Metrocar Funnel Analysis
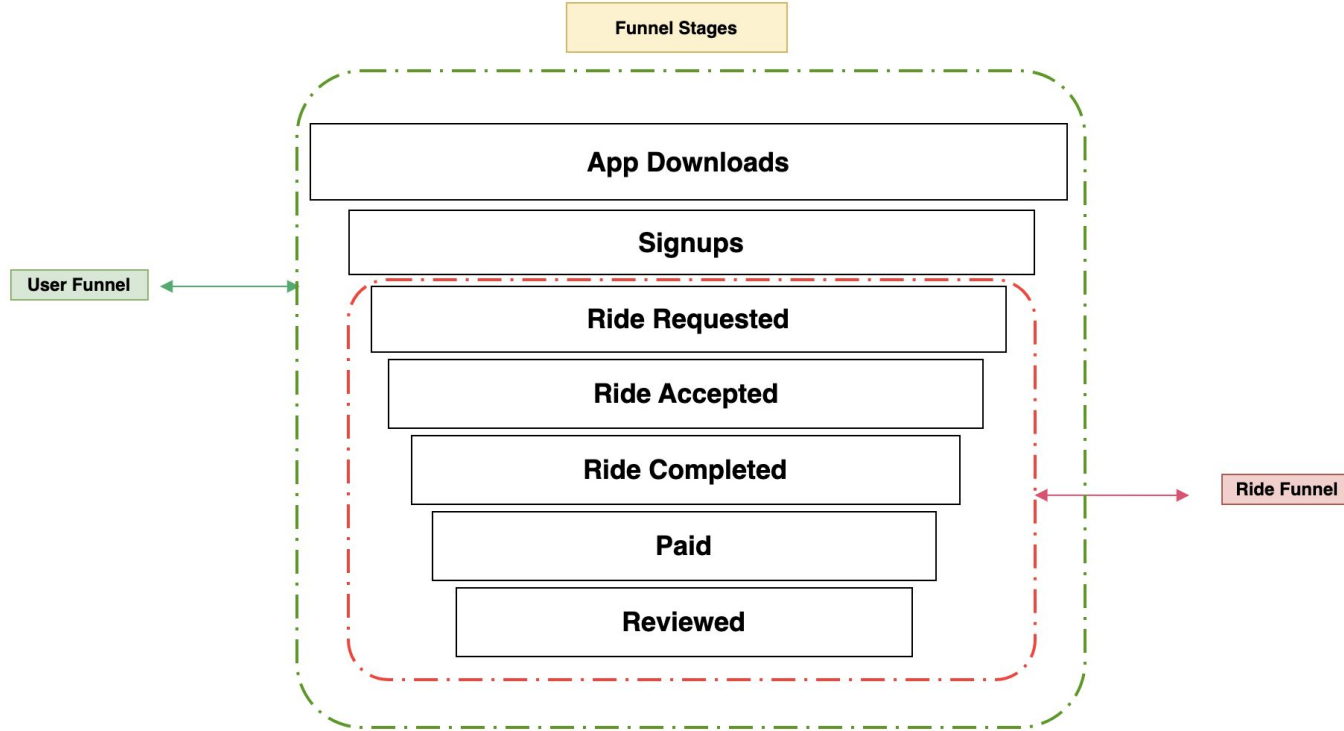
Introduction

Metrocar is a ride-sharing app (similar to Uber/Lyft)
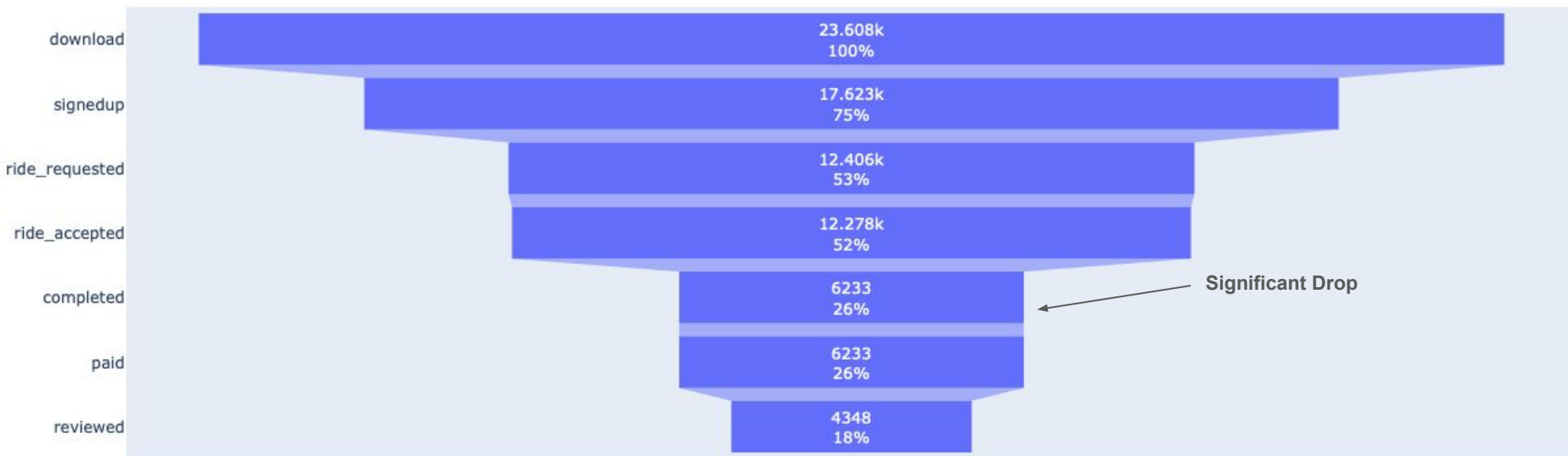
Aim: Analyze the stages of funnel to identify areas for improvement and optimization.

- User Funnel Analysis
