

**Recommendations:** Based on the regression model analysis, here are some data-driven recommendations for the ride-sharing company:

**1.Dynamic Pricing :**

As per distance, since Medium and Short rides are significantly correlated with lower fares, the company should consider dynamic pricing to adjust fares based on the ride distance. For instance, increase fares for Short rides to better reflect their value and operational costs. Implement minimum fare policies for Short rides to ensure profitability and avoid undervaluing short-distance services.

**2. Driver Incentives:**

Offer higher commission rates or bonuses for drivers accepting medium and long-distance rides. This could balance the distribution of rides and improve service availability. Provide additional bonuses for drivers working during peak times or challenging conditions like, bad weather, late nights. To ensure enough drivers are available when demand is high.

**3.Service Improvements:**

- a. Improve the efficiency of short rides by optimizing routes, reducing idle times, and streamlining pickup/drop-off processes. It can help mitigate the lower fares associated with Short rides. Consider partnerships with local businesses to offer promotions or discounts for short rides, encouraging more customers to opt for ride-sharing over walking or other transportation modes.
- b. Focus on enhancing the overall customer experience for all ride categories and get feedback. For example, ensure clean and well-maintained vehicles, courteous drivers, and reliable service to increase customer satisfaction and loyalty.

**4.Market Segmentation:**

Segment customers based on their preferences. Some riders may prioritize affordability (short trips), while others value convenience (longer trips). Tailor marketing and pricing strategies accordingly.

**5.Promotion(Offer and Coupon):**

To increase business, provide appropriate offers and coupon to the customers and provide safety assurance. Which gives preference to customer ride.

By implementing these strategies, the ride-sharing company can better align its pricing and operational strategies with the insights derived from the regression model, ultimately improving profitability and customer satisfaction.