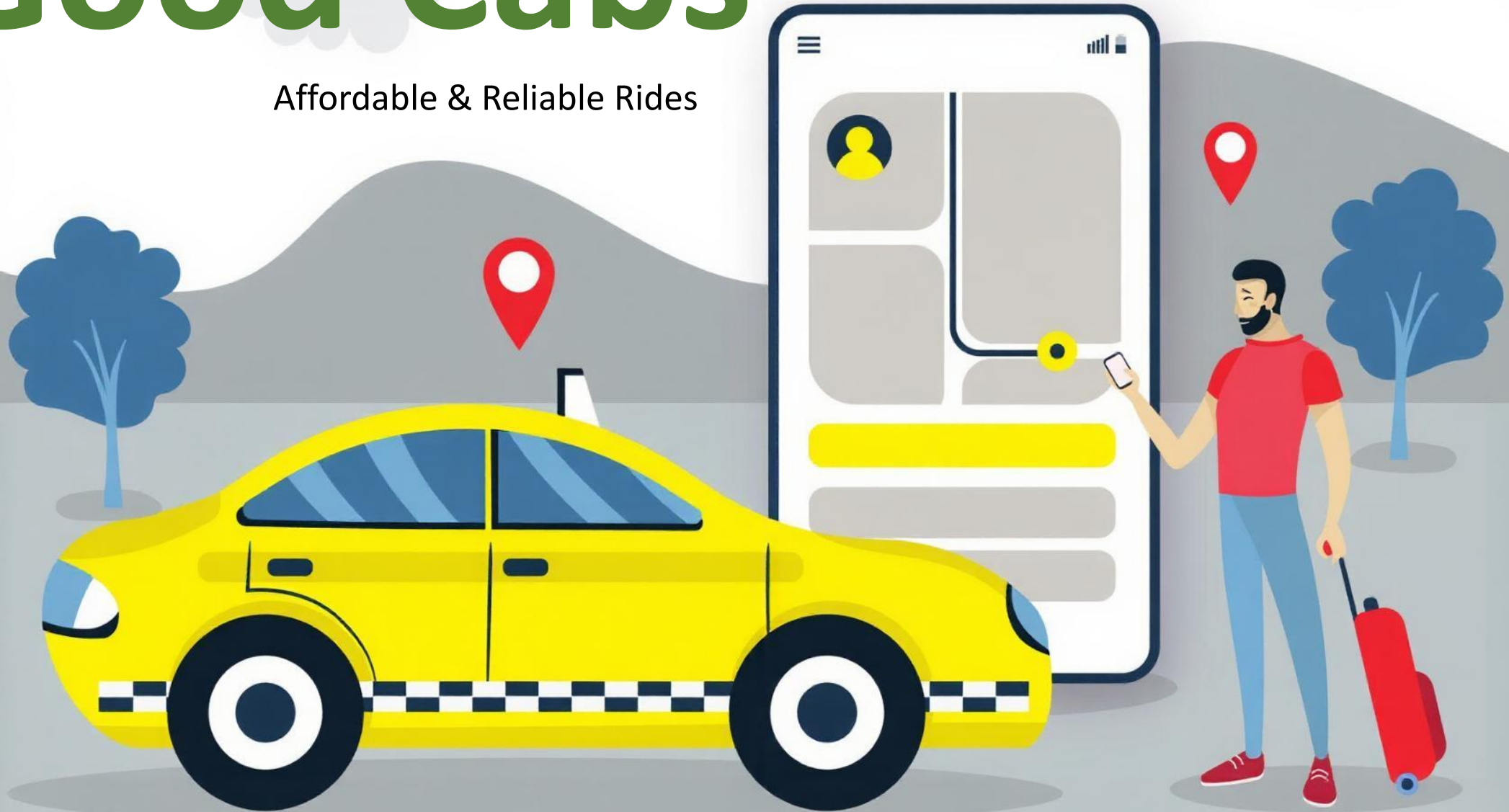


# Good Cabs

Affordable & Reliable Rides



# Table of Contents

Project Overview

Objective

Dashboard

Key Insights

Ad-Hoc SQL Report

Action Plan Next Step

# Project Overview

Goodcabs is a growing cab service operating in ten tier-2 cities in India, dedicated to supporting local drivers and providing quality service to passengers. In 2024, the company aims to meet performance targets to drive growth and enhance satisfaction. This project will analyze key operational metrics to provide insights that will help Goodcabs optimize its operations and achieve its goals.