- Ride Funnel Analysis
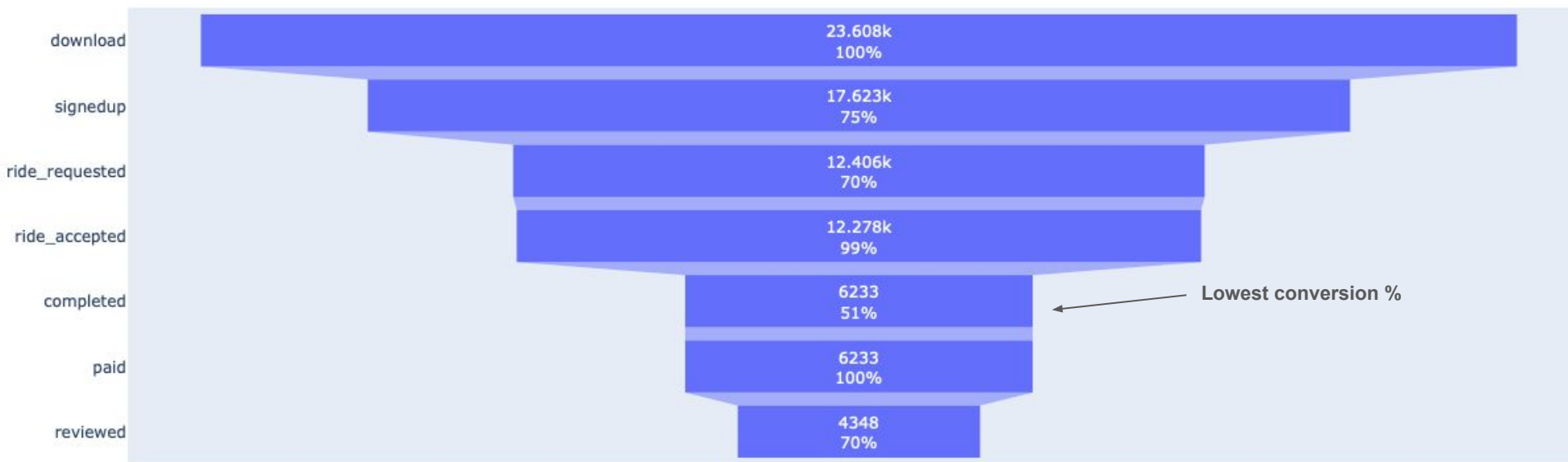- General Analysis - by Platform, Age and Rating

Funnel Stages

User Funnel (Percent of Top)

download	23.608k 100%
signedup	17.623k 75%
ride_requested	12.406k 53%
ride_accepted	12.278k 52%
completed	6233 26%
paid	6233 26%
reviewed	4348 18%

