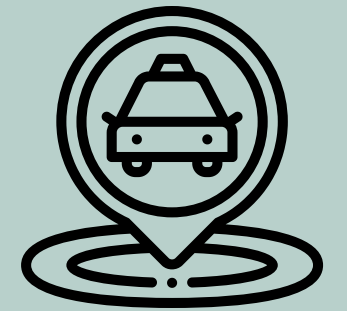




Cab Service Company



# Business Performance Data Analysis

Created By - Avirup Mitra

- Introduction
- Problem Statement and Goal
- Analysis
- Insights
- Few Recommendations
- Limitations





**Established two years ago, Goodcabs 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. Goodcabs operates in ten tier-2 cities in India.**

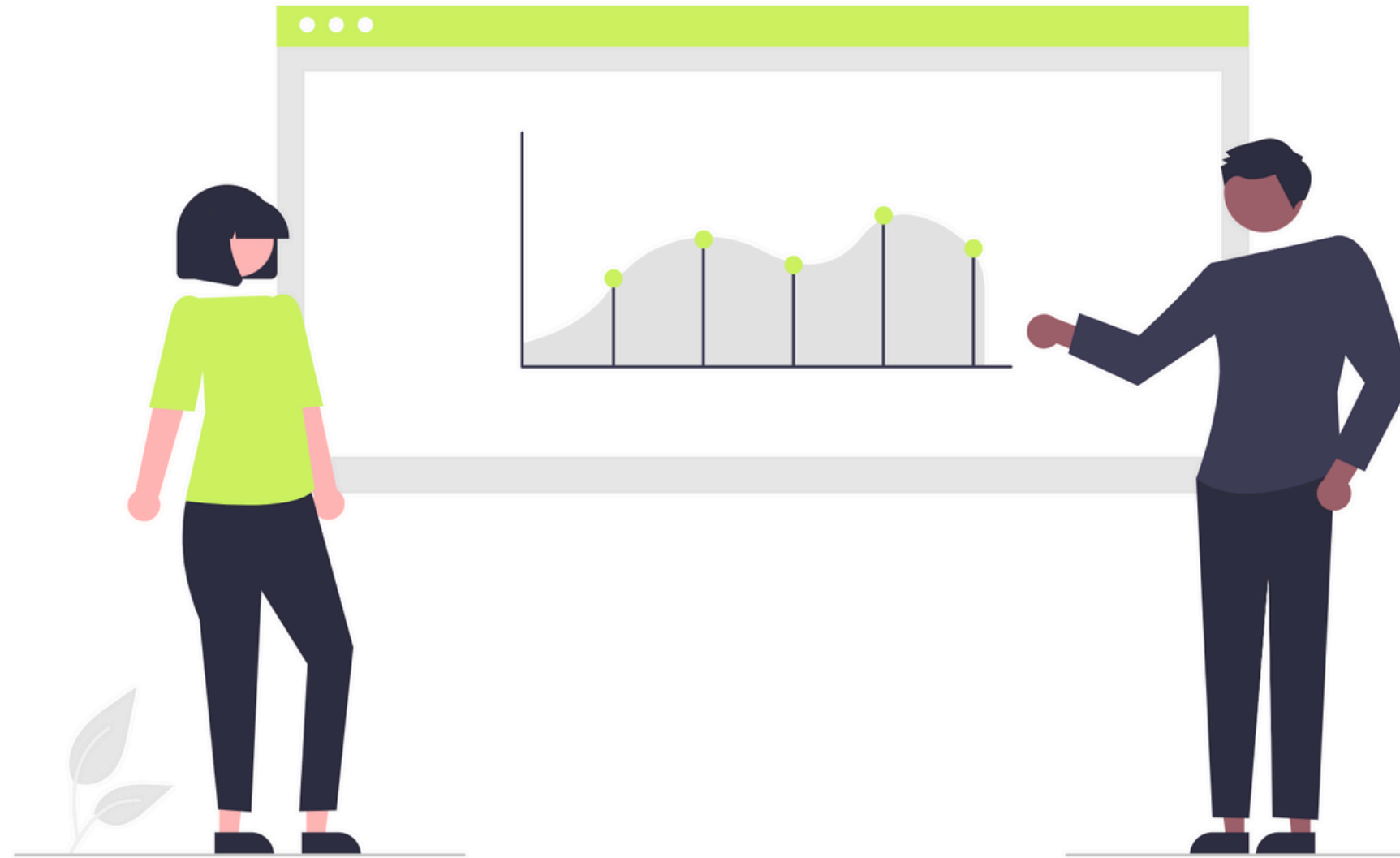
# Problem Statement & Goal



Goodcabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction. As a part of this initiative, the Goodcabs management team aims to assess the company's performance across key metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers.

Our tasks are

- **Process the given data and analyze it thoroughly.**
- **Generate insights from data for reporting.**
- **Give few recommendations for improvements.**