# Objective

The objective of this project is to analyze GoodCabs' performance across key metrics and provide actionable insights to the Chief of Operations. The focus areas for the analysis include:

- **Trip Volume:** Measuring the total number of trips completed.
- **Passenger Satisfaction:** Evaluating the service quality based on passenger feedback.
- **Repeat Passenger Rate:** Analyzing the percentage of passengers who book multiple trips.
- **Trip Distribution:** Understanding trip patterns across cities.
- **Passenger Demographics:** Assessing the balance between new and repeat passengers.

# GOOD CABS

Affordable & Reliable Rides





## Home Page

A navigation hub to access all other pages within the report.



## General View

Provides a summary and overall perspective of the project, highlighting key metrics and trends.



## Trips Analysis

Offers detailed insights into trip data, including trends, patterns, and performance metrics.



## Passenger Analysis

Focuses on passenger behavior and demographics, providing actionable insights.



## Target Analysis

Tracks performance against key targets, including trip goals, passenger ratings, and monthly objectives.



## Clear Filter Button

This Button will Clear all the filter applied on the page

# General View

Month  
All

City  
All

Passenger Type  
All

Day Type  
All



Total Revenue

₹108.19M

Not Available  
Vs Last Month

Total Passengers

238.31K

25.73%  
Repeat Passenger Rate

Total Trips

425.90K

-0.72% | 429.00K  
Vs Target

Select Passenger Type

new

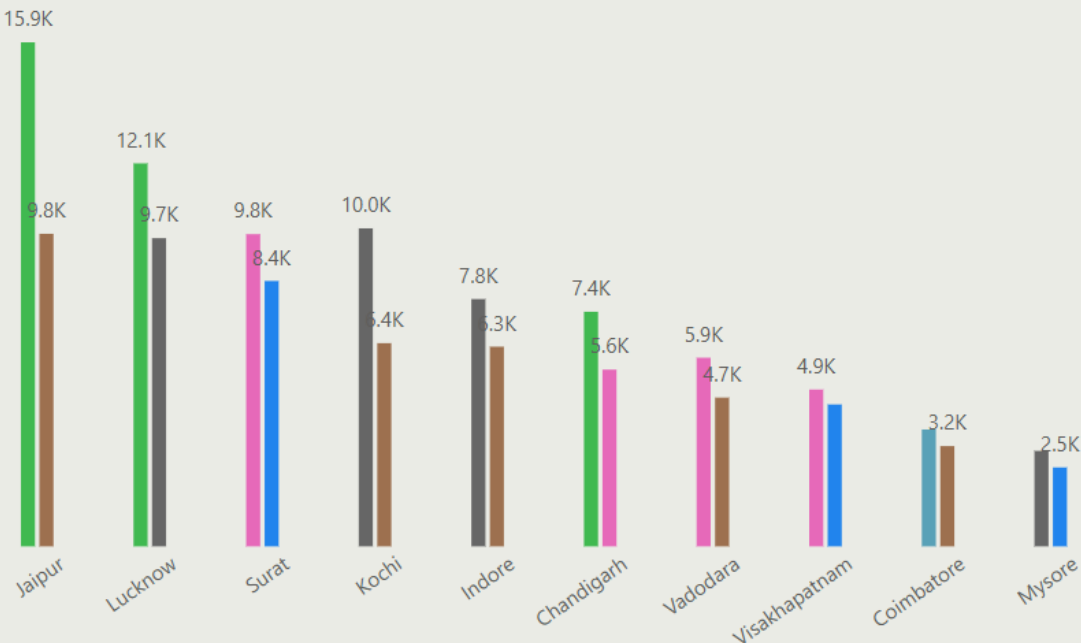
repeated

## Average Ratings City Wise

City Name	Passenger Type	Passenger Rating	Driver Rating
Visakhapatnam	repeated	7.99	8.99
Kochi	repeated	8.00	8.99
Jaipur	repeated	7.99	8.98
Mysore	repeated	7.98	8.97
Coimbatore	repeated	7.48	7.48
Indore	repeated	7.47	7.48
Chandigarh	repeated	7.49	7.47
Lucknow	repeated	5.99	6.49
Vadodara	repeated	5.98	6.48
Surat	repeated	6.00	6.48
Total		6.96	7.48

