

# Provide Insights to Chief of Operations in Transportation Domain

## 1. Top and Bottom Performing Cities

- Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.

Top 3 Cities:

city_name	Total trips	Total Revenue	Avg Fare Per Trip	Avg Trip Distance (Km)	Avg Fare Per Km	Avg New Customer Rating	Avg Repeated Customer Rating	Avg New Customer Driver Rating	Avg Repeated Customer Driver Rating
Jaipur	67K	₹ 32M	₹ 484	30.00	₹ 16.1	8.98	7.99	8.99	8.99
Lucknow	54K	₹ 8M	₹ 147	12.51	₹ 11.8	7.98	5.99	6.99	6.50
Surat	46K	₹ 5M	₹ 117	11.01	₹ 10.7	7.98	5.99	7.00	6.48

Bottom 3 Cities:

city_name	Total trips	Total Revenue	Avg Fare Per Trip	Avg Trip Distance (Km)	Avg Fare Per Km	Avg New Customer Rating	Avg Repeated Customer Rating	Avg New Customer Driver Rating	Avg Repeated Customer Driver Rating
Mysore	13K	₹ 3M	₹ 249	16.48	₹ 15.1	8.98	8.00	8.98	8.97
Coimbatore	18K	₹ 3M	₹ 167	14.97	₹ 11.1	8.49	7.47	7.99	7.48
Visakhapatnam	24K	₹ 7M	₹ 283	22.56	₹ 12.5	8.98	7.99	8.98	8.99

## 2. Average Fare per Trip by City

- Calculate the average fare per trip for each city and compare it with the city’s average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiency across locations.

city_name	Total trips	Total Revenue	Avg Fare Per Trip	Avg Trip Distance (Km)	Avg Fare Per Km
Jaipur	67K	₹ 32M	₹ 484	30.00	₹ 16.1
Kochi	44K	₹ 15M	₹ 335	24.08	₹ 13.9
Chandigarh	33K	₹ 9M	₹ 283	23.51	₹ 12.1
Visakhapatnam	24K	₹ 7M	₹ 283	22.56	₹ 12.5
Mysore	13K	₹ 3M	₹ 249	16.48	₹ 15.1
Indore	36K	₹ 6M	₹ 180	16.49	₹ 10.9
Coimbatore	18K	₹ 3M	₹ 167	14.97	₹ 11.1
Lucknow	54K	₹ 8M	₹ 147	12.51	₹ 11.8
Vadodara	27K	₹ 3M	₹ 118	11.50	₹ 10.3
Surat	46K	₹ 5M	₹ 117	11.01	₹ 10.7

Top 3 Cities by Avg fare per trip:

- Jaipur - Rs 484
- Kochi - Rs 335
- Chandigarh - Rs 283

Bottom 3 Cities by Avg fare per trip:

- Vadodara - Rs 117
- Surat - Rs 118
- Lucknow - Rs 147

Note: Vadodara and Lucknow have a higher Total Trips, there could be room for improvement as increasing the Avg fare per Km or Avg fare per trip (By means not necessarily Including raising prices per Km), this suggestion should only be pursued given price change does not drastically impact the number of trips the customers book.

### 3. Average Ratings by City and Passenger Type

- Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.

city_name	Avg Customer Rating	Avg Driver rating	Avg New Customer Rating	Avg Repeated Customer Rating	Avg New Customer Driver Rating	Avg Repeated Customer Driver Rating
⊕ Mysore	8.72	8.98	8.98	8.00	8.98	8.97
⊕ Jaipur	8.58	8.99	8.98	7.99	8.99	8.99
⊕ Kochi	8.52	8.99	8.99	8.00	8.99	8.99
⊕ Visakhapatnam	8.44	8.99	8.98	7.99	8.98	8.99
⊕ Chandigarh	7.99	7.73	8.49	7.50	7.99	7.47
⊕ Coimbatore	7.89	7.69	8.49	7.47	7.99	7.48
⊕ Indore	7.84	7.65	8.49	7.48	7.97	7.48
⊕ Vadodara	6.64	6.65	7.98	5.98	7.00	6.48
⊕ Lucknow	6.52	6.63	7.98	5.99	6.99	6.50
⊕ Surat	6.43	6.59	7.98	5.99	7.00	6.48
Total	7.68	7.84	8.65	6.97	8.32	7.50

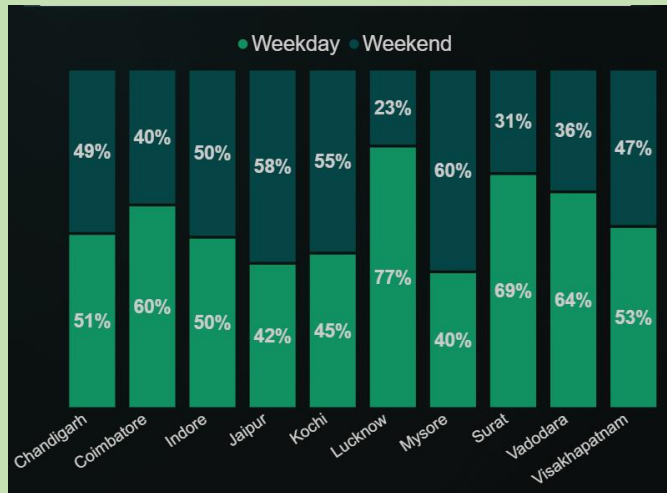
### 4. Peak and Low Demand Months by City

- For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.