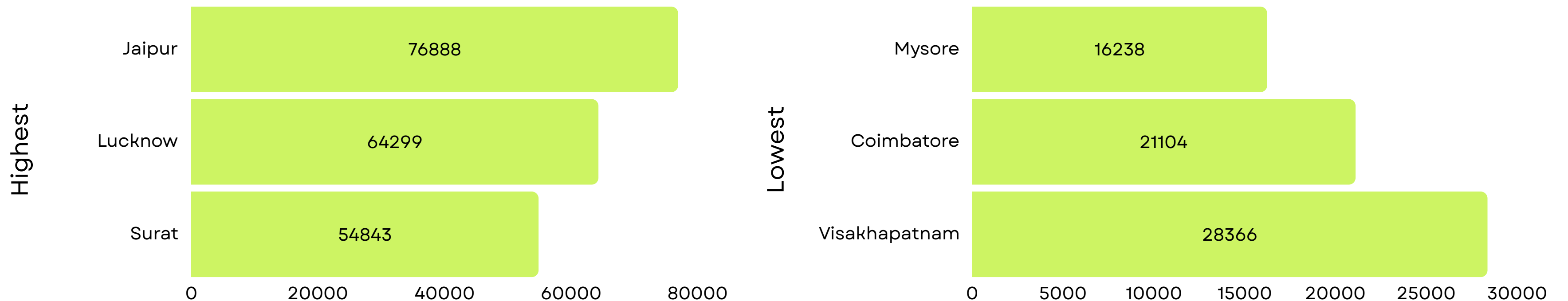


# Analysis



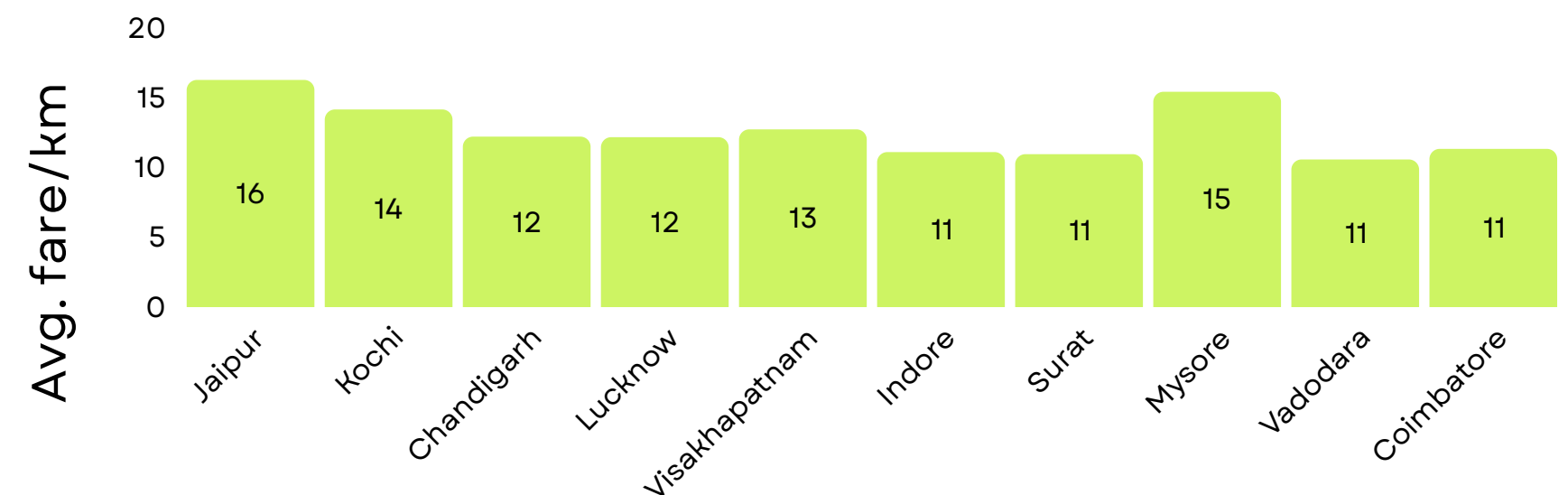
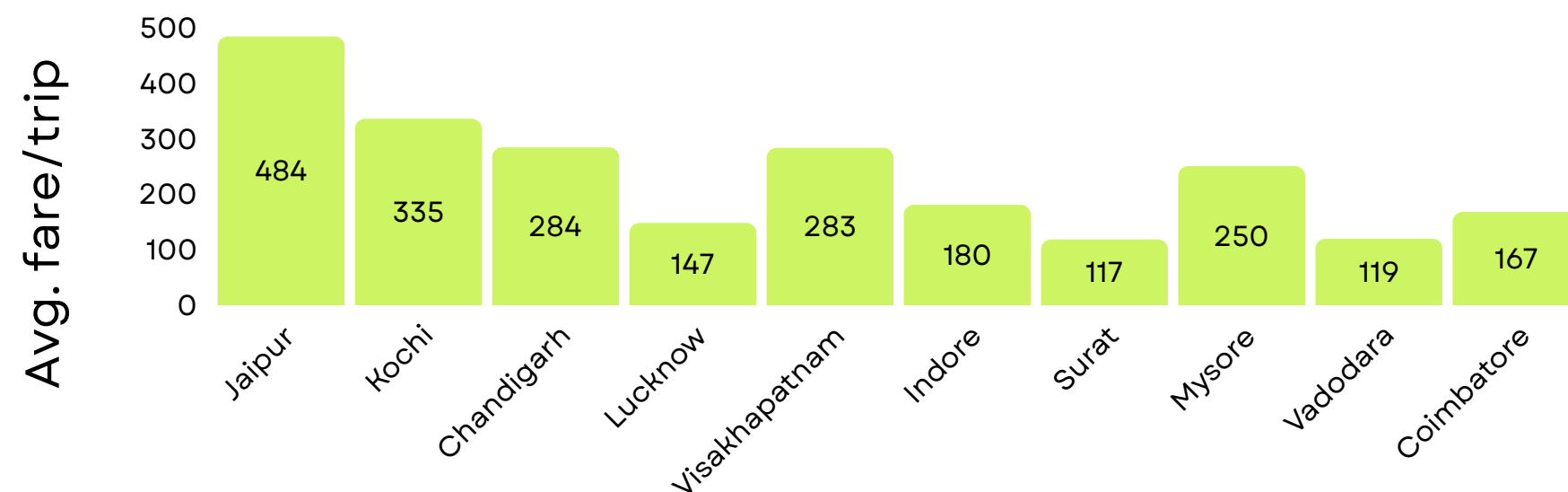
## Top and Bottom Performing cities trip-wise

