
Introduction

Funnel Analysis

Conclusion



METROCAR FUNNEL ANALYSIS PROJECT

METROCAR

INTRODUCTION

Project Focus: Comprehensive funnel analysis of Metrocar, a ride-sharing app.

Objective: Identify drop-off points and optimize the customer experience.

Tools Used:

- SQL for data extraction
- Pandas for data manipulation
- Plotly for visualizations



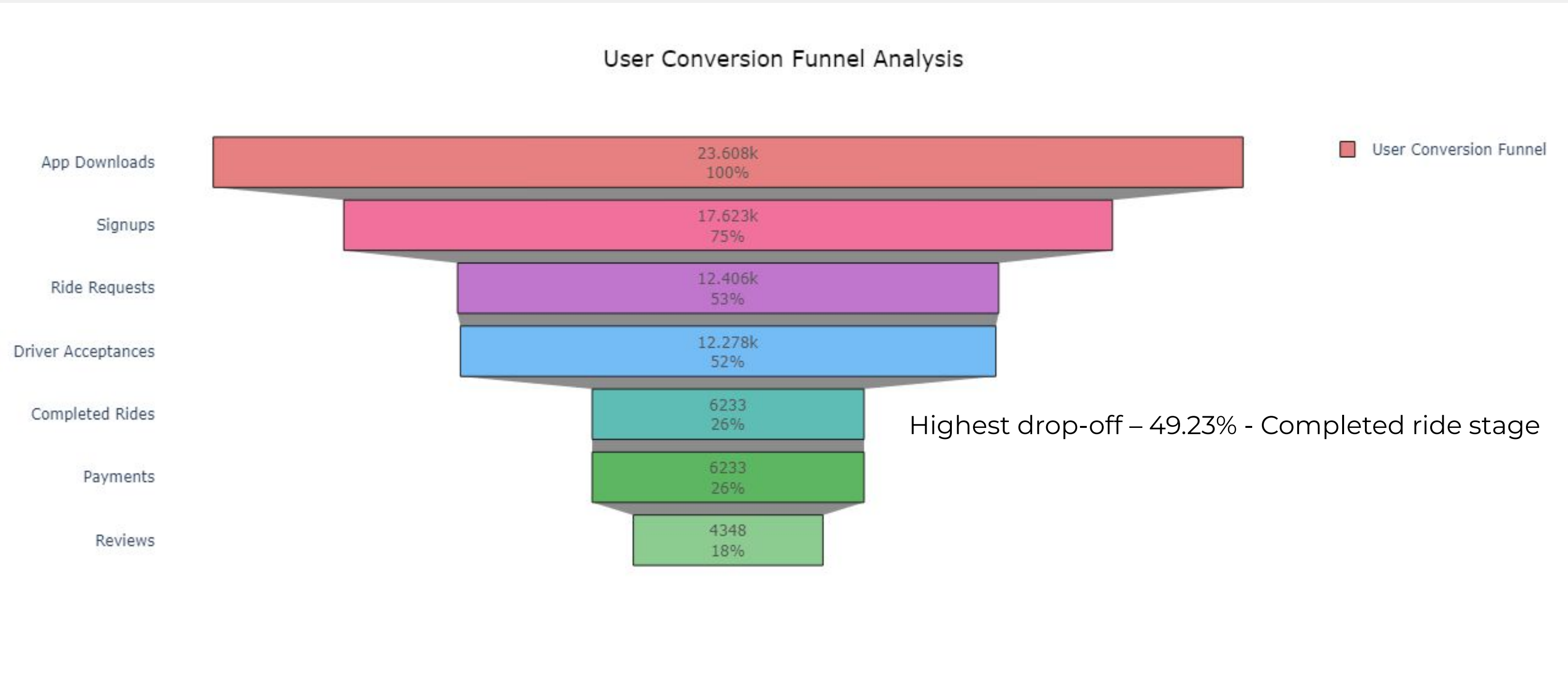
METROCAR

FUNNEL ANALYSIS

- **App Download:** User downloads the Metrocar app.
- **Signup:** User creates an account with necessary details.
- **Request Ride:** User requests a ride by entering pickup and destination details.
- **Driver Acceptance:** A driver accepts the ride request.
- **Ride:** The ride is completed from pickup to dropoff.
- **Payment:** User is charged automatically, and a receipt is issued.
- **Review:** User rates the driver and provides feedback.

