



Good Cabs

Case Analysis

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business solutions

Good Cabs

Goodcabs, a cab service company established two years ago, has gained a strong foothold in the Indian market by focusing on tier-2 cities. Unlike other cab service providers,

Goodcabs is committed to supporting local drivers, helping them make a sustainable living in their hometowns while ensuring excellent service to passengers.

YOUR
JOURNEY
OUR
PRIORITY



Our Journey

1

2022

Good Cabs
started it's
operation in
2022

2

2024

Strong customer
base of more than
two lacs

3

Goal

Expand it's
operation to more
cities and and
improve
passenger
satisfaction

Key Performance Indicators

01

City Rank By Trip Count/Revenue

Average Trip Rating/Average
Trip Fare

02

03

Monthly Trends

Analysis by Passenger Type

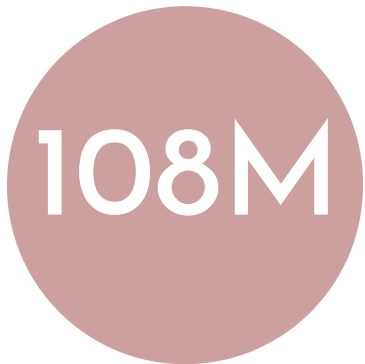
04

05

Target Vs Actual Performance

Key Metrics: Fare, Trips, and Ratings

Total Revenue & Customers



Data Age_
Jan'24 - June'24

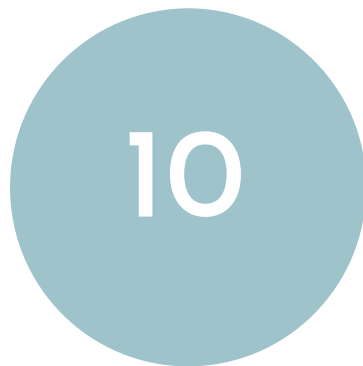


Total Customer
Count

Average Rating & Operations Summary



Average Passenger
Rating

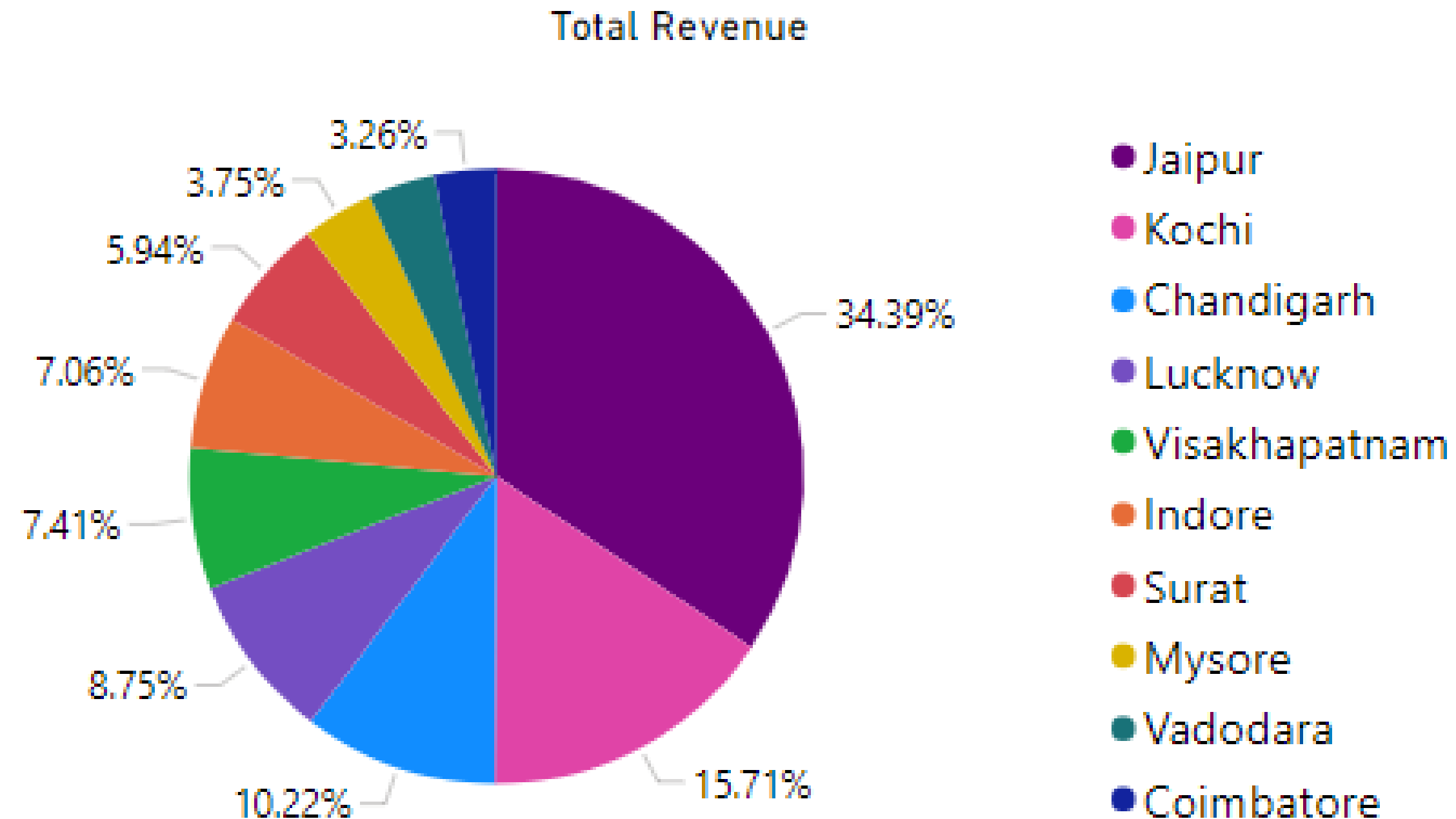


Operational
Cities Count

Revenue Contribution

More than half of the total revenue is coming from Jaipur and Kochi.