- We have observed that throughout the whole time, **Jaipur** is amongst the top 3 performing cities trip-wise with a total of 76888 completed trips, followed by **Lucknow** (64299 trips) and **Surat** (54843 trips).
- Mysore is the lowest amongst the bottom 3 performing cities trip-wise, having a total completed trips of 16283 trips followed by **Coimbatore** (21104 trips) and **Visakhapatnam** (28366 trips)



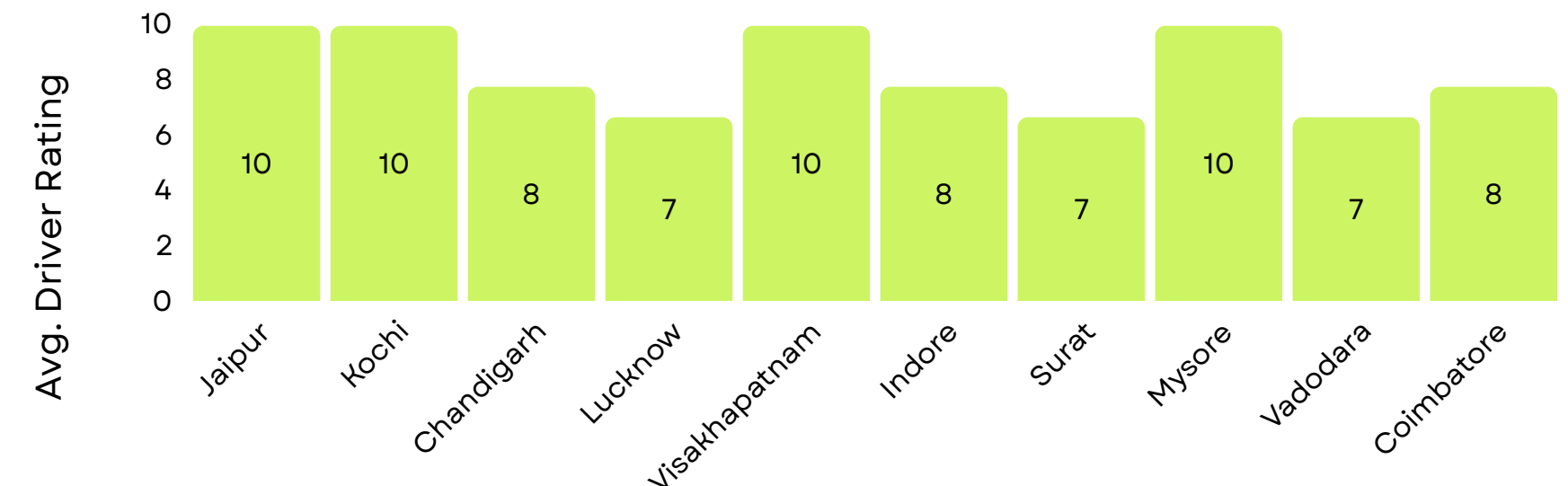
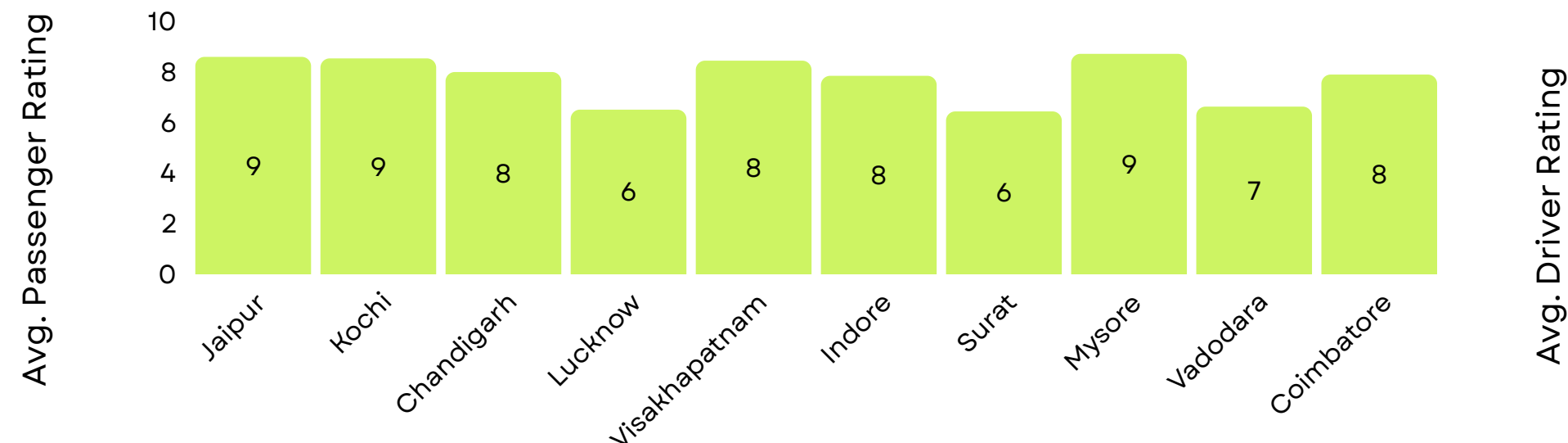
## Average fare per trip by city

- We have observed that avg. fare per/km is 12.86 rupees and the avg. trip fare is 254 rupees.
- For most of the cities, the avg. fare/km is more or less 11 to 12 rupees.
- The top 3 cities in terms of avg fare/trip are **Jaipur** (avg fare/trip: 484 rs.)(highest), **Kochi**, and **Chandigarh**, and the bottom 3 are **Surat** (avg fare/trip: 117 rs.)(lowest), **Vadodara** and **Lucknow**.
- The top 3 cities in terms of avg fare/km are Jaipur (avg fare/km: 16.25 rs.)(highest), **Kochi**, and **Mysore**, and the bottom 3 cities are **Vadodara** (avg fare/trip: 10.54 rs.)(lowest), **Surat**, **Indore**.
- Vadodara<Surat<Indore<Coimbatore<Lucknow<Chandigarh<Visakhapatnam<Kochi<Mysore<Jaipur.  
This is how the average fare/km list looks like.