Funnel Stage Analysis

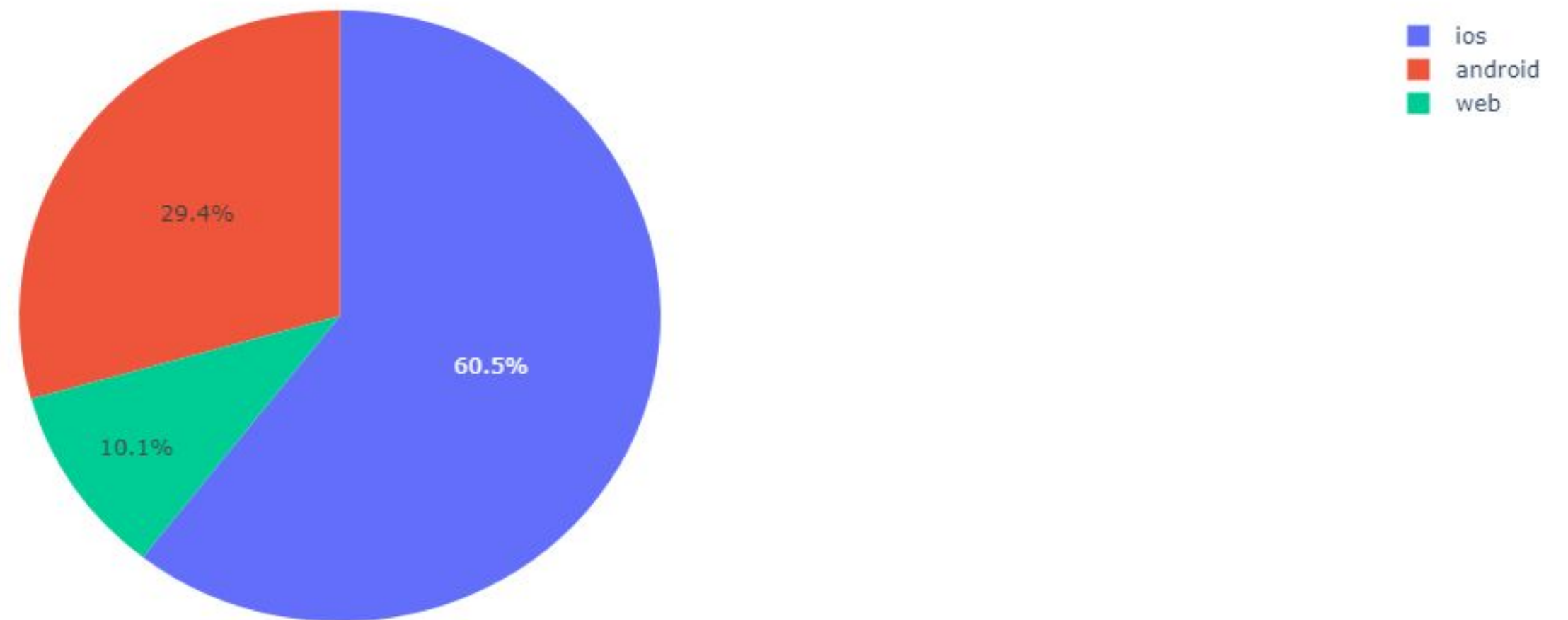
User Conversion Funnel Analysis



Funnel Stage Analysis

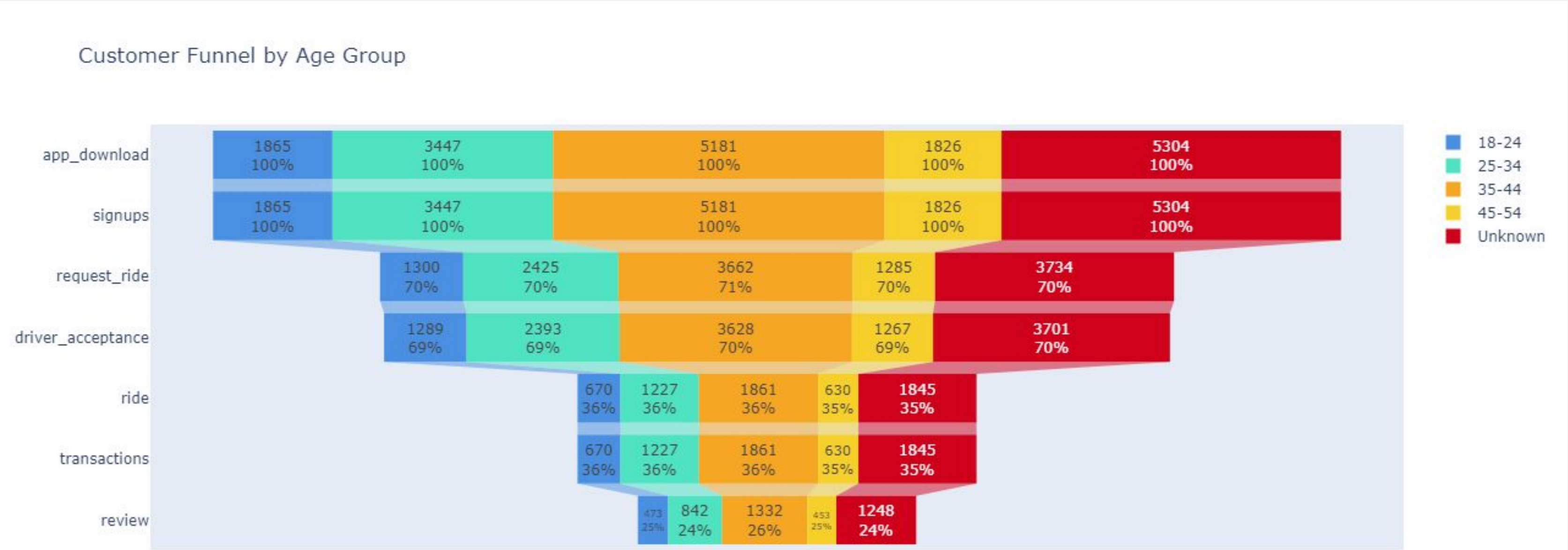
User Distribution by Platform

User Distribution by Platform