## Peak & Low Demand Months by City Trips

April February January June March May



## Average Fare per Trip by City

city_name	Avg Fare	Avg Trip Distance	Avg Fare Per KM
Jaipur	483.92	30.02	16.12
Mysore	249.71	16.50	15.14
Kochi	335.25	24.07	13.93
Visakhapatnam	282.67	22.55	12.53
Chandigarh	283.69	23.52	12.06
Lucknow	147.18	12.51	11.76
Coimbatore	166.98	14.98	11.15
Indore	179.84	16.50	10.90
Surat	117.27	11.00	10.66
Vadodara	118.57	11.52	10.29

# Trips Analysis

Month

All

City

All

Passenger Type

All

Day Type

All



Total Trips

425.90K

-0.72% | 429.00K

Vs Target

Avg Trip Distance

19.13

Bottom 3 Cities by Trips

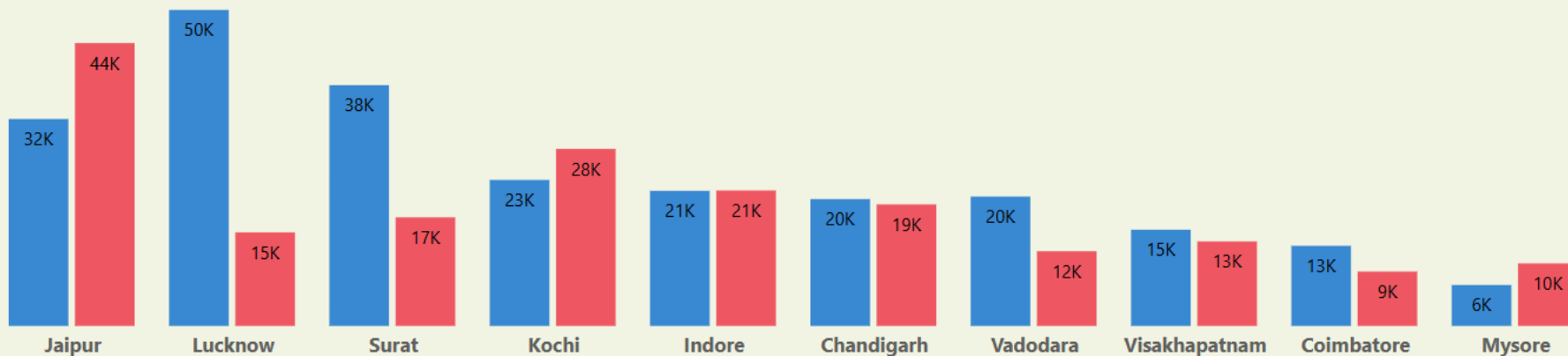


Top 3 Cities by Trips



Weekend Vs Weekday Trip Demand by City

Weekday Weekend





# Passenger Analysis

Month

All

City

All

Passenger Type

All

Day Type

All



Total Passengers

238.31K

25.73%

Repeat Passenger Rate

Avg Passengers Rating

7.66

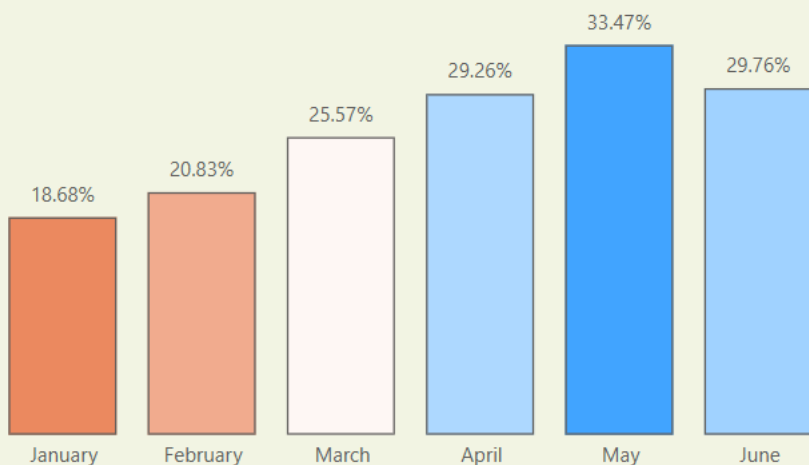
-3.94% | 7.98

Vs Target Passenger Rating

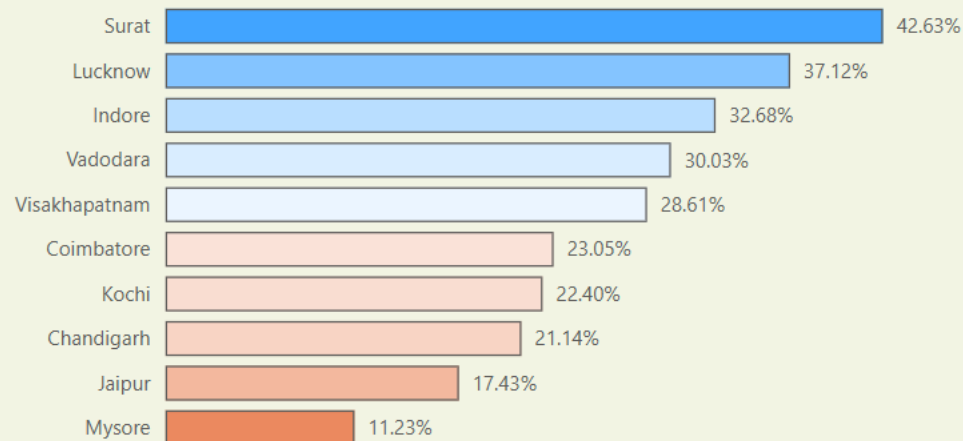
## Repeat Passenger Frequency

trip_count	Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam
2-Trips	32.31%	11.21%	34.34%	50.14%	47.67%	9.66%	48.75%	9.76%	9.87%	51.25%
3-Trips	19.25%	14.82%	22.69%	20.73%	24.35%	14.77%	24.44%	14.26%	14.17%	24.96%