## City-wise Avg. passenger and driver rating

- In terms of driver rating **Jaipur**, **Kochi**, and **Visakhapatnam** have a great overall average 9 rating for both new and repeat passengers, whereas **Chandigarh**, **Indore**, and **Coimbatore** have a satisfactory 8 average rating for new and 7.5 for repeat passengers. **Lucknow**, **Surat**, and **Vadodara** have not-so-great 6.5 rating for repeat passengers and 7 for new passengers.
- In terms of passenger rating, all the cities have an average of 8 to 8.5 ratings from new passengers but from repeat passengers, the ratings are 6 (**Surat**), 6 (**Vadodara**), 6 (**Lucknow**), 7.5 (**Chandigarh**), 7.5 (**Coimbatore**), 7.5 (**Indore**), 8 (**Jaipur**), 8 (**Kochi**), 8 (**Mysore**), 8(**Visakhapatnam**)
- The overall trip satisfaction rate is **78.5%**



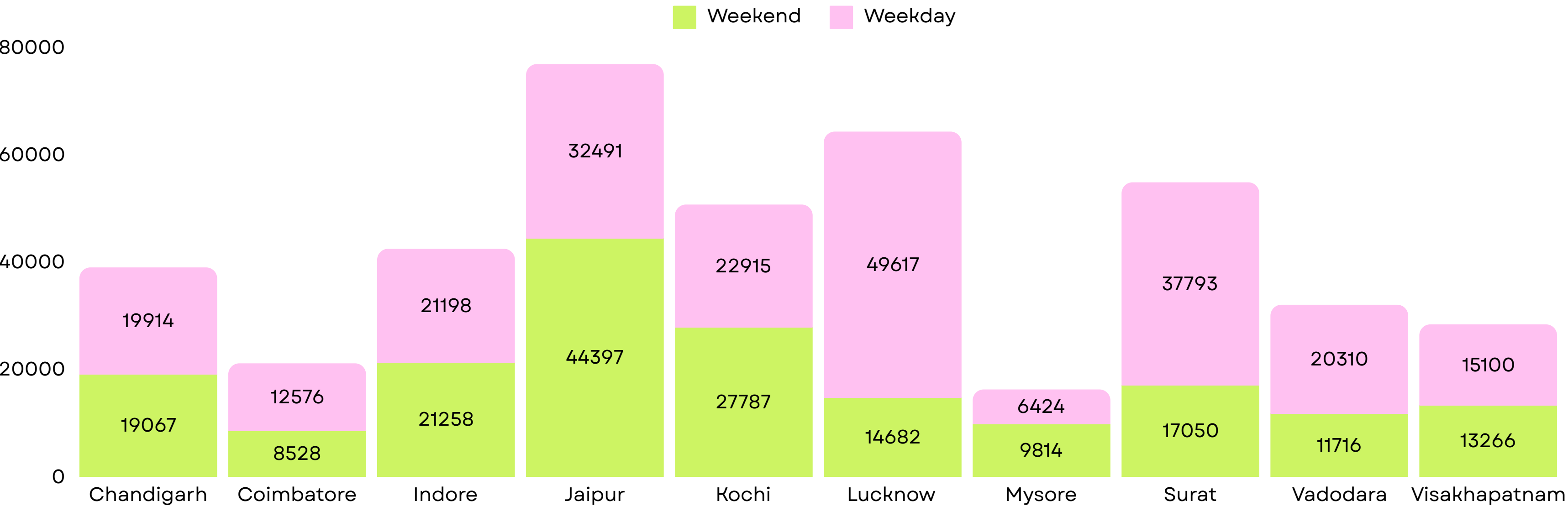


## City-wise peak and low demand months

- The lowest demand month is **June**(62505 trips), and the highest is **February** (75379 trips).
- **Chandigarh** :- Lowest Demand: **April** (5566), Highest Demand: **February** (7387).
- **Coimbatore** :- Lowest Demand: **June** (3158), Highest Demand: **March** (3680).
- **Indore** :- Lowest Demand: **June** (6288), Highest Demand: **May** (7787).
- **Jaipur** :- Lowest Demand: **June** (9842), Highest Demand: **May** (15872).
- **Kochi** :- Lowest Demand: **June** (6399), Highest Demand: **May** (10014).
- **Lucknow** :- Lowest Demand: **May** (9705), Highest Demand: **February** (12060).
- **Mysore** :- Lowest Demand: **January** (2485), Highest Demand: **May** (3007).
- **Surat** :- Lowest Demand: **January** (8358), Highest Demand: **April** (9831).
- **Vadodara** :- Lowest Demand: **June** (4685), Highest Demand: **April** (5941).
- **Visakhapatnam** :- Lowest Demand: **January** (4468), Highest Demand: **April** (4938).

## Weekend vs Weekday trip demand by City

- Overall **Weekend** trips are total of 187565 (44%) and **Weekday** trips are total of 238338 (56%)



## City-wise repeat trips frequency by passengers

- Overall, the most common repeated trips are **2**.
- **Chandigarh** :- Most passengers have repeated trips for 2 times, followed by 3,4.
- **Coimbatore** :- Most passengers have repeated trips for 5 times, followed by 6,4.
- **Indore** :- Most passengers have repeated trips for 2 times, followed by 3,4.
- **Jaipur** :- Most passengers have repeated trips for 2 times, followed by 3,4.
- **Kochi** :- Most passengers have repeated trips for 2 times, followed by 3,4.
- **Lucknow** :- Most passengers have repeated trips for 6 times, followed by 5,4.
- **Mysore** :- Most passengers have repeated trips for 2 times, followed by 3,4.
- **Surat** :- Most passengers have repeated trips for 5 times, followed by 6,4.
- **Vadodara** :- Most passengers have repeated trips for 6 times, followed by 5,4.
- **Visakhapatnam** :- Most passengers have repeated trips for 2 times, followed by 3,4.