Significant Drop

User Funnel (Percent of Previous)

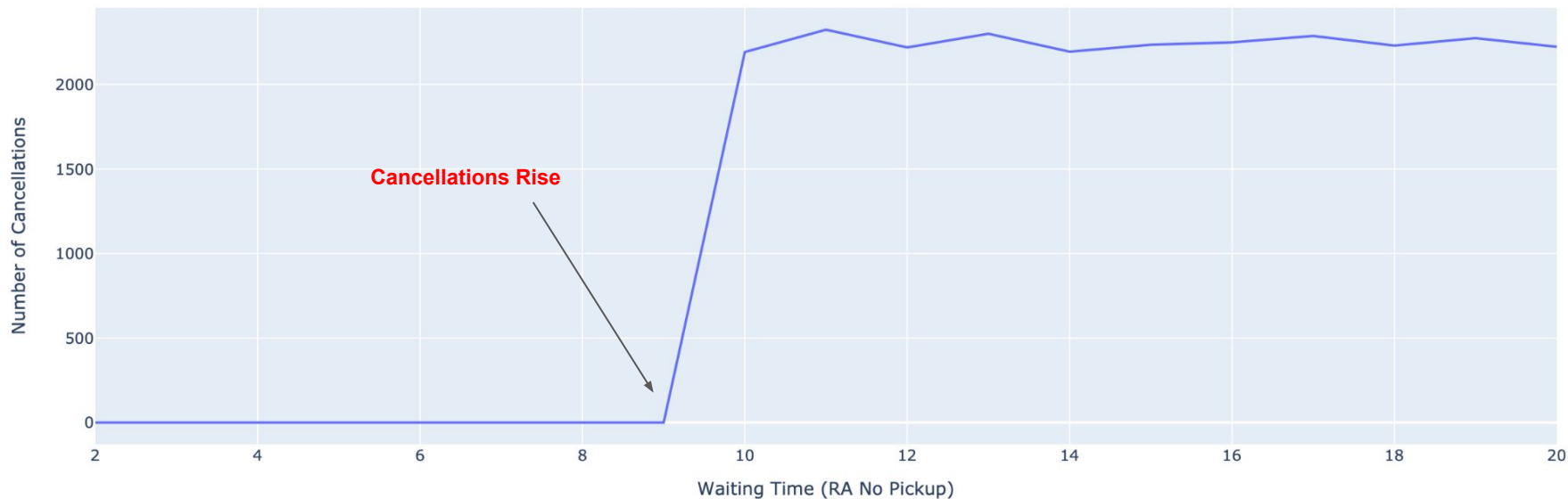|	
download	23.608k 100%
signedup	17.623k 75%
ride_requested	12.406k 70%
ride_accepted	12.278k 99%
completed	6233 51%
paid	6233 100%
reviewed	4348 70%

Lowest conversion %

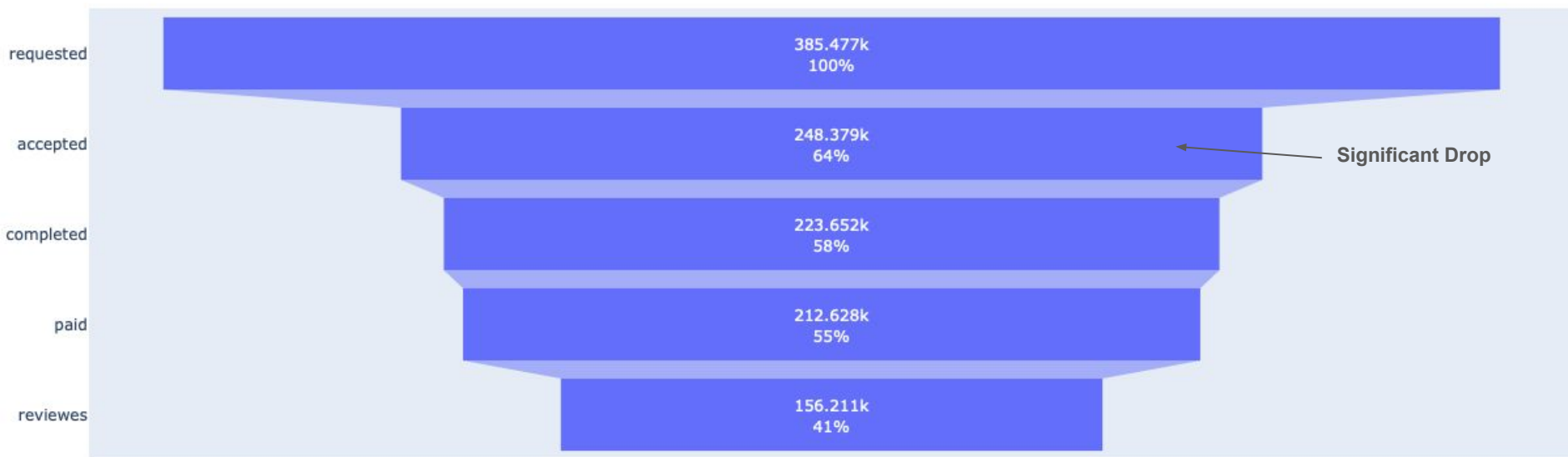# Why Huge Drop From Ride Accepted to Ride Completed?