## 5. Weekend vs. Weekday Trip Demand by City

- Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.

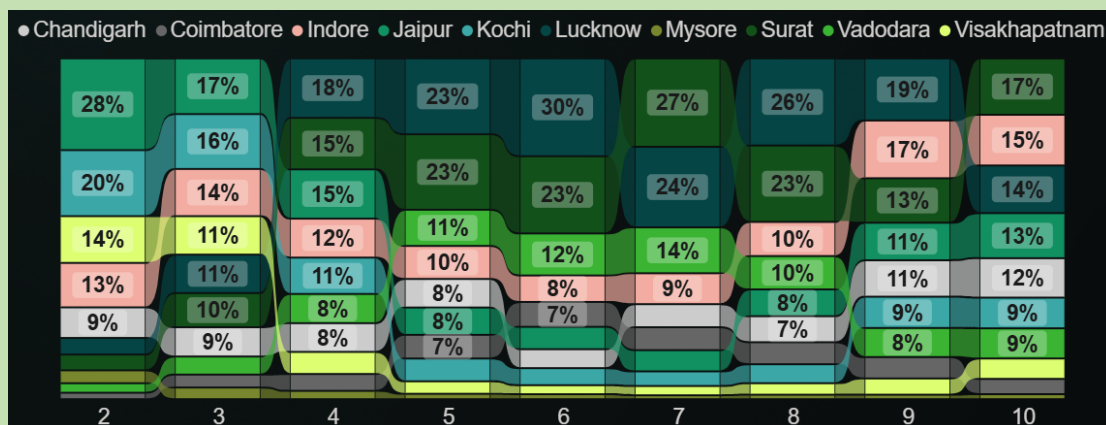


Heavy weekday activity shows that those cities have predominantly a work-oriented or business related customer profile. Eg: Surat, Lucknow, Coimbatore.

While cities with higher total trips concentration on the weekends are Consistent with the city consumer mentality of taking a vacation during weekends. Eg: Jaipur, Kochi, Mysore.

## 6. Repeat Passenger Frequency and City Contribution Analysis

- Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.



Note: A clear trend for business focused cities vs Tourist cities can be observed from the above given chart, Cities like Jaipur, Kochi, Mysore, Vishakhapatnam top the charts when considering 2-3 trips, all the business focused cities like Lucknow, Surat, Indore, Vadodara have a higher RPR% when considering 4+ trips.

7. Monthly Target Achievement Analysis for Key Metrics

- Foreach city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets\_db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.

CR (Customer Rating):

Timeframe	All Time			Jan			Feb			Mar			Apr			May			Jun		
	Avg CR	CR Target	Achiveme nt rate	Avg CR	CR Target	Achivement rate	Avg CR	CR Target	Achivement rate	Avg CR	CR Target	Achivement rate	Avg CR	CR Target	Achivement rate	Avg CR	CR Target	Achivement rate	Avg CR	CR Target	Achivement rate
Visakhapatnam	8.43	8.50	-0.8%	8.55	8.50	0.6%	8.47	8.50	-0.4%	8.43	8.50	-0.9%	8.37	8.50	-1.5%	8.39	8.50	-1.3%	8.40	8.50	-1.2%
Vadodara	6.61	7.50	-11.8%	6.85	7.50	-8.7%	6.80	7.50	-9.3%	6.80	7.50	-12.1%	6.55	7.50	-12.7%	6.46	7.50	-13.8%	6.44	7.50	-14.2%
Surat	6.42	7.00	-8.3%	6.58	7.00	-6.0%	6.49	7.00	-7.2%	6.40	7.00	-8.6%	6.37	7.00	-9.0%	6.33	7.00	-9.6%	6.38	7.00	-9.2%
Mysore	8.70	8.50	2.4%	8.79	8.50	3.4%	8.79	8.50	3.5%	8.74	8.50	2.8%	8.88	8.50	2.1%	8.61	8.50	1.3%	8.62	8.50	1.4%
Lucknow	6.49	7.25	-10.5%	6.62	7.25	-8.7%	6.57	7.25	-9.3%	6.54	7.25	-9.7%	6.45	7.25	-11.0%	6.36	7.25	-12.3%	6.35	7.25	-12.4%
Kochi	8.52	8.50	0.2%	8.67	8.50	2.0%	8.56	8.50	0.7%	8.50	8.50	-0.0%	8.49	8.50	-0.1%	8.43	8.50	-0.8%	8.48	8.50	-0.3%
Jaipur	8.58	8.25	4.0%	8.68	8.25	5.3%	8.67	8.25	5.1%	8.53	8.25	3.4%	8.52	8.25	3.3%	8.46	8.25	2.6%	8.58	8.25	4.0%
Indore	7.83	8.00	-2.1%	7.92	8.00	-1.1%	7.89	8.00	-1.3%	7.88	8.00	-1.8%	7.79	8.00	-2.7%	7.74	8.00	-3.2%	7.78	8.00	-2.8%
Coimbatore	7.88	8.25	-4.4%	7.98	8.25	-3.2%	7.95	8.25	-3.6%	7.91	8.25	-4.2%	7.84	8.25	-4.9%	7.76	8.25	-6.0%	7.85	8.25	-4.8%
Chandigarh	7.98	8.00	-0.3%	8.07	8.00	0.9%	8.03	8.00	0.3%	8.00	8.00	-0.1%	7.94	8.00	-0.7%	7.91	8.00	-1.1%	7.89	8.00	-1.3%
Total	7.66	7.98	-3.9%	7.82	7.98	-2.0%	7.75	7.98	-2.8%	7.67	7.98	-3.9%	7.60	7.98	-4.7%	7.57	7.98	-5.1%	7.54	7.98	-5.4%