Coimbatore and Mysore contribute the least which may be attributed to the lower user base count in South Indian Tier-2 cities.



Rank by Trip Count & Rating

Total Trip Count

Top 3 Cities Bottom 3 Cities

Jaipur
Lucknow
Surat

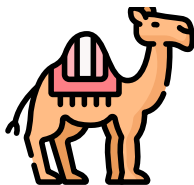
Mysore
Coimbatore
Vishakhapatnam

42%

15%

Best Average Passenger Rating

Jaipur



Kochi

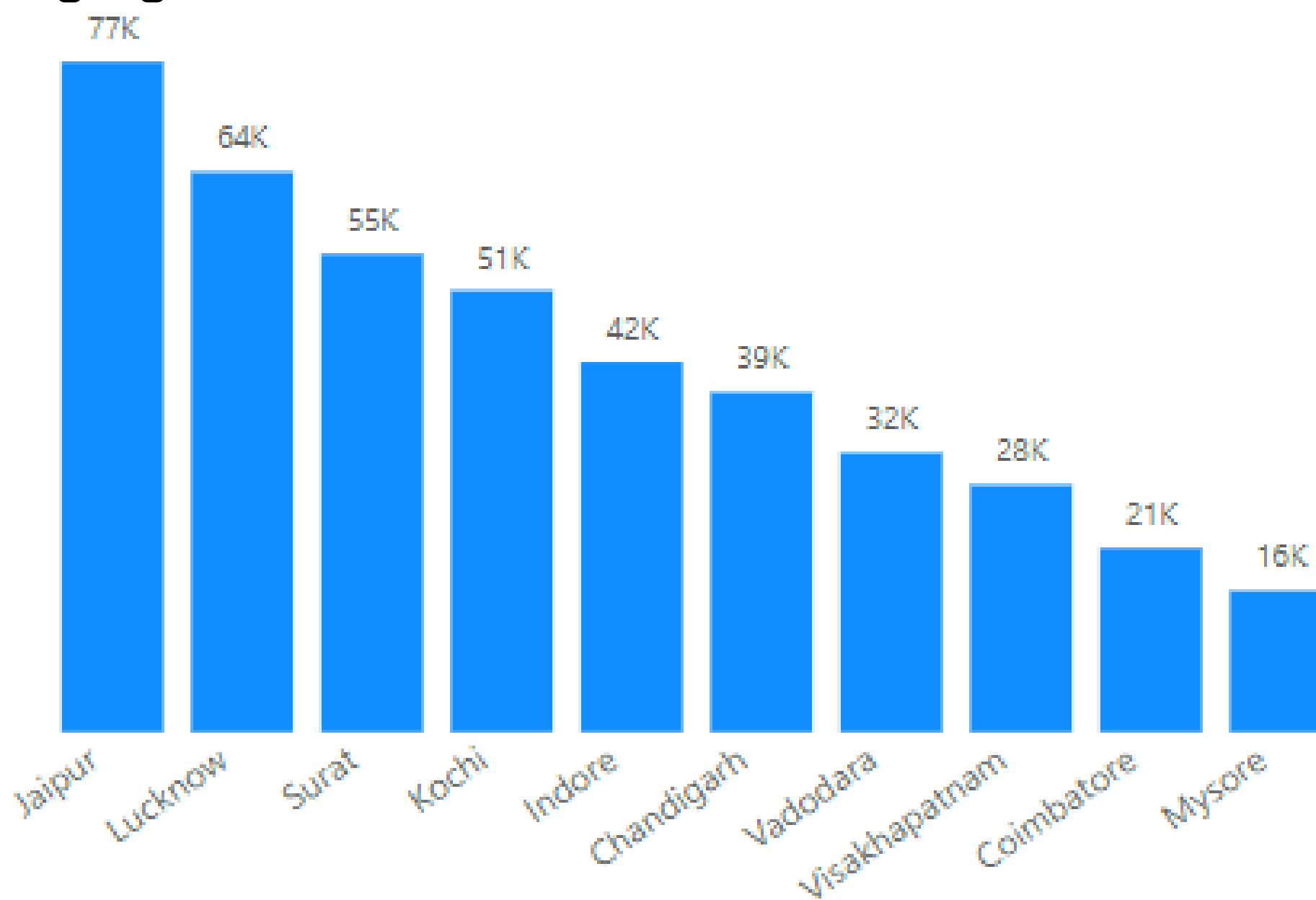


Mysore

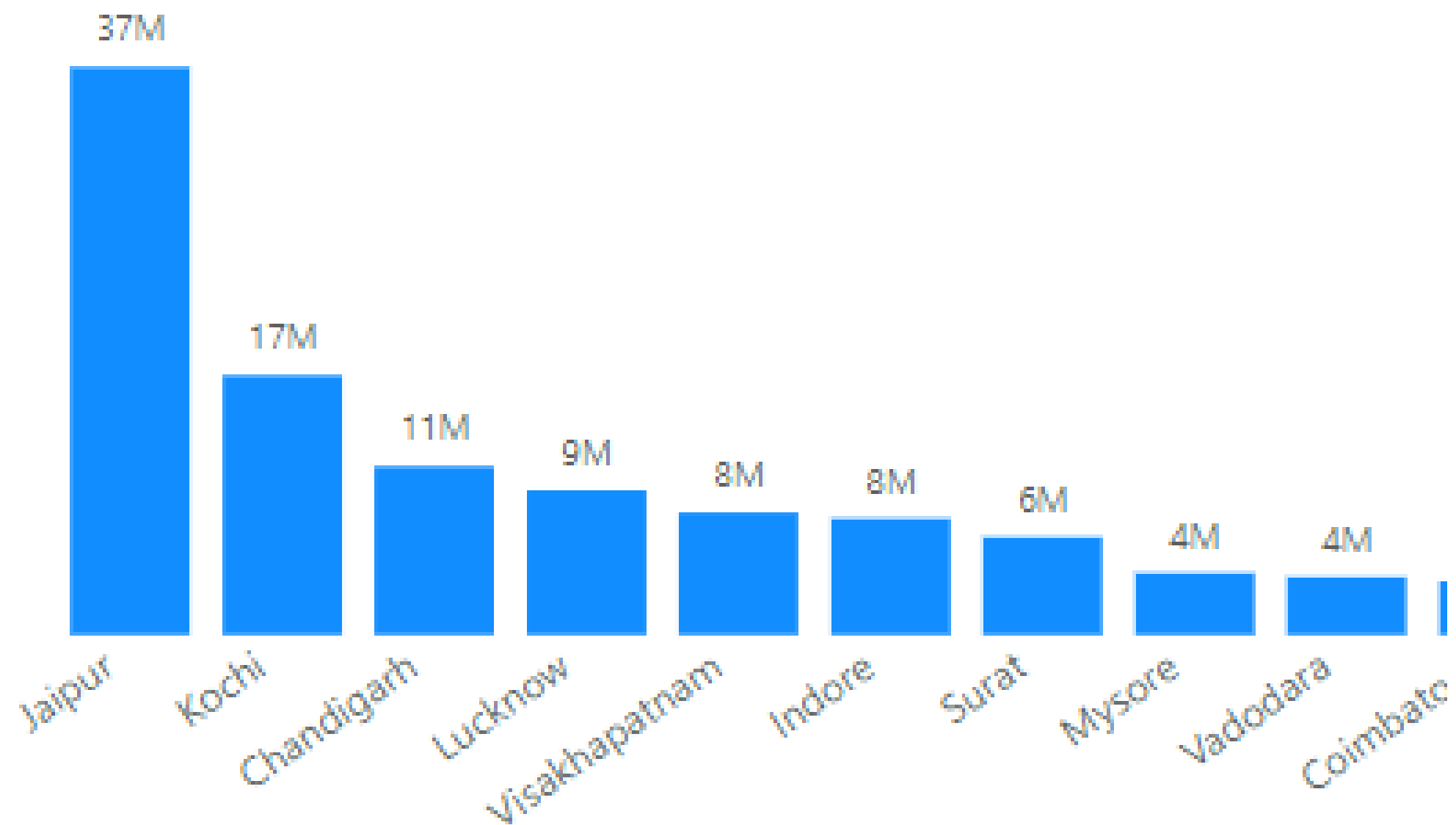




Total Trips Completed



Total Revenue Generated





Fare Per Trip

Jaipur, Kochi, and Chandigarh generate the highest fares per trip.

Surat, Vadodara, and Lucknow fall at the bottom of the list.

This may be due to lower values of total fare amounts and the higher number of trips.

Jaipur	483.92
Kochi	335.25
Chandigarh	283.69
Visakhapatnam	282.67
Mysore	249.71
Indore	179.84
Coimbatore	166.98
Lucknow	147.18
Vadodara	118.57
Surat	117.27



Passenger Rating By City & Type

70% of the cities have an average rating of more than 7.5 depicting high customer satisfaction.

However special focus needs to be given to cities like Surat, Vadodara, Lucknow. Customer centric approach and campaigns might be implemented

City	Passenger Rating
Chandigarh	7.98
Coimbatore	7.88
Indore	7.83
Jaipur	8.58
Kochi	8.52
Lucknow	6.49
Mysore	8.70
Surat	6.42
Vadodara	6.61
Visakhapatnam	8.43

