MetroCar App:

Driving User Engagement

Created By :

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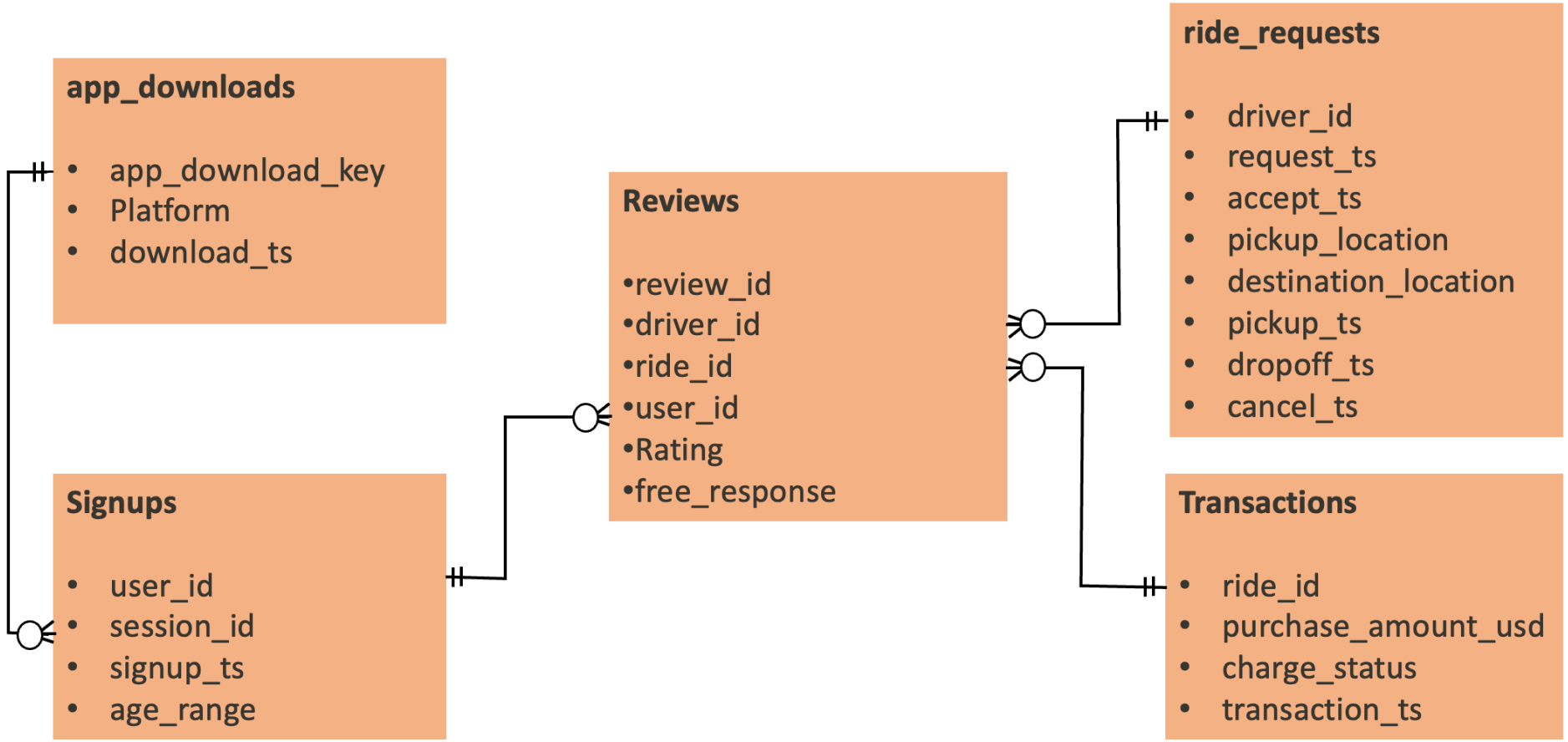
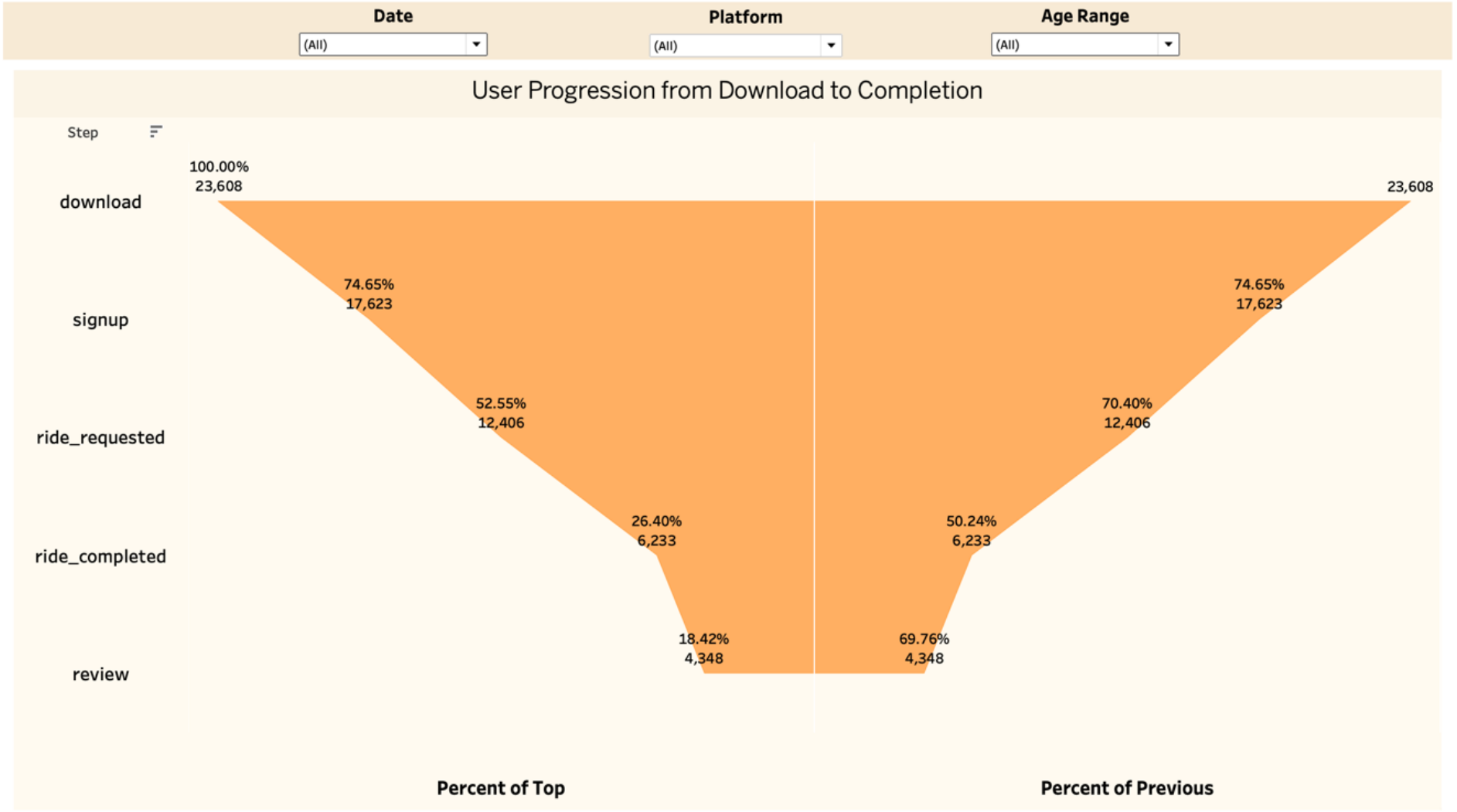
Introduction

