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What brings us here today?

identify pain points and enhance the user experience within Metrocar's customer funnel

improve conversion rates and user engagement throughout the customer funnel, driving growth and satisfaction

data-driven decisions and prioritize improvement initiatives for Metrocar's platform
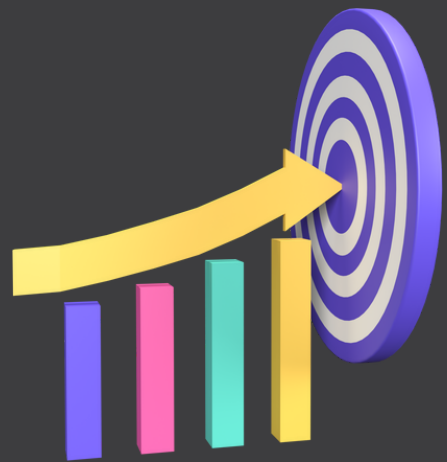
Actionable recommendations will optimize the ride-sharing experience and increase conversion rates for Metrocar's customers

Objective

Identify pain points and factors contributing to user drop-off or dissatisfaction in Metrocar's customer funnel.

Optimize user engagement and conversion rates throughout the customer funnel to increase satisfaction, retention, and the success of Metrocar's platform.

Key Insights

Customer Retention/Dropoff (Percentage of Previous:POP and Percentageof Top:POT)
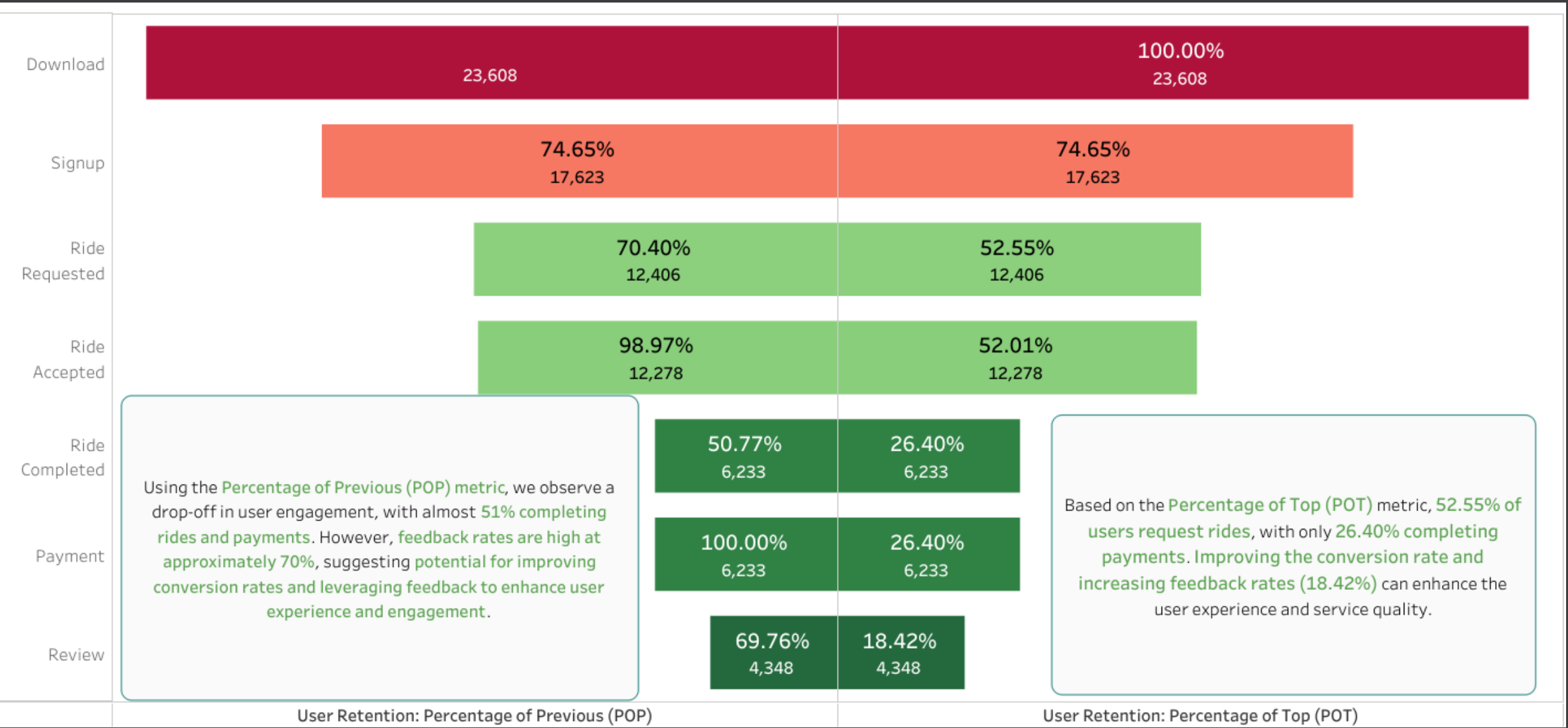
Customer Retention/Dropoff (Percentage of Previous:POP and Percentageof Top:POT)