User Requested ⟹ Driver Accepted ⟹ Never Picked Up

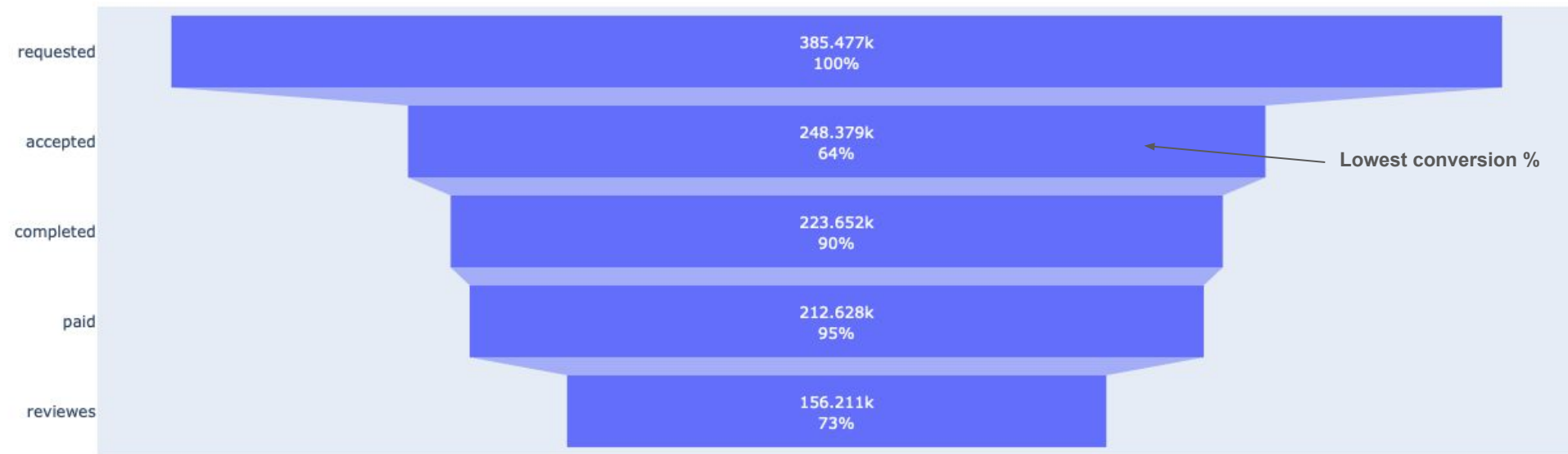# Waiting Time vs Cancellations

Above 9 min Waiting Time ⟹ **Cancellation**

Rides Funnel (Percent of Top)

requested	385.477k 100%
accepted	248.379k 64%	Significant Drop
completed	223.652k 58%
paid	212.628k 55%
reviewes	156.211k 41%

Rides Funnel (Percent of Previous)

|	
requested	385.477k 100%
accepted	248.379k 64% — **Lowest conversion %**
completed	223.652k 90%
paid	212.628k 95%
reviewes	156.211k 73%

Why Huge Drop From Ride Requested to Ride Accepted?