Funnel Stage Analysis

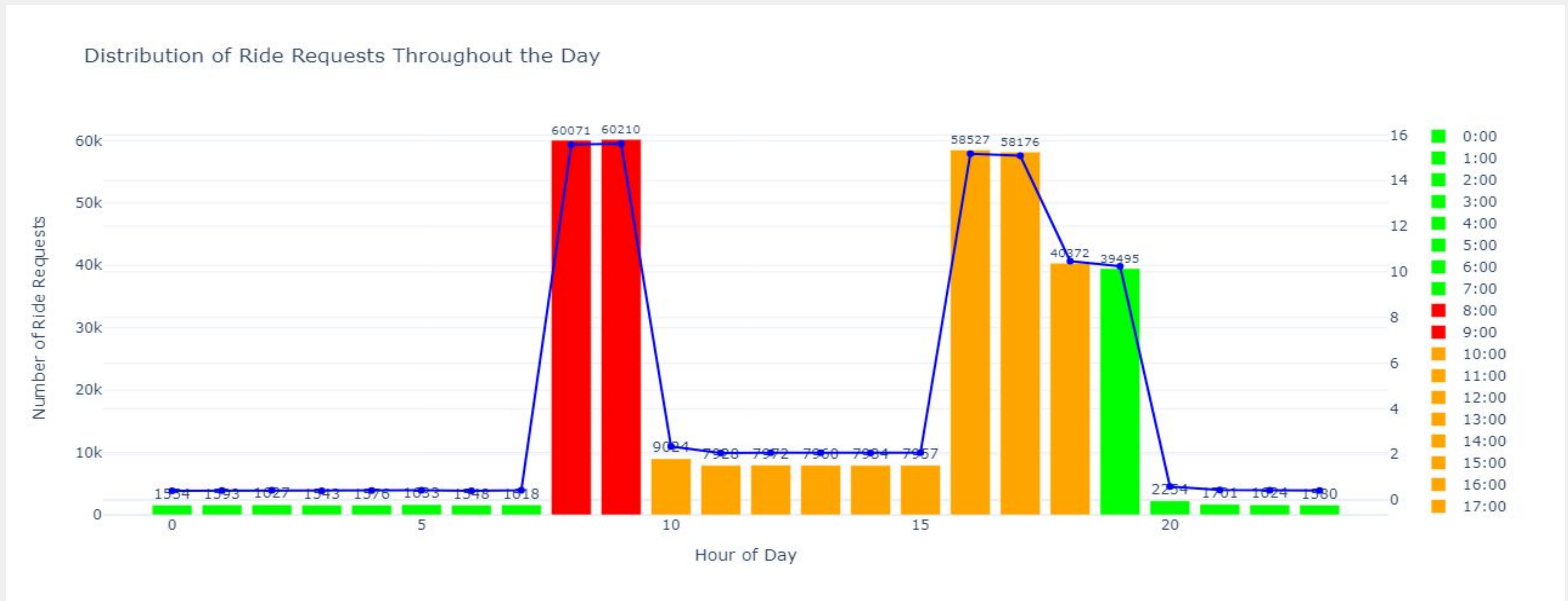
Customer Funnel by Age Group



"Approximately 5,985 app downloads and 5,304 user records have null or unknown age range values."

