

Here are some key insights from the report I found that can help the company grow:

1. Revenue Trends & Performance
 - Identify peak revenue-generating periods and locations to optimise pricing and promotional strategies.
 - Analyze underperforming areas and introduce incentives or marketing campaigns.
2. Customer Behavior & Demand Patterns
 - Assess ride demand by time of day, day of the week, and seasonality to improve driver availability.
 - Identify high-frequency users and offer loyalty programs to retain them.
3. Driver Performance & Utilization
 - Evaluate driver efficiency and satisfaction to reduce churn.
 - Optimize driver allocation based on high-demand areas and ride cancellations.
4. Operational Efficiency & Cost Management
 - Reduce wait times and improve ride-matching algorithms for better customer experience.
 - Analyze fuel costs, maintenance expenses, and driver incentives for cost optimization.
5. Customer Satisfaction & Feedback
 - Address complaints related to pricing, driver behavior, or ride quality.
 - Introduce targeted discounts and promotions to improve customer retention.