4-Trips	15.74%	15.56%	13.40%	12.12%	11.81%	16.20%	12.73%	16.55%	16.52%	9.98%
5-Trips	12.21%	20.62%	10.34%	6.29%	6.48%	18.42%	5.82%	19.75%	18.06%	5.44%
6-Trips	7.42%	17.64%	6.85%	4.13%	3.91%	20.18%	4.06%	18.45%	19.08%	3.19%
7-Trips	5.48%	10.47%	5.24%	2.52%	2.11%	11.33%	1.76%	11.89%	12.86%	1.98%
8-Trips	3.47%	6.15%	3.26%	1.90%	1.65%	6.43%	1.42%	6.24%	5.78%	1.39%
9-Trips	2.33%	2.31%	2.38%	1.20%	1.21%	1.91%	0.54%	1.74%	2.05%	0.88%
10-Trips	1.79%	1.22%	1.51%	0.97%	0.81%	1.10%	0.47%	1.35%	1.61%	0.92%

## Repeat Passenger Rate % By Month



## Repeat Passenger Rate % By City



# Target Analysis

City

All

Passenger Type

All

Day Type

All



January

February

March

April

May

June

Total Trips

425.90K

-0.72% | 429.00K

Vs Target

Total New Passengers

177.00K

-4.38% | 185.10K

Vs Target New Passenger

Avg Passengers Rating

7.66

-3.94% | 7.98

Vs Target Passenger Rating

## Monthly Performance Against Targets

month_name	Total Trips	Target Trips	Target Achieved %	% Difference	Trip Target
January	70462	72500	97.19%	-2.81%	
February	75379	72500	103.97%	3.97%	
March	73679	72500	101.63%	1.63%	
April	71335	70500	101.18%	1.18%	
May	72543	70500	102.90%	2.90%	
June	62505	70500	88.66%	-11.34%	
Total	425903	429000	99.28%	-0.72%	