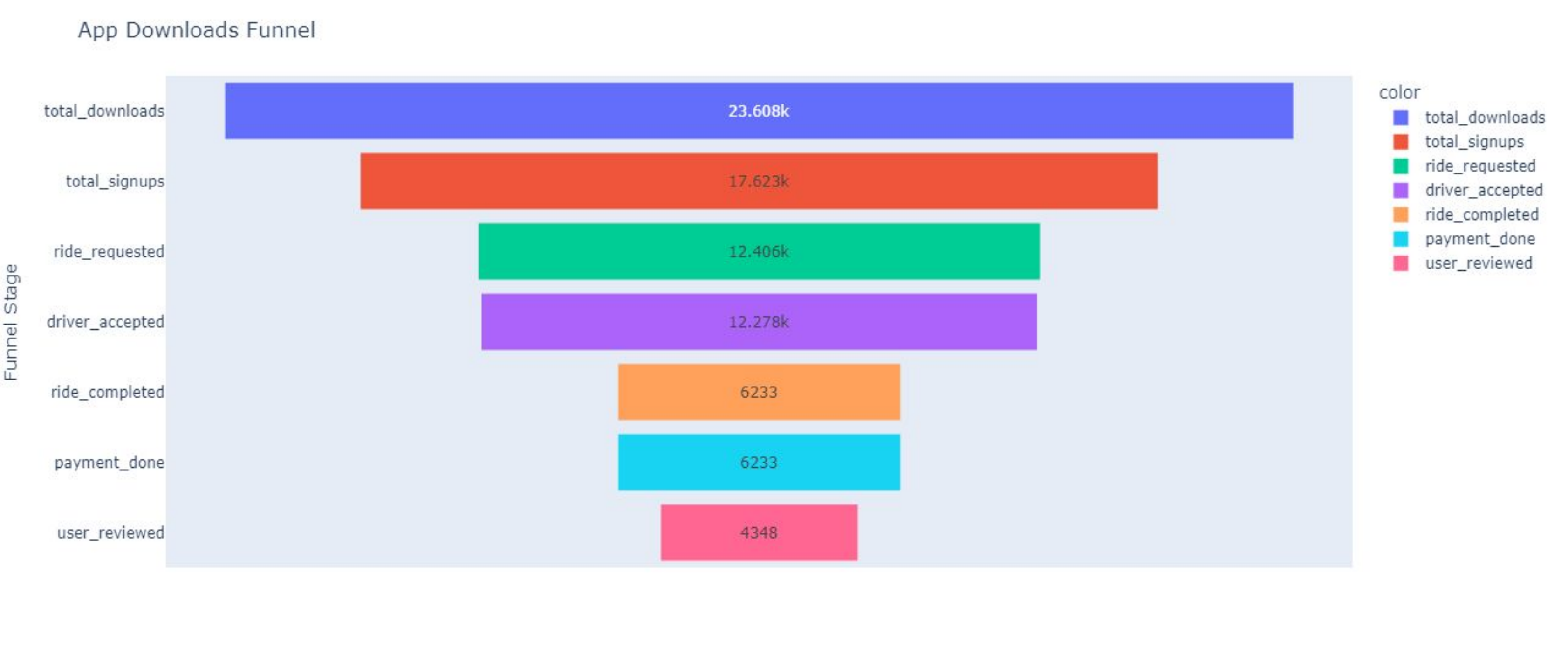
Funnel Stage Analysis

Distribution of Ride Requests Throughout the Day



Funnel Stage Analysis

App Downloads Funnel



RECOMMENDATIONS

- **Simplify the signup process**
- **User Feedback**
- **Target age groups with higher conversion rates**
- **Enhance ride requests and driver acceptance**
- **Introduce surge pricing during peak demand periods**



CONCLUSION

Based on the analysis, actionable recommendations have been made to enhance Metrocar's overall customer experience and operational efficiency.



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