Passenger Type	Average Rating
new	8.65
repeated	6.96

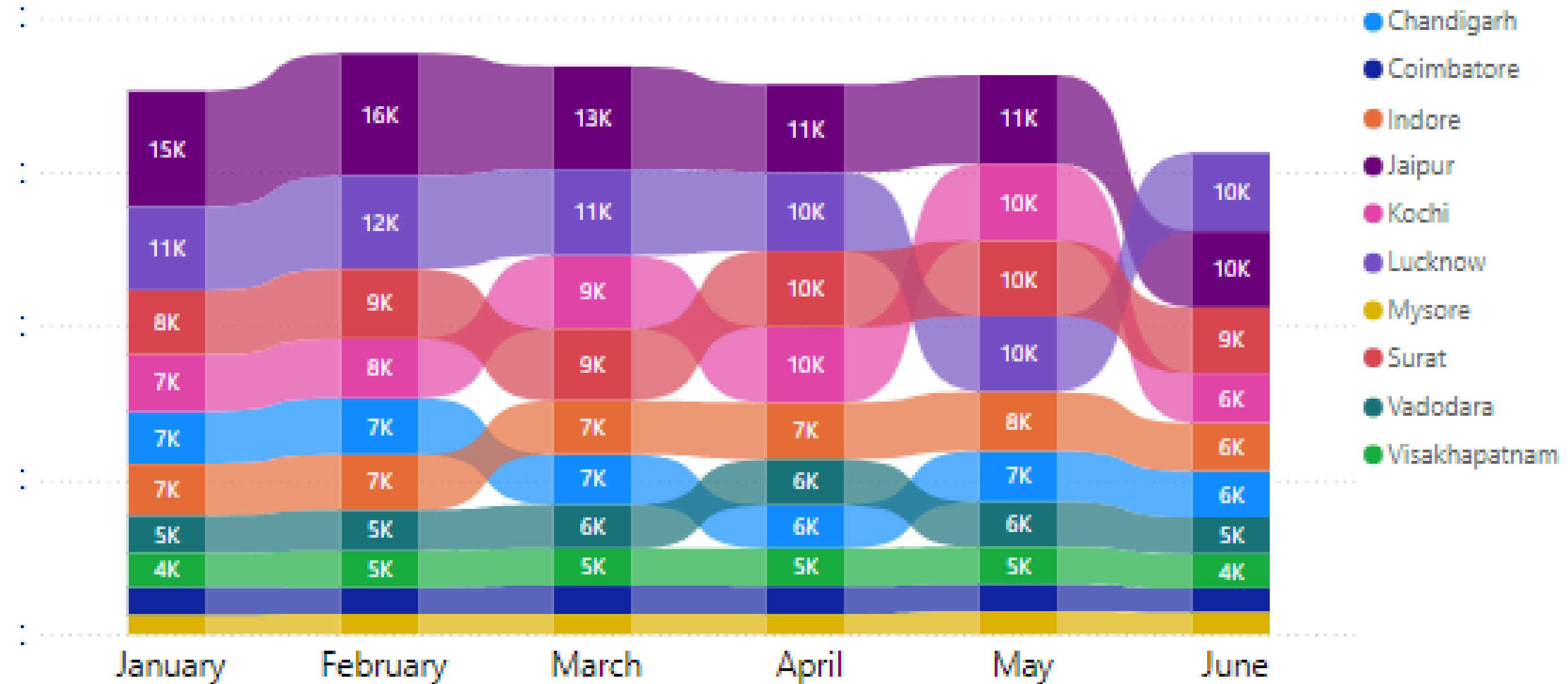


Low Average Rating by Repeat Passengers may possibly lead to future growth in turnover/churn rate.



Monthly Trend- Trip Count

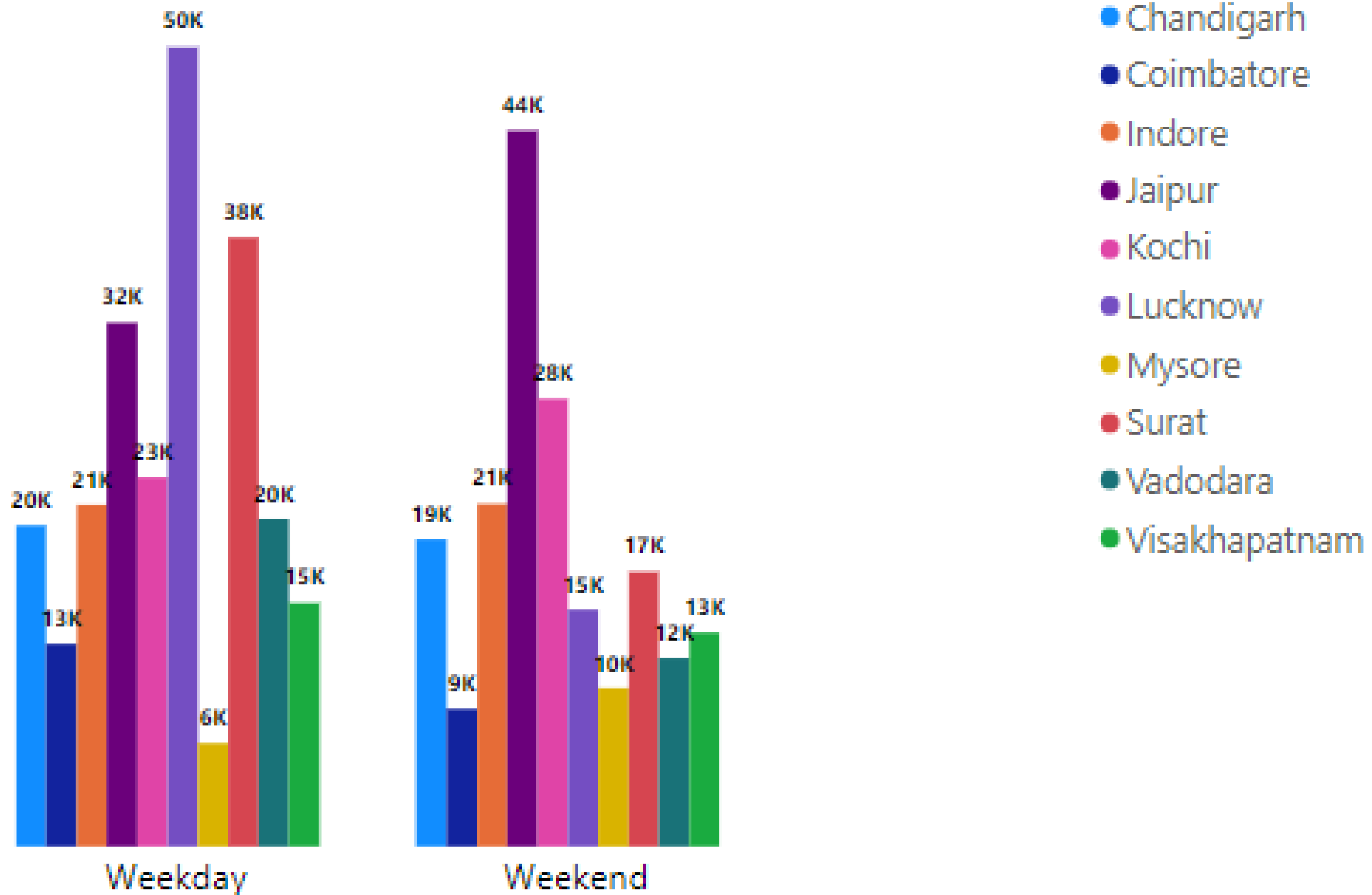
Jaipur dominates the trip count for most months. However, it slips from the top spot during one month, indicating a potential anomaly or seasonality worth investigating. Surat and Coimbatore consistently remain at the bottom in terms of trip counts, highlighting opportunities for targeted marketing, service improvement, or better understanding of local customer needs.



