METRO-CAR ANALYSIS

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INTRODUCTION

- Metrocar is a ride-sharing app (similar to Uber/Lyft) .

- Our goal in this analysis is to look at the process that a customer goes through when he downloads the Metrocar app and determine where we can enhance this process.
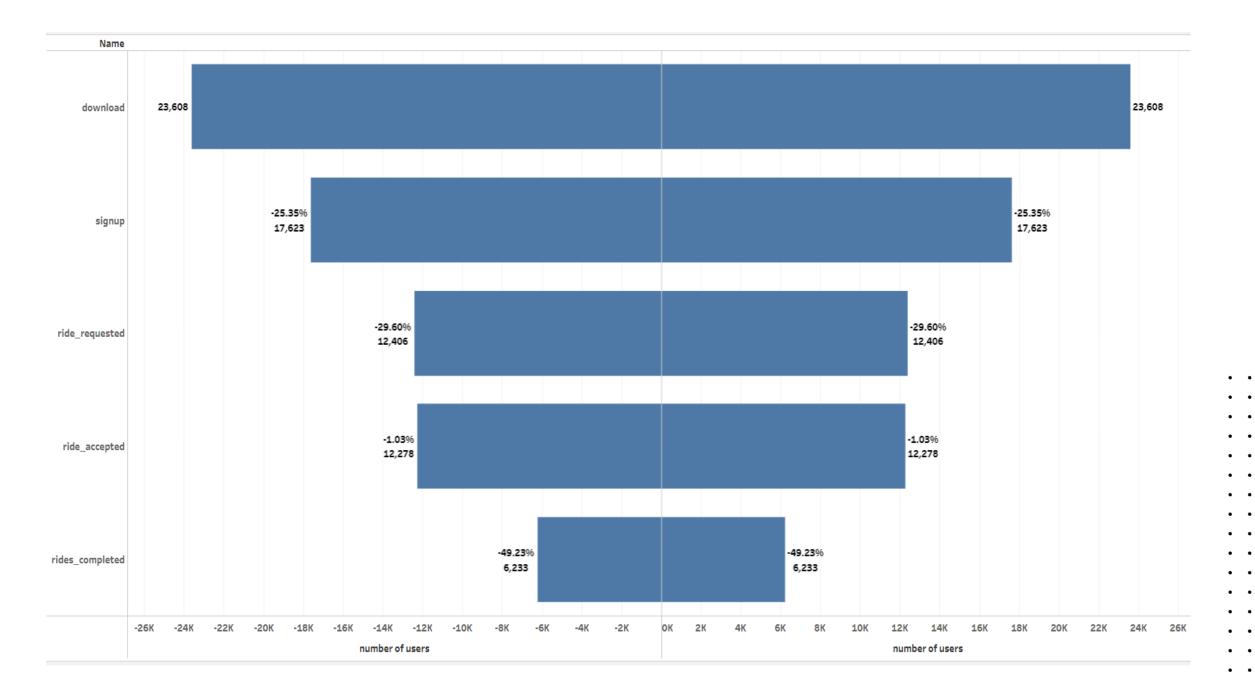
- To reach our goal we are analyzing Metrocar data from the year 2021.

THE PROCESS

- When a customer downloads the metrocar app there are different aspects that we should look at :

  Signups / ride orders / rides accepted / rides completed .

REVIEW EXAMPLES

- Horrible service. The driver was reckless and drove well above the speed limit.

- A complete disaster. The driver canceled the ride last minute, leaving me stranded in an unfamiliar location.

- Absolutely disgusted with Metrocar. The driver overcharged me and refused to rectify the issue.

- Regrettable ride with Metrocar. The driver was late, and the vehicle had a strong unpleasant smell.

  - Average rating : 3.063/5

MY CONCLUSIONS AND RECOMMENDATIONS

- We have a fair amount of customers dropping out of the process after downloading the app so maybe we can enhance our signup process .

- We have the most percentage of customers lost in the rides completed step and my recommendations is to review our drivers and make a change in that aspect .

Link to interactive dashboard with funnel:

https://public.tableau.com/app/profile/rwad7818/viz/metrocarproject/Story1