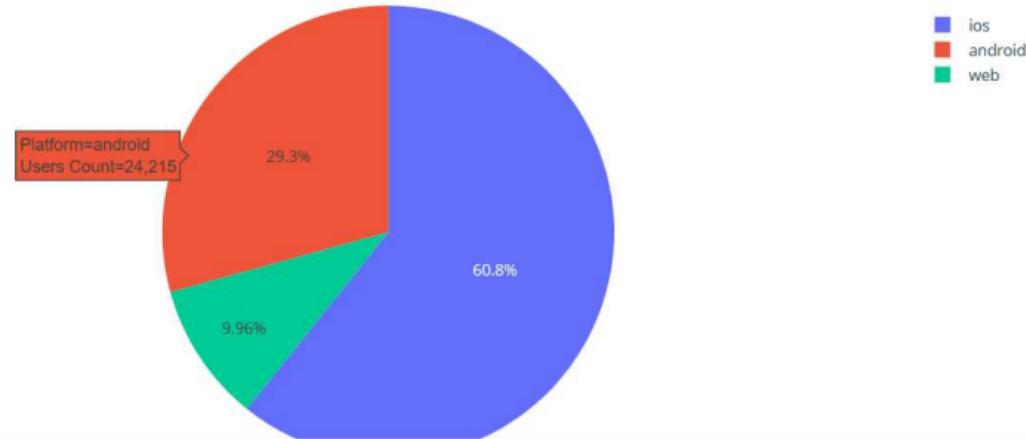
Funnel Dropped-off

USER FUNNEL WITH DROP PERCENTAGE



Platform Marketing Insights

Applying A/B testing and user experience optimization techniques to improve conversion rates. Leveraging insights to refine marketing strategies and enhance user engagement.