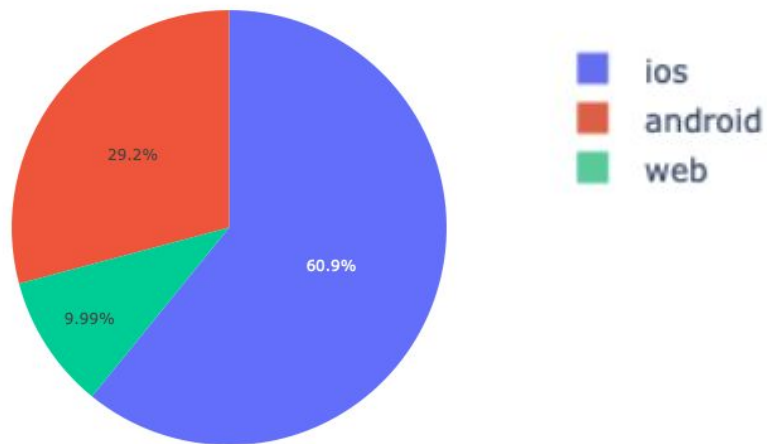User Requested ⟹ Driver Never Accepted

Requests vs Cancellations by Hour of Day

User Requested ⟹ Driver Never Accepted during Peak hours

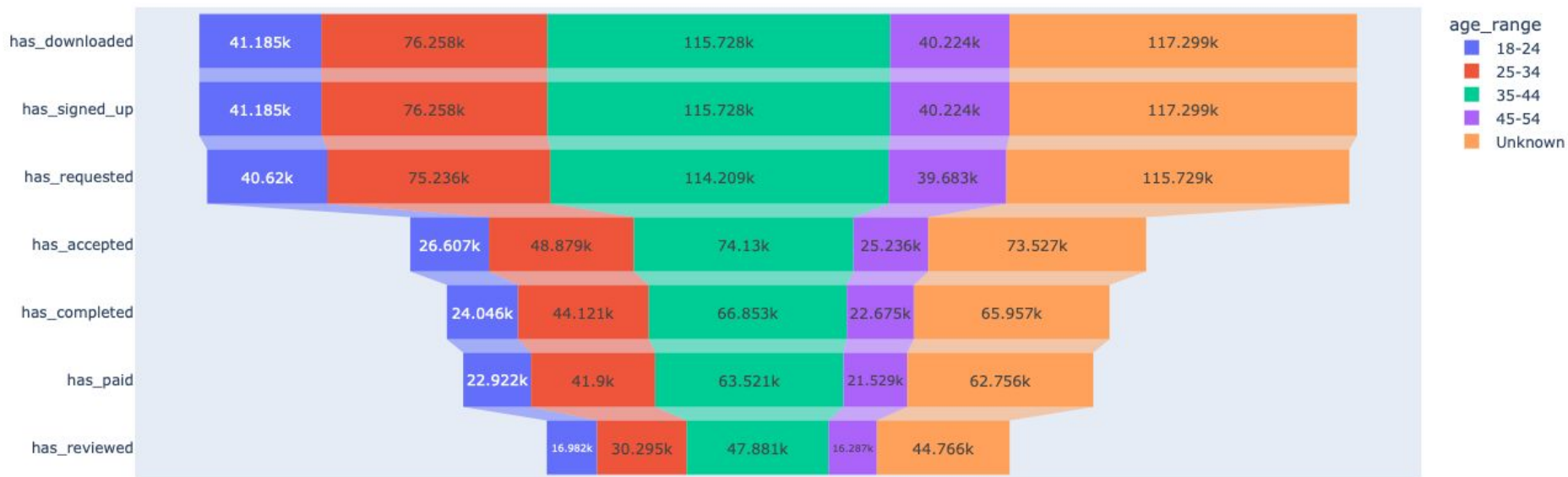

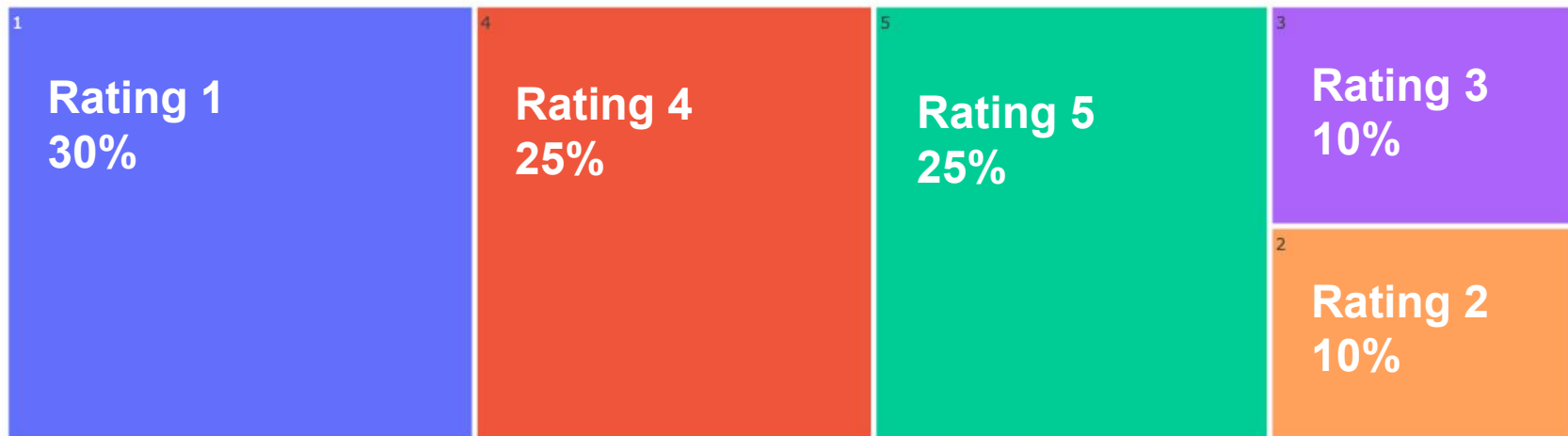Hourly Distribution of Ride Requests and Cancellations
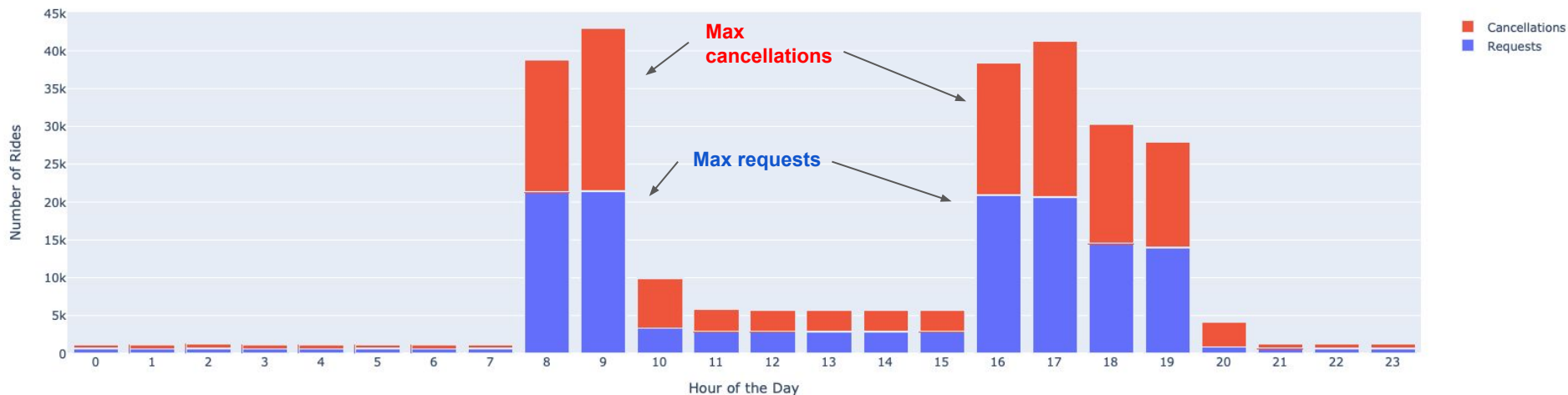
General Analysis

Requests by Platform

Funnel by Age_Range

Rating Distribution

Recommendations

- **Reduce Waiting Time** - Enhance App Algorithm

- **Proper Driver Allocation during peak hours** - Predictive Analytics, Surge Pricing Incentives

- **Targeted marketing to IOS and Android**

- **Address Highest rating 1** - Improve overall service by Sentiment Analysis

- Increase marketing for 35-44 age group

- Further investigation on Unknown age group