## Trips target achievement status

- **Chandigarh** :- Behind target in January, March, April and ahead of target in February, May, June.
- **Coimbatore** :- Behind target in February and June and ahead target in January, March, April, and May.
- **Indore** :- Behind target in January, April, and June and ahead of target in February, March, and May.
- **Jaipur** :- Ahead of target in all 6 months from January to June.
- **Kochi** :- Behind target in January and June and ahead of target in February, March, April, and May.
- **Lucknow** :- Behind target in all 6 months from January to June.
- **Mysore** :- Ahead of target in all 6 months from January to June.
- **Surat** :- Behind target in January, April, May, and June and ahead of target in February and March.
- **Vadodara** :- Behind target in all 6 months from January to June.
- **Visakhapatnam** :- Behind target in January, April, May, and June and ahead of target in February and March.

## Passenger Acquisition target achievement status

- **Chandigarh** :- Ahead of target only in April.
- **Coimbatore** :- Ahead of target in all the 6 months from January to June.
- **Indore** :- Ahead of target in all the 6 months from January to June.
- **Jaipur** :- Ahead of target only in April.
- **Kochi** :- Ahead of target in April and May.
- **Lucknow** :- Ahead of target in January, February, and April.
- **Mysore** :- Ahead of target only in February.
- **Surat** :- Ahead of target in all 5 months except March.
- **Vadodara** :- Ahead of target in January, February, and April.
- **Visakhapatnam** :- Ahead of target only in January.

## Average Passenger Rating target achievement status

- **Chandigarh** :- Ahead of target in January and February.
- **Coimbatore** :- Behind target in all 6 months from January to June.
- **Indore** :- Behind target in all 6 months from January to June.
- **Jaipur** :- Ahead of target in all 6 months from January to June.
- **Kochi** :- Ahead of target in January and February.
- **Lucknow** :- Behind target in all 6 months from January to June.
- **Mysore** :- Ahead of target in all 6 months from January to June.
- **Surat** :- Behind target in all 6 months from January to June.
- **Vadodara** :- Behind target in all 6 months from January to June.
- **Visakhapatnam** :- Ahead of target only in January.

Overall Trips, Passengers, Passengers Ratings target achievement status

Trips

Passengers

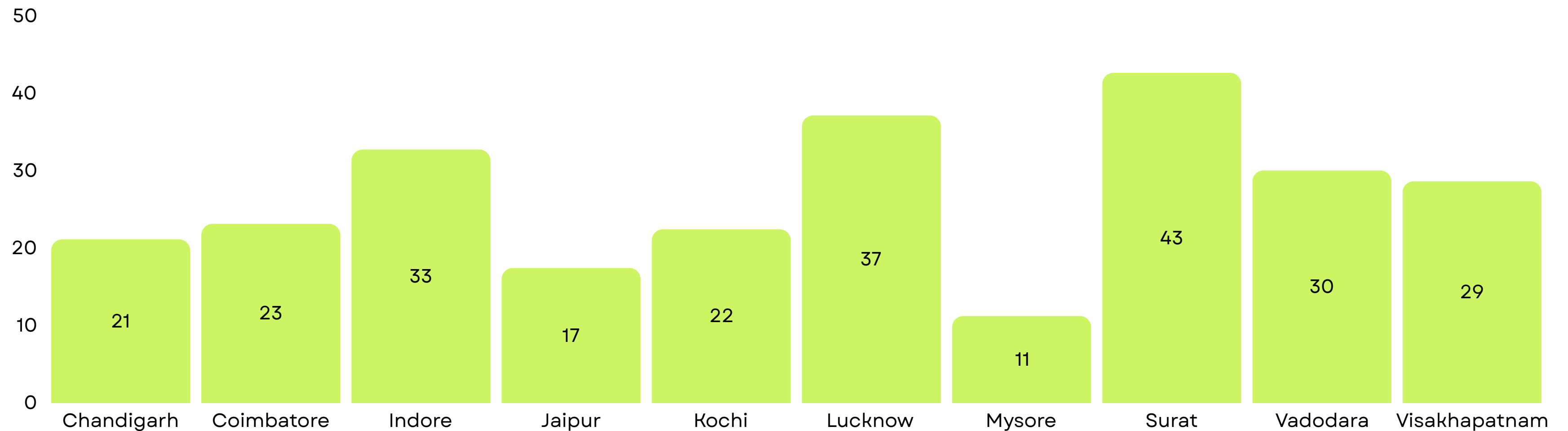
Passenger Ratings

	Total Trips	Target Status		Passengers	Acquisition	city_name	Actual Rating	Difference % wrt. target
Chandigarh	38981	0.05 % ▼	Chandigarh	23978	9.96 % ▼	Chandigarh	7.98	0.29 % ▼
Coimbatore	21104	0.50 % ▲	Coimbatore	11065	13.52 % ▲	Coimbatore	7.88	4.45 % ▼
Indore	42456	2.40 % ▼	Indore	22079	5.41 % ▲	Indore	7.83	2.15 % ▼
Jaipur	76888	13.91 % ▲	Jaipur	55538	15.08 % ▼	Jaipur	8.58	4.05 % ▲
Kochi	50702	2.43 % ▲	Kochi	34042	2.16 % ▼	Kochi	8.52	0.19 % ▲
Lucknow	64299	10.70 % ▼	Lucknow	25857	4.23 % ▲	Lucknow	6.49	10.49 % ▼
Mysore	16238	20.28 % ▲	Mysore	13158	2.66 % ▼	Mysore	8.70	2.37 % ▲
Surat	54843	3.78 % ▼	Surat	20264	10.72 % ▲	Surat	6.42	8.33 % ▼
Vadodara	32026	14.60 % ▼	Vadodara	14473	2.29 % ▲	Vadodara	6.61	11.85 % ▼
Visakhapatnam	28366	0.47 % ▼	Visakhapatnam	17855	5.58 % ▼	Visakhapatnam	8.43	0.79 % ▼