NP (New Passengers):

Timeframe	All Time			Jan			Feb			Mar			Apr			May			Jun		
	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate	Total NP	NP Target	Achivement rate
Visakhapatnam	13K	14K	-5.58%	3K	3K	0.52%	2K	3K	-4.80%	2K	3K	-13.20%	2K	2K	-7.75%	2K	2K	-3.05%	2K	2K	-5.00%
Vadodara	10K	10K	2.29%	2K	2K	16.06%	2K	2K	19.22%	2K	2K	-2.06%	2K	2K	9.13%	1K	2K	-7.47%	1K	2K	-26.40%
Surat	12K	11K	10.72%	2K	2K	21.60%	2K	2K	12.70%	2K	2K	-2.70%	2K	2K	22.87%	2K	2K	7.40%	2K	2K	2.67%
Mysore	12K	12K	-2.66%	2K	2K	-2.15%	2K	2K	5.35%	2K	2K	-0.70%	2K	2K	-8.20%	2K	2K	-3.95%	2K	2K	-6.30%
Lucknow	16K	16K	4.23%	3K	3K	8.28%	4K	3K	10.28%	3K	3K	-1.28%	2K	2K	15.55%	2K	2K	-8.75%	2K	2K	-1.45%
Kochi	26K	27K	-2.16%	5K	5K	-2.70%	4K	5K	-12.66%	5K	5K	-2.70%	5K	4K	23.48%	4K	4K	9.23%	3K	4K	-24.73%
Jaipur	46K	54K	-15.08%	10K	12K	-13.14%	11K	12K	-10.09%	7K	12K	-38.19%	6K	6K	2.00%	5K	6K	-11.13%	6K	6K	-3.75%
Indore	15K	14K	5.41%	3K	3K	5.30%	3K	3K	6.59%	3K	3K	1.56%	2K	2K	17.55%	2K	2K	1.40%	2K	2K	1.05%
Coimbatore	9K	8K	13.52%	2K	2K	21.47%	2K	2K	9.80%	2K	2K	2.53%	1K	1K	24.20%	1K	1K	3.90%	1K	1K	22.60%
Chandigarh	19K	21K	-9.98%	4K	4K	-2.00%	4K	4K	2.60%	3K	4K	-19.30%	2K	3K	-16.80%	3K	3K	-9.00%	2K	3K	-19.00%
Total	177K	185K	-4.38%	36K	37K	-1.01%	36K	37K	-1.36%	31K	37K	-16.04%	27K	25K	6.48%	24K	25K	-3.27%	23K	25K	-8.59%

Total Trips:

Timeframe	All Time			Jan			Feb			Mar			Apr			May			Jun		
	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achivement rate	Total trips	Trips Target	Achiveme nt rate
Visakhapatnam	28K	28.5K	-0.5%	4K	4.5K	-0.7%	5K	4.5K	6.5%	5K	4.5K	8.4%	5K	5K	-1.2%	5K	5K	-3.8%	4K	5K	-10.4%
Vadodara	32K	37.5K	-14.6%	5K	6K	-20.4%	5K	6K	-12.9%	6K	6K	-6.7%	6K	6.5K	-8.6%	6K	6.5K	-10.8%	5K	6.5K	-27.9%
Surat	55K	57K	-3.8%	8K	9K	-7.1%	9K	9K	0.8%	9K	9K	3.0%	10K	10K	-1.7%	10K	10K	-2.3%	9K	10K	-14.6%
Mysore	16K	13.5K	20.3%	2K	2K	24.3%	3K	2K	33.4%	3K	2K	31.7%	3K	2.5K	4.1%	3K	2.5K	20.3%	3K	2.5K	13.7%
Lucknow	64K	72K	-10.7%	11K	13K	-16.5%	12K	13K	-7.2%	11K	13K	-13.7%	10K	11K	-7.2%	10K	11K	-11.8%	10K	11K	-6.9%
Kochi	51K	49.5K	2.4%	7K	7.5K	-2.1%	8K	7.5K	2.5%	9K	7.5K	26.6%	10K	9K	8.5%	10K	9K	11.3%	6K	9K	-28.9%
Jaipur	77K	67.5K	13.9%	15K	13K	15.2%	16K	13K	22.1%	13K	13K	2.4%	11K	9.5K	20.1%	11K	9.5K	20.8%	10K	9.5K	3.6%
Indore	42K	43.5K	-2.4%	7K	7K	-3.8%	7K	7K	3.0%	7K	7K	0.3%	7K	7.5K	-1.1%	8K	7.5K	3.8%	6K	7.5K	-16.2%
Coimbatore	21K	21K	0.5%	4K	3.5K	4.3%	3K	3.5K	-2.7%	4K	3.5K	5.1%	4K	3.5K	4.6%	4K	3.5K	1.4%	3K	3.5K	-9.8%
Chandigarh	39K	39K	-0.0%	7K	7K	-2.7%	7K	7K	5.5%	7K	7K	-6.2%	6K	6K	-7.2%	7K	6K	10.3%	6K	6K	0.5%
Total	426K	429K	-0.7%	70K	72.5K	-2.8%	75K	72.5K	4.0%	74K	72.5K	1.6%	71K	70.5K	1.2%	73K	70.5K	2.9%	63K	70.5K	-11.3%

8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

- Analyse the Repeat Passenger Rate (RPR%) for each city across the six-month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates. Similarly, analyse the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.

RPR% By City

City	All Time	Jan	Feb	Mar	Apr	May	Jun
Chandigarh	<div><div></div></div> 21%	<div><div></div></div> 16%	<div><div></div></div> 17%	<div><div></div></div> 21%	<div><div></div></div> 24%	<div><div></div></div> 26%	<div><div></div></div> 26%
Coimbatore	<div><div></div></div> 23%	<div><div></div></div> 18%	<div><div></div></div> 17%	<div><div></div></div> 22%	<div><div></div></div> 28%	<div><div></div></div> 33%	<div><div></div></div> 25%
Indore	<div><div></div></div> 33%	<div><div></div></div> 27%	<div><div></div></div> 28%	<div><div></div></div> 28%	<div><div></div></div> 36%	<div><div></div></div> 44%	<div><div></div></div> 36%
Jaipur	<div><div></div></div> 17%	<div><div></div></div> 12%	<div><div></div></div> 13%	<div><div></div></div> 20%	<div><div></div></div> 22%	<div><div></div></div> 26%	<div><div></div></div> 17%
Kochi	<div><div></div></div> 22%	<div><div></div></div> 14%	<div><div></div></div> 19%	<div><div></div></div> 22%	<div><div></div></div> 24%	<div><div></div></div> 30%	<div><div></div></div> 26%
Lucknow	<div><div></div></div> 37%	<div><div></div></div> 29%	<div><div></div></div> 32%	<div><div></div></div> 34%	<div><div></div></div> 39%	<div><div></div></div> 48%	<div><div></div></div> 47%
Mysore	<div><div></div></div> 11%	<div><div></div></div> 8%	<div><div></div></div> 8%	<div><div></div></div> 9%	<div><div></div></div> 11%	<div><div></div></div> 15%	<div><div></div></div> 15%
Surat	<div><div></div></div> 43%	<div><div></div></div> 33%	<div><div></div></div> 37%	<div><div></div></div> 43%	<div><div></div></div> 46%	<div><div></div></div> 50%	<div><div></div></div> 49%
Vadodara	<div><div></div></div> 30%	<div><div></div></div> 21%	<div><div></div></div> 22%	<div><div></div></div> 30%	<div><div></div></div> 34%	<div><div></div></div> 38%	<div><div></div></div> 39%
Visakhapatnam	<div><div></div></div> 29%	<div><div></div></div> 21%	<div><div></div></div> 25%	<div><div></div></div> 30%	<div><div></div></div> 35%	<div><div></div></div> 33%	<div><div></div></div> 30%
Total	26%	19%	21%	26%	29%	33%	30%