- Introducing MetroCar App
- Data Sources and Tables Used
- The Goal of the Project



Funnel Performance

- Customer Funnel Analysis Overview
- Exploring Dynamic Funnel Insights



Recommendations

1) Improve Ride Completion Experience:

- Analyze ride cancellations
- Optimize ride duration/routes
- Streamline payment process
- Personalized promotions
- Real-time customer support

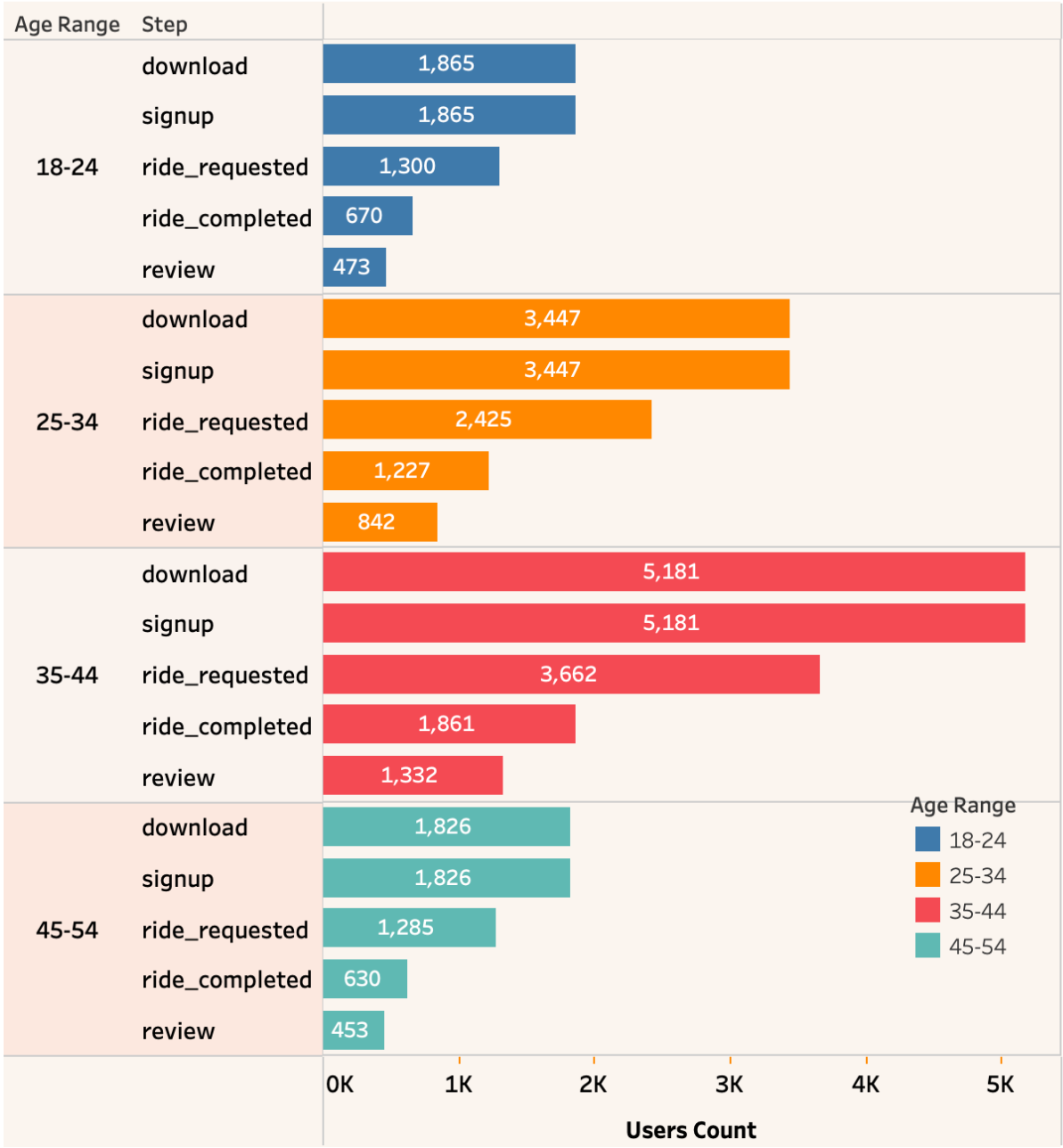
2) Enhance User Onboarding:

- Simplify registration process
- Personalized welcome messages
- Offer signup incentives
- Engaging onboarding tutorials
- User feedback loop

User Demographics:

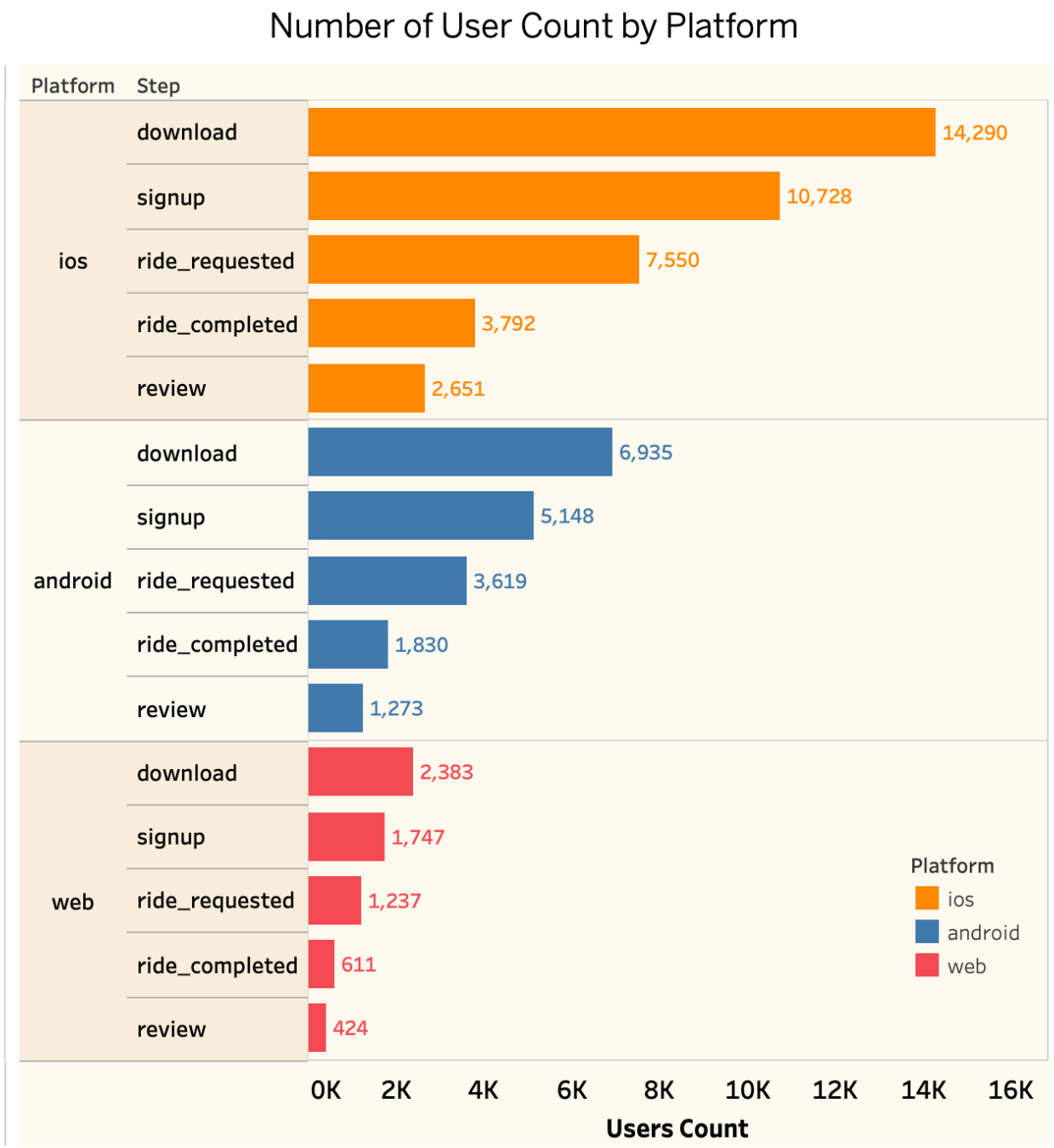
Age Range

Number of User Count by Age Range



User Demographics:

Platforms



Conclusion

• Data-driven analysis of MetroCar app's user engagement & funnel performance provides valuable insights & recommendations.

• Focus on analyzing ride cancellations, optimizing routes, streamlining payments & providing real-time customer support to enhance user experience & ride completions.

• Improve onboarding with simplified registration, personalized messages, incentives & engaging tutorials to strengthen user base.

• Implementing data-driven decisions will foster growth, boost engagement & maintain a competitive edge.

• The project lays a solid foundation for optimizing user experience, driving meaningful improvements, and ensuring continued success in meeting user expectations.