## Highest and Lowest repeat Passenger % by City

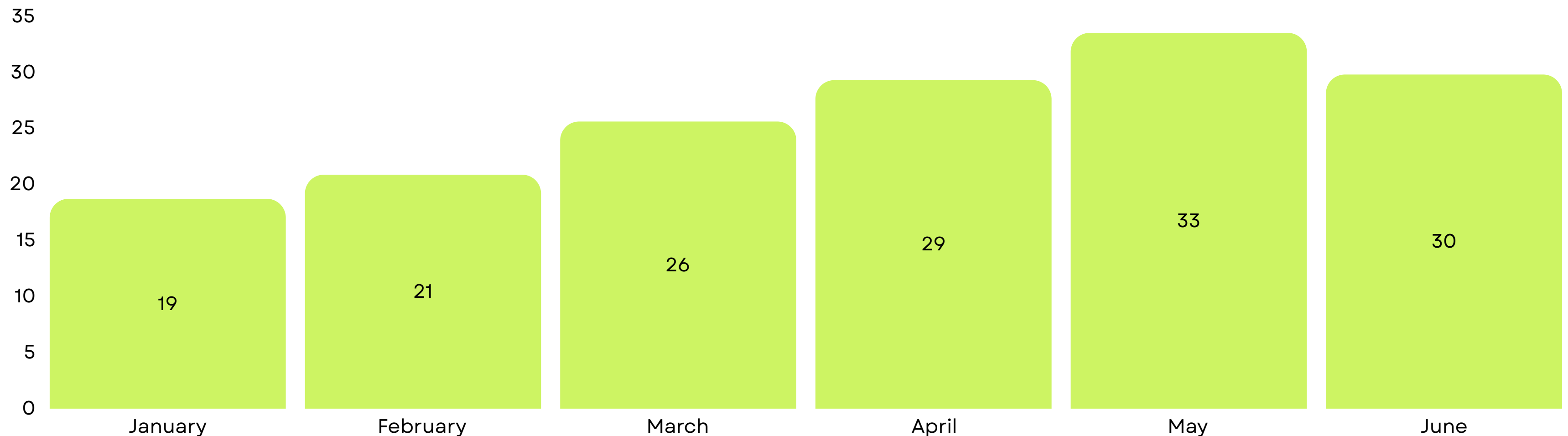
- The overall repeat passenger rate is **25.73%**
- **Surat (43%)** and **Lucknow (37%)** are the top two cities with highest repeat passenger rates.
- **Mysore (11%)** and **Jaipur (17%)** are the bottom two cities with lowest repeat passenger rates.





## Highest and Lowest repeat Passenger % by Month

- The overall repeat passenger rate is **25.73%**
- **January** has the lowest repeat passenger rate which is **19%** across all cities overall
- **May** has the highest passenger repeat rate which is **33%** across all cities overall





# Insights



- **Jaipur** (also known as Pink City) has the highest total trips and is ahead of target by 14%, the weekend trips are more than weekdays, and the average trips per weekend is 4 times than a weekday, probably because It is a major tourist destination, famous for its historic forts, palaces, and vibrant bazaars. 99.8% of the passengers are happy (7-10 rating) with service.
- **Lucknow** is the capital city of Uttar Pradesh with sectors in manufacturing and services. The city has a blend of administrative significance and cultural tourism. We have observed that the weekday trips (77% of the total) are significantly greater than weekends, suggesting work-related trips are the main here. Despite being in the top 3 cities with the most completed trips, it is behind target by 11%. Overall customer satisfaction is 50% (7-10 rating), which is not great.
- **Surat**, being in the list of top 3 cities with most completed trips is behind target by approx 4%. Most trips happen on weekdays (69%) suggesting mostly work-related trips. The trip satisfaction rate is less than 50% (only 47.5%) which is alarming.

- **Mysore** has the lowest completed total tips. Possibly because of the lesser population (<1 million) than other cities and the city is tourism focused mainly probably that's why 60% of the trips happen on weekends. The passengers are satisfied with trips (99.7% satisfaction rate) and the actual trips are also ahead of the target by 20% which is a good sign.
- **Coimbatore**, a mainly business-focused city is among the list of bottom 3 cities with the lowest completed trips. Probably because the population is less than 1 million and as most of the trips are work-related people might have other feasible available modes of travel. Although the number of completed actual trips are ahead of target by a very small margin (0.5%) so the business is going almost as expected. 60% of the trips happen on weekdays. The trip satisfaction rate is good (85%).
- **Visakhapatnam**, the largest port city in Andhra Pradesh is among the list of bottom 3 cities with the lowest completed trips. Probably because of the population which is little more than 1 million. The number of actual trips are behind target by a very small margin of 0.47%. The trip satisfaction is excellent (99.7%).