Customer Retention and Dropoff Rates

- Following POP, 51% of users successfully complete rides and payments. A significant drop from the 'Ride Accepted' stage

- High feedback rate of 70% suggests room for improving conversion rates and user engagement

Conversion Rates and Customer Journey

- Following POT, 26.40% of users complete payment. Signifies a significant rate of conversion leaving areas of improvement.

- Focus on improving the customer journey and increasing feedback rates.

Investigating User Behavior

- Discrepancy between initial ride requests (12,278 users) and completions (6,233 users).

- Optimize the ride experience to improve retention and satisfaction.

Key Insights

App Downloads by Age Groups and Platforms
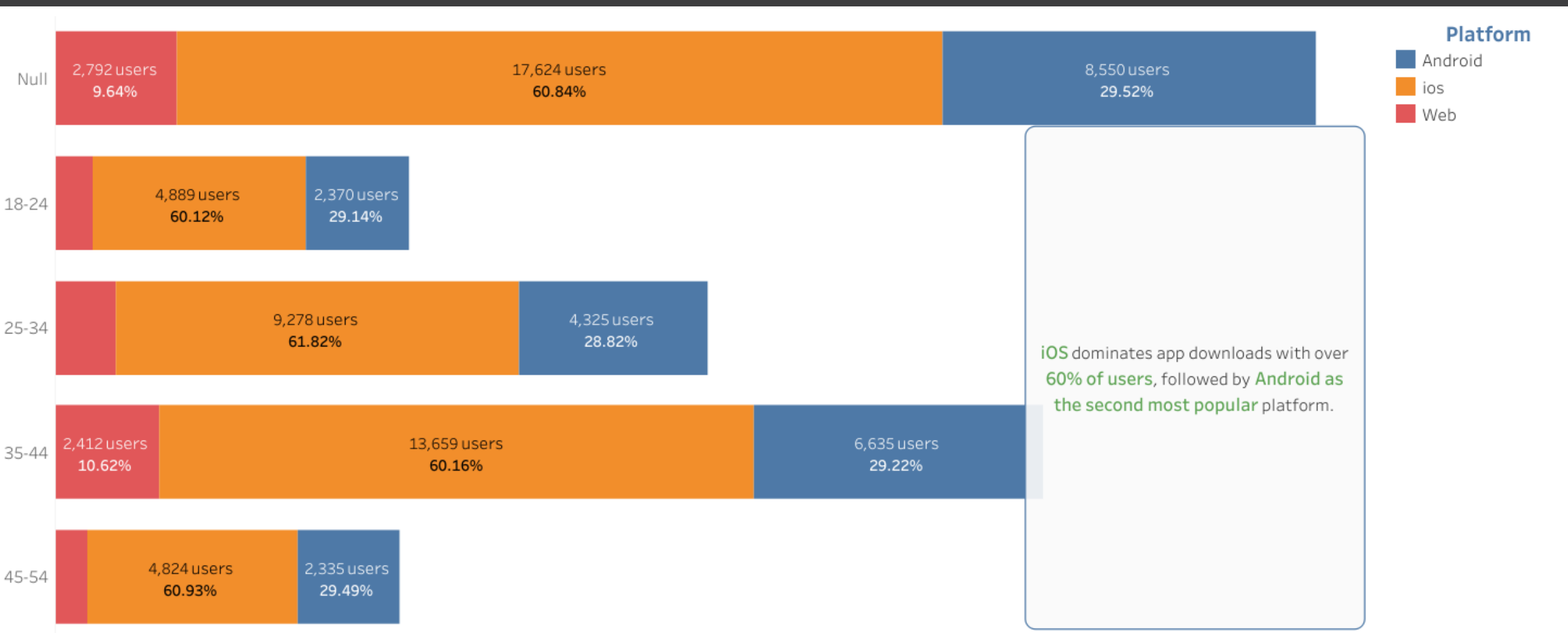
App Downloads by Age Groups and Platforms