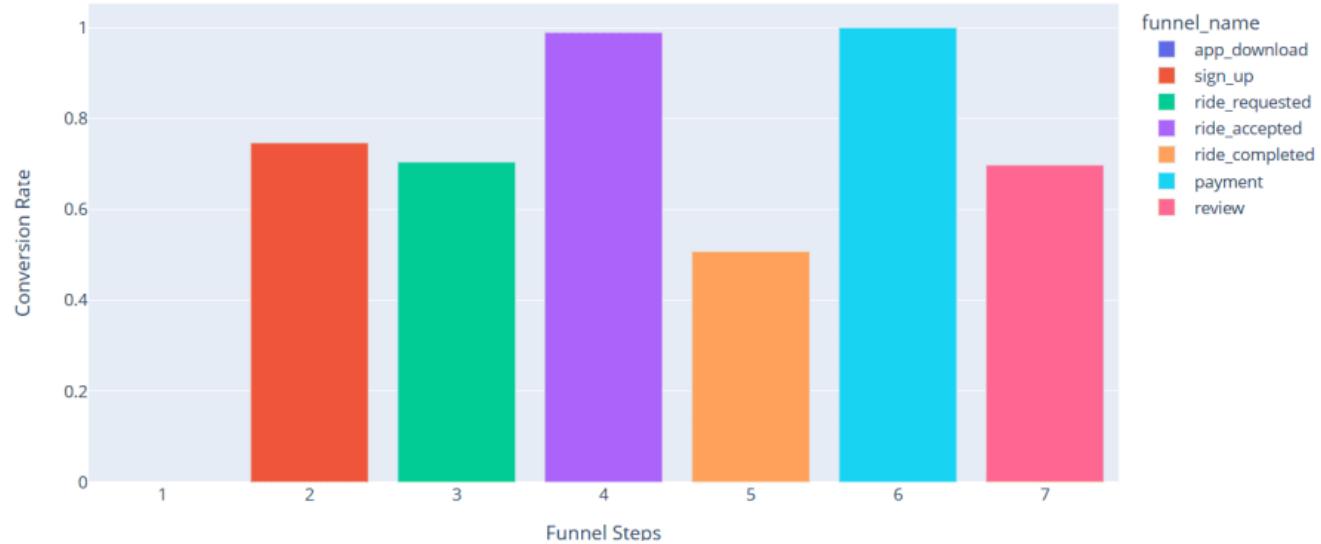


Conversion rate

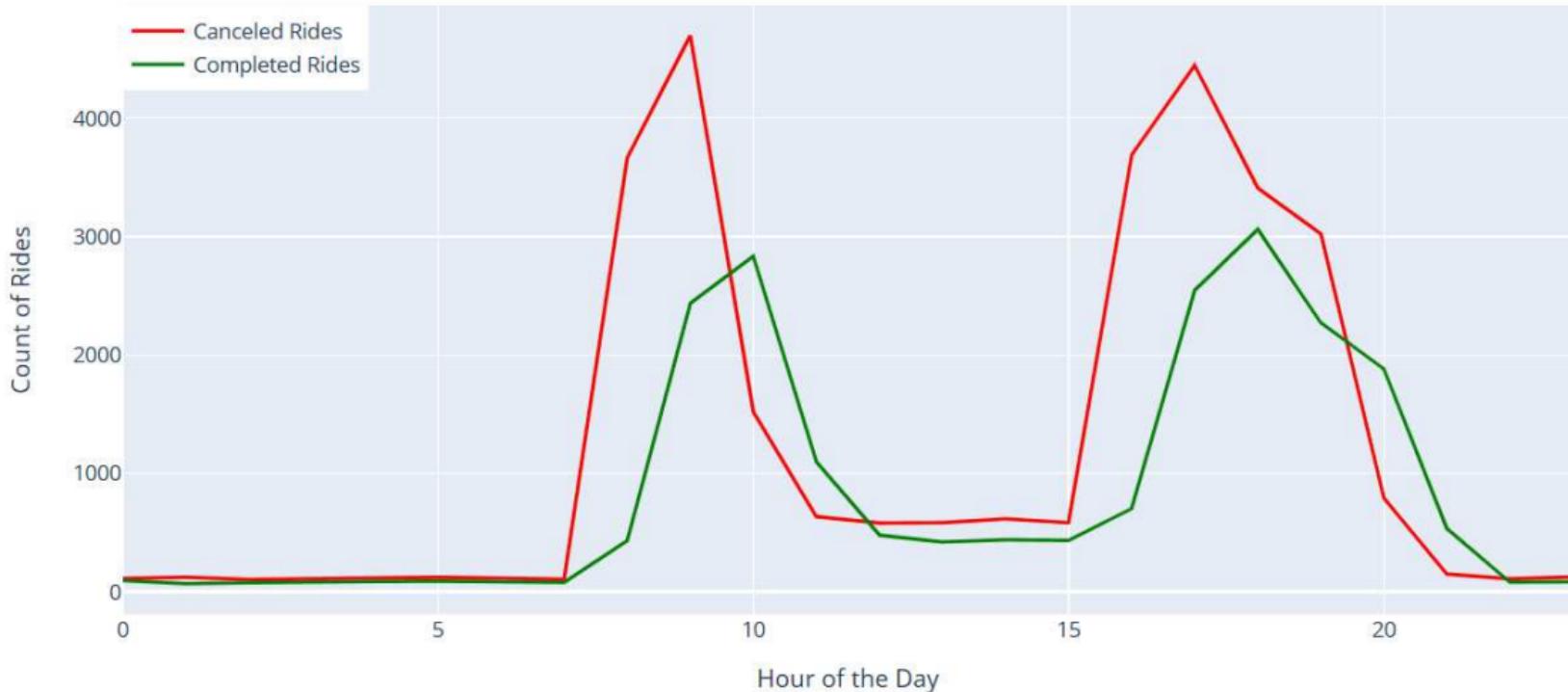


Conversion Rate for Different Funnel Steps

- Strong Signup Engagement
- Active Requesting
- Efficient Driver Acceptance
- Pickup Stage Challenge
- Smooth Payment Transition
- Review Engagement



Canceled and Completed Rides per Hour

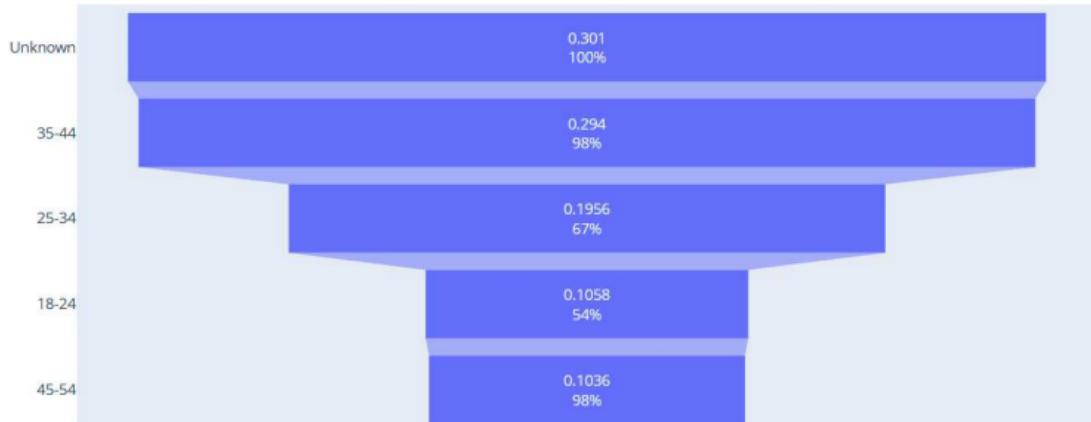


**apply youtube adds
for 45-54 age group**

Age Distribution Insights

Age-Driven Funnel Analysis

Chart of Signups by Age Range



Thanks You

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