- **Jaipur :-** Avg. fare/km is highest but overall performance is great so price efficiency is good.
- **Kochi :-** Avg. fare/km is higher than the overall avg. but the performance is good so efficient.
- **Chandigarh :-** Avg. fare/km is average and the performance is fare but we have to keep this city under close observation because it is failing to achieve the target by a very small margin.
- **Lucknow :-** Avg. fare/km is average and in the middle of the scale compared to other cities but the performance is bad on both trip satisfaction and target achievement. So the fare amount/km can be an important reason for that (although it may not be the only reason).
- **Visakhapatnam :-** The condition is the same as Chandigarh. We cannot say price-inefficient because it almost achieved the target but we have to keep this under observation.
- **Indore :-** Avg. fare/km is average or lower than few other cities and the trip satisfaction is good but behind the trips target. We have to look to the other parameters.
- **Surat :-** Avg. fare/km is lower than the average but the performance is bad, especially the trip satisfaction rate is alarming. So we have to look at other facts as well along with the fare.
- **Mysore :-** Avg. fare/km is on the higher side but the overall performance is excellent. So we can say that the price is efficient.
- **Vadodara :-** Avg. fare/km is less but the performance is very bad. So we can suspect more on the other parameters.
- **Coimbatore :-** Avg. fare/km is average and the performance is also fare so we can say that the fare is efficient.

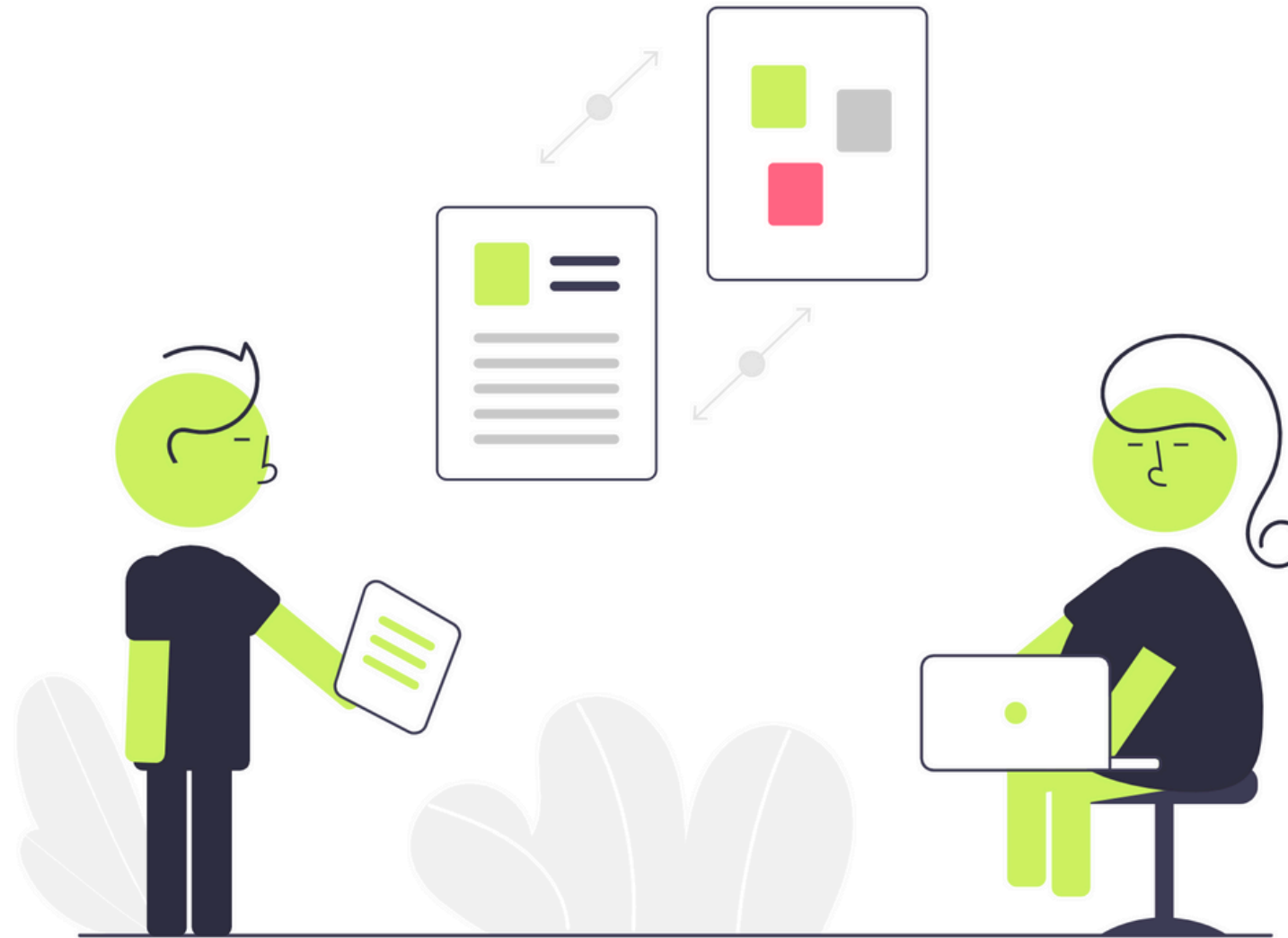
- In **Lucknow**, **Surat**, and **Vadodara**, repeat passenger satisfaction is below 35%, which is alarming. Most of them rated the trip experience as average, between 5 to 6 out of 10. This suggests that the repeat passengers are not properly satisfied with the experience, although the new passenger experience is great.
- Overall new passenger experience is great for all cities but for repeat passengers, the experience is not as good as what they got on the very first trip with Goodcabs.
- In terms of driver ratings, the driver's experience with the repeat and new passengers is not good either in **Lucknow**, **Surat**, and **Vadodara**, but that is fair or good in the other cities.
- With the other cities, we have also observed the same pattern: repeat passenger satisfaction is less than that of new passengers. Probably, Goodcabs has focused more on providing good service to new customers to acquire them than on retaining them in specific cities.
- In all the cities other than **Lucknow** and **Surat**, the repeat/new ratio is below 0.5, which means Goodcabs can only retain less than 50% of its customers in these cities.