iOS Dominance

- iOS dominates app downloads, capturing over 60% of users from all age groups as the preferred platform for Metrocar app downloads.

Android as Runner-Up

- Android is a popular platform that closely follows iOS, indicating a substantial user base that should be considered in marketing strategies.

Strategic Implications

- Consider platform trends for marketing and budget planning, prioritizing iOS optimization and ensuring a seamless experience for Android users.

Key Insights

Percentage of Revenue Generated by Age Group

	User Count	Ride Count	Percentage of revenue generated/Age group
18-24	8,132 Users	130,053 Rides	10.78% of total revenue
25-34	15,008 Users	238,210 Rides	19.72% of total revenue
35-44	22,706 Users	363,262 Rides	29.88% of total revenue
45-54	7,917 Users	124,264 Rides	10.15% of total revenue
Null	28,966 Users	359,534 Rides	29.47% of total revenue

Age group **35-44** generates 30% of revenue, while **25-44** contributes almost 50%, signifying significant financial impact.

Percentage of Revenue Generated by Age Group

Revenue Contribution: 35-44 Age Group

- The 35-44 age group makes a significant financial impact, contributing 30% of the total revenue for Metrocar.

- Targeting and catering to the preferences and expectations of this age group is crucial for maximizing revenue potential.

Collective Contribution: 25-44 Age Group

- The combined contribution of the 25-44 age group accounts for nearly 50% of the total revenue.

- Recognizing the financial influence of this age group highlights the importance of focusing on their needs and preferences

Strategic Focus

- Develop tailored strategies for the 35-44 and 25-44 age groups to drive revenue growth and customer satisfaction.

- Allocate resources to meet the unique needs of these age groups, ensuring a satisfying and tailored experience that boosts revenue..

Recommendation
Way Forward?

Improve Conversion Rates and Feedback Engagement

- Address drop-off in conversion rates between ride requests and completed payments.

- Leverage high feedback rate to gather insights and enhance user experience.

Enhance the Customer Journey and Ride Experience

- Investigate reasons behind completion of rides without initial requests.

- Optimize ride experience to increase satisfaction and retention.

Target Marketing Efforts Based on Platform and Age Group

- Allocate marketing budget based on app download trends by platform.

- Focus on 35-44 and 25-34 age groups for targeted campaigns.

Recommendation

Way Forward?

Optimize App Performance and Features

- Improve app performance and features, especially for iOS users.

- Gather user feedback and conduct testing for continuous improvement.

Ensure Data Completeness and Accuracy

- Encourage users to provide age during signup process for better segmentation.

- Regularly review data collection processes for completeness and accuracy

By implementing these recommendations, Metrocar can enhance user engagement, improve conversion rates, optimize the customer journey, and drive revenue growth. Continuous monitoring and feedback will aid further improvement for a satisfying ride-sharing experience.