Weekend Vs Weekday

The weekday commuter count is significantly higher than the number of people who travel on weekends.

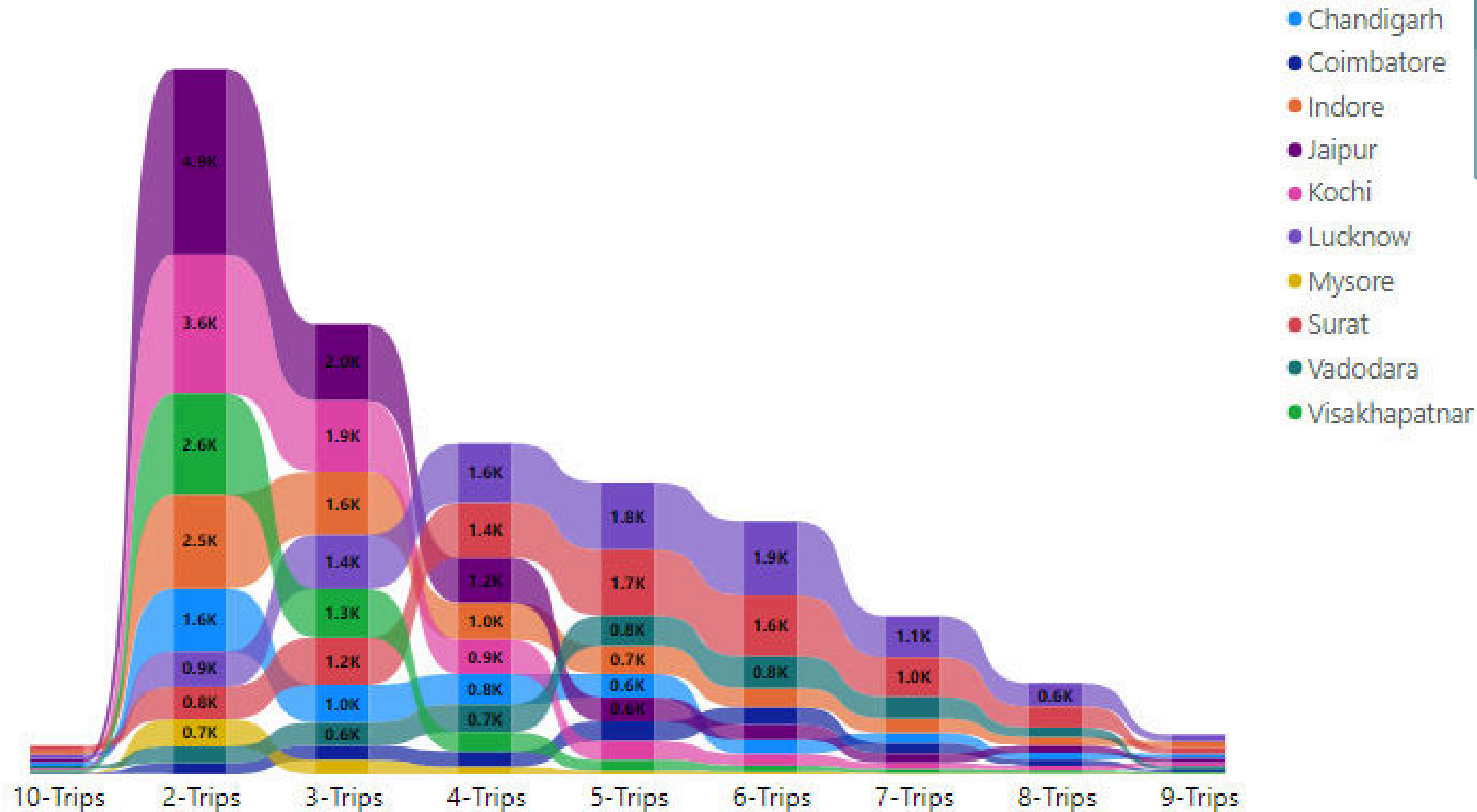
Surprisingly for some cities like Jaipur, Mysore, and Indore higher trip counts during weekends which might be possible as these are popular travel destinations



Repeat Trip Distribution

Cities with high number
2-3 repeat trip counts
like Jaipur, Kochi show a
tourism centric trend and
a possible loyalty
towards the service.