- 56% of the total trips are weekday trips and 44% are weekend trips which is almost evenly distributed since the number of weekends is much lesser than weekdays hence avg. trips per weekend are more in numbers compared to weekdays.
- We have observed that tourism-focused cities have more weekend trips and fewer weekday trips, and the opposite is in the business-focused cities and few cities have almost equal distribution of trips in both weekdays and weekends.
- **Jaipur, Kochi, and Mysore** have more weekend trips than on weekdays, **Coimbatore, Lucknow, Surat, and Vadodara** have more trips on weekdays compared to weekends and the rest have almost equal distribution.
- We have observed that the most common repeated trips per passenger are 5 trips or 6 trips in business-focused cities like **Lucknow, Vadodara, Surat, and Coimbatore** whereas, in tourism-focused cities like **Mysore and Jaipur** have only 2 trips per passenger repetition, the trip frequency is greater in business-focused cities probably because work-related trips are more frequent than tourism-related trips.

- We have observed that in business-focused cities like **Lucknow** and **Surat**, we have the highest repeat passenger rate, probably because of the frequent requirement of work-related trips and lower fare rate per km. Although the repeat passenger satisfaction is not good in these 2 cities. On the other hand in tourism-focused cities like **Mysore** and **Jaipur**, we have the least amount of repeat passenger rate, probably as most of the trips are travel and tourism-oriented, that's why they are less frequent compared to work-related trips and the fare rate is also on the higher side.
- The business is only doing well at **Jaipur** and **Mysore** in terms of achieving trip targets despite having high fares/km.
- Passenger acquisition targets are only achieved in **Indore**, and **Coimbatore** across all months, in **Surat**, it is achieved in all 5 months except March but in other cities, the passenger acquisition targets are not met. It is strange to see that the business-focused cities where trip demands are more have failed to achieve the passenger acquisition target.
- Only in **Jaipur**, **Kochi**, and **Mysore** Goodcabs has been able to achieve the passenger rating target. All the other cities are behind the target in terms of passenger rating, especially **Lucknow**, **Surat** and **Vadodara** are behind by a big margin which is alarming.





# Recommendations



- We have observed that in tourism-focused cities, weekend trips are more in compared to weekday trips, and repeat passenger rate is very low so including some feasible offers like fixed fare for a tourist location, offering tourism-related coupons or gift cards for that specific tourist location where a passenger want to visit may increase the chance of passengers repeat more trips with Goodcabs.
- User experience can also be enhanced such as single tap return trip booking referencing the record of the previous trip, without searching for a ride again for a return trip.
- Goodcabs can also introduce offers where they can take passengers to all the main tourist locations without them searching for the tourist spots and booking a ride to go there, that means Goodcabs can take responsibility for the tourists to take them to all the main tourist spots in single or multiple rides for a good price. (Of course, there has to be a pre-booking or on-the-spot booking facility for the whole process). This can also increase the passenger repeat trips with Goodcabs because of this easy and convenient way.
- The trip experience can also be enhanced by not leaving passengers too far from the actual tourist spot, choosing the less crowded road if possible, and with good punctuality.
- Partnering with hotels, event management agencies, and places and introducing discounts and offers for those events and hotel charges can significantly boost passenger attraction thus boosting overall trip volumes, especially in tourism-focused cities.

- We have observed that in business-focused cities the performance of Goodcabs is not good. The fare is competitive but for work-related trips, punctuality matters the most so that is needed to be looked after if any issue is present with that.
- A single-tap ride booking through reminders for regular or repeat passengers can be a good thing to enhance the initial experience.
- Cashback or coupons or offers can be given to passengers after completing a certain number of trips with Goodcabs, to encourage them to book more rides with Goodcabs.
- To increase the trip satisfaction the comfort, cleanliness, temperature, and security of the vehicle should be maintained properly for the passengers.
- Technology integration like good communication, real-time notification for updates or changes like delays, etc., displaying the real-time route and distance, and real-time tracking can be implemented, and feasible payment options should also be there which will enhance the experience and satisfaction and will eventually lead to successfully achieving the trips, repetition and rating targets.
- Having good customer service is must to register grievances.

- Expressing environmental awareness is always a good thing. India's electric vehicle market is anticipated to expand at a CAGR of 28.52% to attain US\$ 18.319 billion by 2029 from US\$ 5.22 billion in 2024. Going eco-friendly will give Goodcabs a boost to market their image with the tag of eco-friendly rides.
- People are becoming more concerned about pollution worldwide so taking an eco-friendly approach and going with electric vehicles can improve the acceptance rate in the future and the actions will also be appreciated. Since the boom of EVs is going on so taking the right decision right time and going with EV will give a chance to make an immediate positive impact on the business.
- The initial cost is a little higher but electricity is generally cheaper than petrol or diesel on a per-kilometer basis, and EVs require less maintenance (no oil changes, fewer moving parts, etc.) which potentially offers economic advantage and profit margin can be increased.



# Limitations



- Need more data to identify monthly and seasonal patterns of passenger acquisitions and trip volumes properly. There is no proper common or distinguishable pattern between tourism-focused and business-focused cities based on months. A minimum of 2 to 3 years of data is needed to understand the seasonal data properly. Only 6 months of data is not sufficient to give a conclusion about something.
- Need more revenue-related and cost-related information to analyze the pricing efficiency properly. Giving insights about price efficiency is not properly possible by just looking at the target status (if it is met or not) because there are many other factors contributing to the target achievement.
- Until and unless we get the proper reason for passenger and driver dissatisfaction, we can't properly address where the business is lacking, so **a proper passenger/driver survey is required** to address all the issues.





We hope this thorough analysis will help Goodcabs to achieve its goals and grow its business in the tier 2 cities. However, the limitations need to be addressed to make the analysis more precise.



Created By - Avirup Mitra

Thank you