On the other hand cities with frequent repeat trip count of 4+ are business driven trips which indicate opportunity to introduce corporate partnerships or subscription plans



Target Vs Actual - New Passenger

City January February March April May June

Chandigarh	3920	4104	3228	2496	2730	2430
Coimbatore	1822	1647	1538	1242	1039	1226
Indore	2843	2878	2742	2351	2028	2021
Jaipur	10423	10789	7417	6120	5332	5775
Kochi	4865	4367	4865	4939	4369	3011
Lucknow	3465	3529	3159	2311	1825	1971
Mysore	1957	2107	1986	1836	1921	1874
Surat	2432	2254	1946	1843	1611	1540
Vadodara	2089	2146	1763	1637	1388	1104
Visakhapatnam	2513	2380	2170	1845	1939	1900

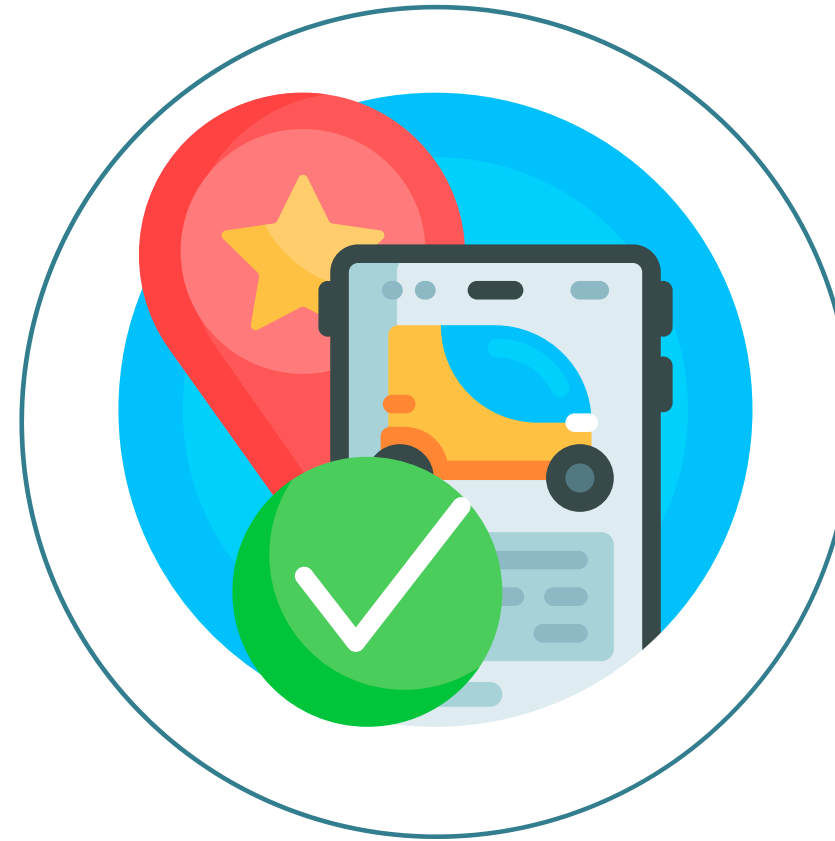
Target Vs Actual - Monthly Trips

City	January	February	March	April	May	June
Jaipur	14976	15872	13317	11406	11475	9842
Lucknow	10858	12060	11224	10212	9705	10240
Surat	8358	9069	9267	9831	9774	8544
Kochi	7344	7688	9495	9762	10014	6399
Indore	6737	7210	7019	7415	7787	6288
Chandigarh	6810	7387	6569	5566	6620	6029
Vadodara	4775	5228	5598	5941	5799	4685
Visakhapatnam	4468	4793	4877	4938	4812	4478
Coimbatore	3651	3404	3680	3661	3550	3158
Mysore	2485	2668	2633	2603	3007	2842

Performance Summary

40%

Cities achieved total
monthly trip target count



2

Lucknow and Vadodara were not
able to reach any monthly target

20%

Cities achieved acquiring
monthly new passenger targets

Other Business Questions Involved



City Level Fare and Trip Summary Report

City	Total Trips	Average Fare Per km	Average Fare Per Trip	Percentage of Total Trips
Chandigarh	38981	12.18	283.69	9.15
Coimbatore	21104	11.3	166.98	4.96
Indore	42456	11.07	179.84	9.97
Jaipur	76888	16.25	483.92	18.05
Kochi	50702	14.13	335.25	11.9
Lucknow	64299	12.14	147.18	15.1
Mysore	16238	15.4	249.71	3.81
Surat	54843	10.92	117.27	12.88
Vadodara	32026	10.54	118.57	7.52
Visakhapatnam	28366	12.7	282.67	6.66

City Level Repeat Passenger Trip Frequency

Around 63% of all trips are taken by passengers with a monthly trip frequency of 2-4 trips. Such passengers may belong to a tourism-focused demographic, reflecting their preference for dependable transportation options during their visits

Trip Count	Percentage Distribution
2-Trips	30.058
3-Trips	19.1744
4-Trips	14.0875
5-Trips	12.4235
6-Trips	10.7665
7-Trips	6.7329
8-Trips	3.8772
9-Trips	1.6832
10-Trips	1.1966

City Rank as per Total New Passengers

Jaipur, Kochi, and Chandigarh rank among the top 3 cities with the highest number of new passengers whereas Coimbatore, Vadodara, and Surat rank the lowest

City	Total New Passengers	Category
Jaipur	45856	Top 3
Kochi	26416	Top 3
Chandigarh	18908	Top 3
Coimbatore	8514	Bottom 3
Vadodara	10127	Bottom 3
Surat	11626	Bottom 3

Maximum Monthly Revenue for Each City

Jaipur: Known for tourism; April might align with the peak tourist season before the extreme summer heat.

Kochi: A popular coastal destination; pre-monsoon travel could spike in April/May.

Chandigarh: A gateway to hill stations; summer travel plans might drive revenues in May.

City	Month	Total Revenue
Vishakhapatnam	April	₹ 13,90,682
Chandigarh	February	₹ 21,08,290
Surat	April	₹ 11,54,909
Vadodara	April	₹ 7,06,250
Mysore	May	₹ 7,45,170
Kochi	May	₹ 33,33,746
Indore	May	₹ 13,80,996
Jaipur	February	₹ 77,47,202
Coimbatore	April	₹ 6,12,431
Lucknow	February	₹ 17,77,269

Market Analysis

The Indian Taxi Market is expected to grow to a market size of USD 38.90 Billion by 2029

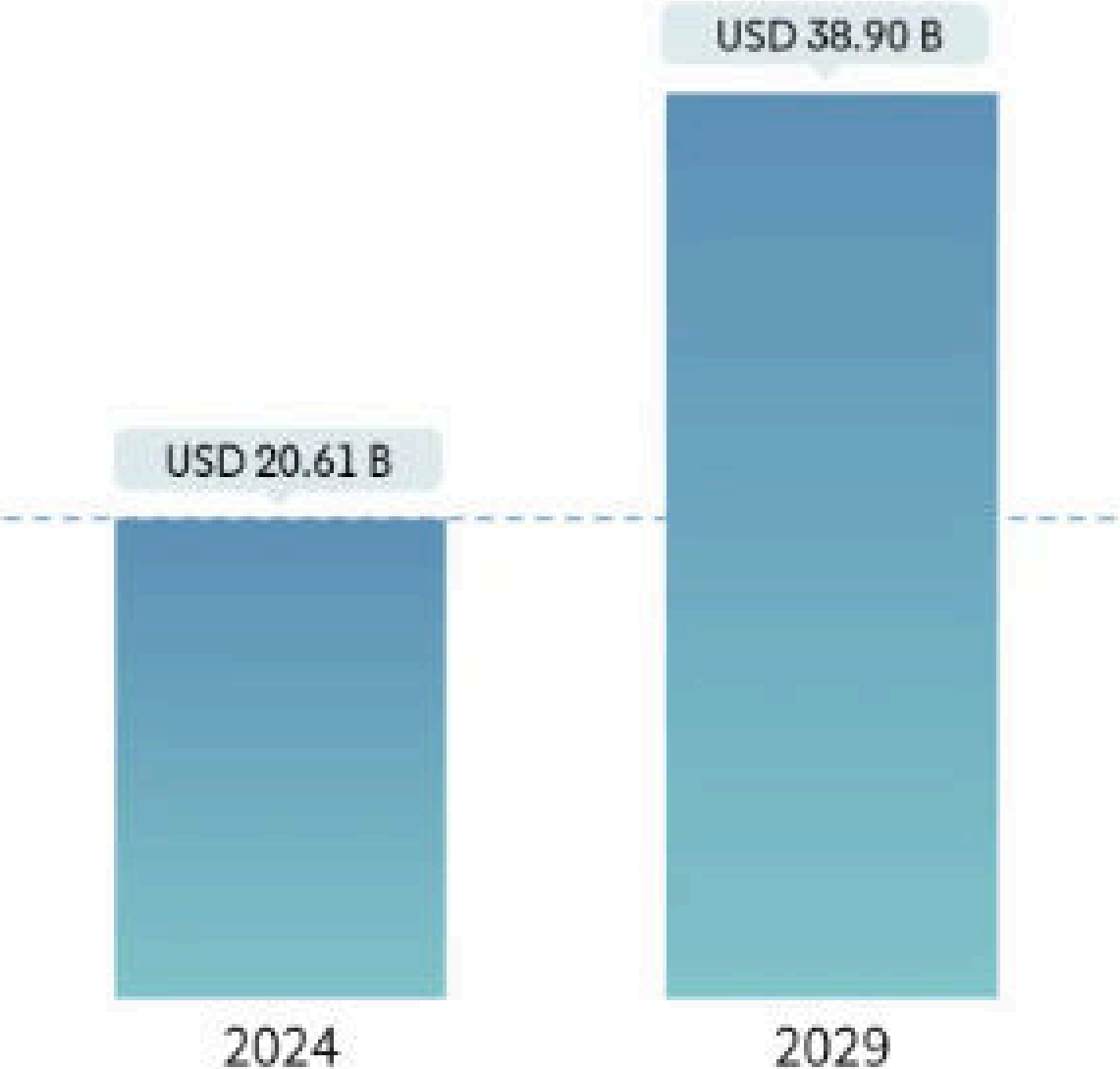
Example Action Plan

Hotels: Partner with 5-star or business hotels near airports and city centers; offer fixed-price airport transfers.

Malls: Provide on-site cab booking kiosks.

Event Venues: Offer a dedicated fleet for weddings, conferences, or concerts; include discounts for bulk bookings.

India Taxi Market
Market Size in USD Billion
CAGR 13.55%



Source : Mordor Intelligence



Study Period 2019 - 2029

Base Year For Estimation 2023

Market Size (2024) USD 20.61 Billion

Market Size (2029) USD 38.90 Billion

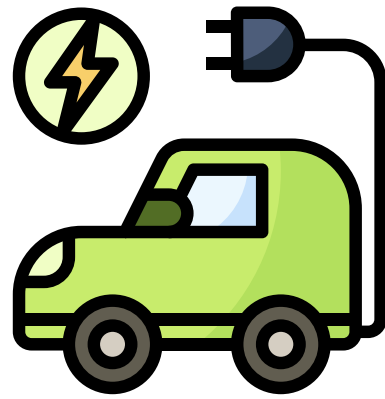
CAGR (2024 - 2029) 13.55 %

Market Concentration Medium

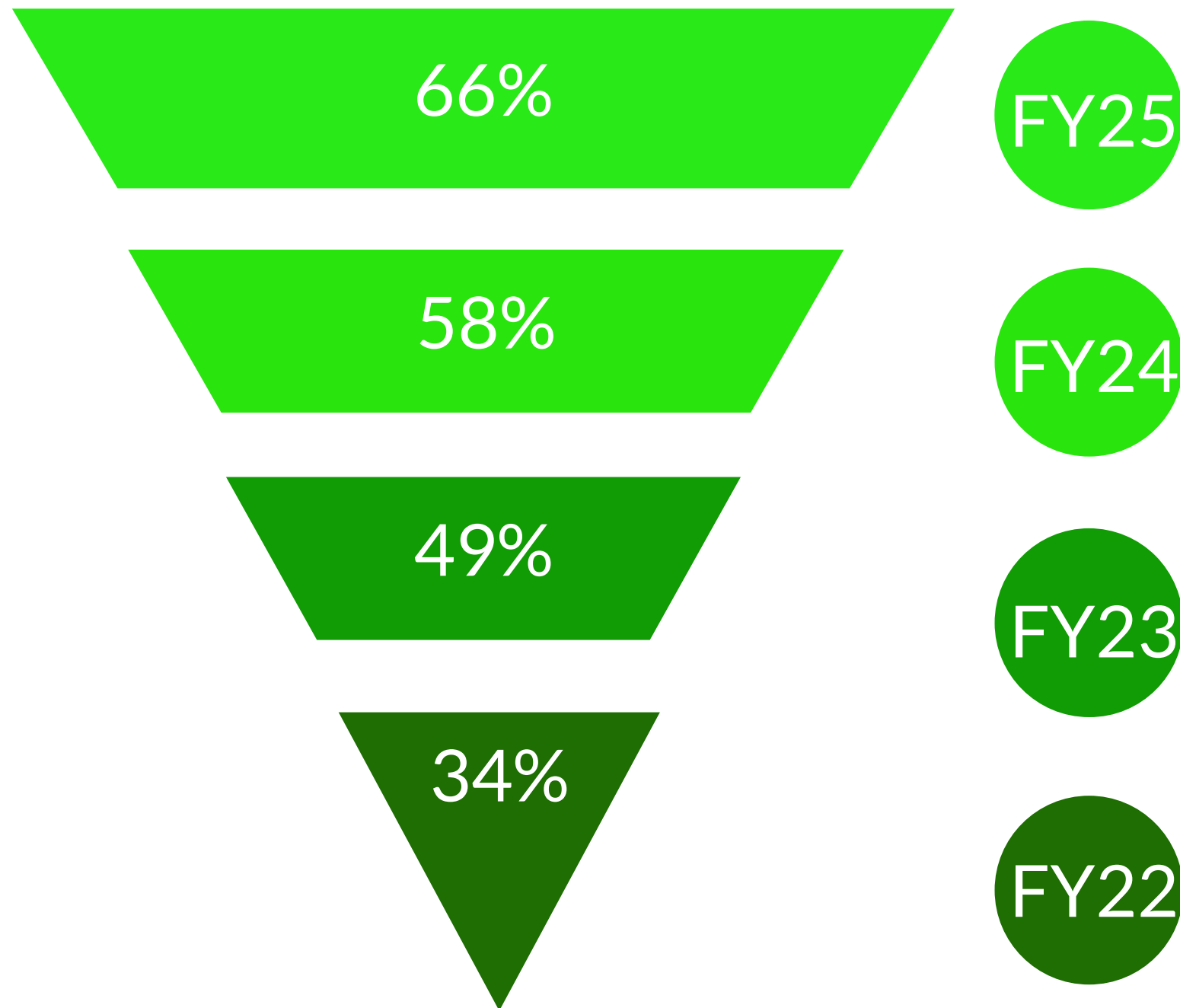
Major Players



*Disclaimer: Major Players sorted in no particular order



Emerging Trend- EV



The following visual shows the growth of new EV registration in Tier-2 cities.

This growth may be attributed to the following reasons:

- Home charging: Independent Home
- Solar rooftops
- Environmental awareness: cities like Indore, and Jaipur have developed huge environment sentiment
- Diversification of commercial applications

Recommendations



Enhance Operations in High Revenue Cities

Increase the number of cabs in cities like Jaipur, Kochi, and Chandigarh during peak months (e.g., April and May) to meet demand and prevent service gaps



Offer Discounts or Promotions

Provide special offers during April and May to attract more customers and boost revenues



Identifying Bottlenecks

Experiment with strategies like reduced ride costs, improved app accessibility, or local partnerships in underperforming cities.

Thanks