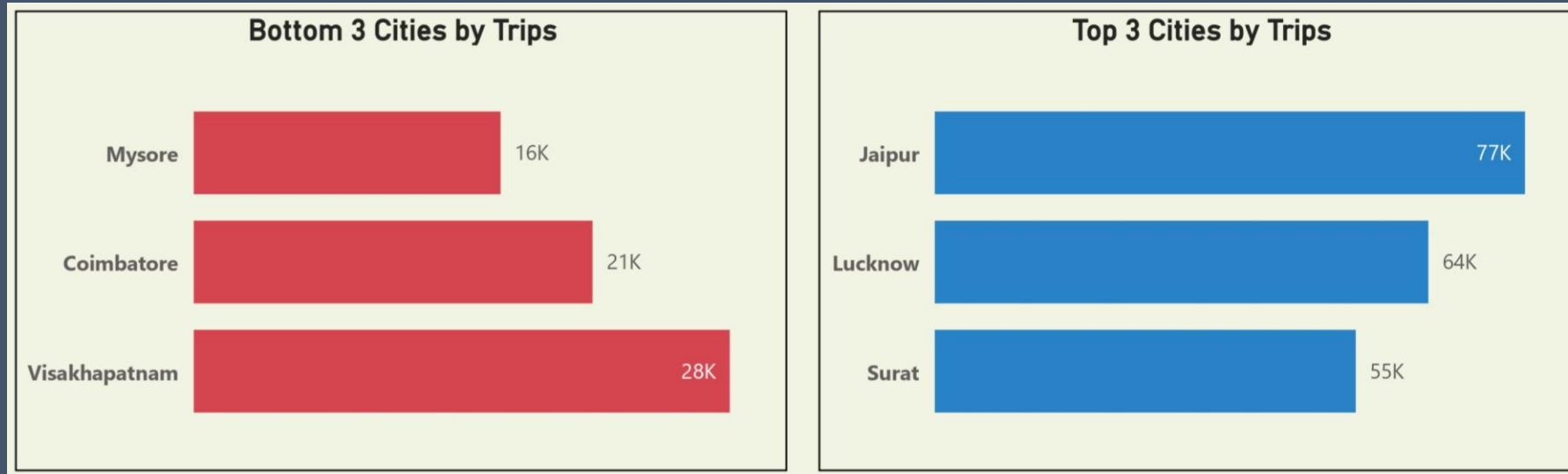
## City Performance Against Targets Trips

city_name	Total Trips	Target Trips	% Trip Target Achieved	% Difference
Chandigarh	38981	39000	99.95%	-0.05%
Coimbatore	21104	21000	100.50%	0.50% ▲
Indore	42456	43500	97.60%	-2.40%
Jaipur	76888	67500	113.91%	13.91% ▲
Kochi	50702	49500	102.43%	2.43% ▲
Lucknow	64299	72000	89.30%	-10.70%
Mysore	16238	13500	120.28%	20.28% ▲
Surat	54843	57000	96.22%	-3.78%
Vadodara	32026	37500	85.40%	-14.60%
Visakhapatnam	28366	28500	99.53%	-0.47%
Total	425903	429000	99.28%	-0.72%

## Average Passenger Rating Target City wise

city_name	Avg Passenger Rating Target	Avg Passenger Rating	% Difference
Kochi	8.50	8.52	0.19%
Mysore	8.50	8.70	2.37%
Visakhapatnam	8.50	8.43	-0.79%
Coimbatore	8.25	7.88	-4.45%
Jaipur	8.25	8.58	4.05%
Chandigarh	8.00	7.98	-0.29%
Indore	8.00	7.83	-2.15%
Vadodara	7.50	6.61	-11.85%
Lucknow	7.25	6.49	-10.49%
Surat	7.00	6.42	-8.33%
Total	7.98	7.66	-3.94%

## Top and Bottom Performing Cities



### Key Insights:

- **Top-performing cities:** Jaipur, Lucknow, Surat.
- **Bottom-performing cities:** Mysore, Coimbatore, Vishakhapatnam.

### Recommendation:

- Focus on improving visibility and marketing efforts in Mysore, Coimbatore, and Vishakhapatnam to boost trip volume.
- Enhance services and partnerships in Jaipur, Lucknow, and Surat to sustain growth.

## Average Fare per Trip by City

Average Fare per Trip by City			
city_name	Avg Fare	Avg Trip Distance	Avg Fare Per KM
Jaipur	483.92	30.02	16.12
Mysore	249.71	16.50	15.14
Kochi	335.25	24.07	13.93
Visakhapatnam	282.67	22.55	12.53
Chandigarh	283.69	23.52	12.06
Lucknow	147.18	12.51	11.76
Coimbatore	166.98	14.98	11.15
Indore	179.84	16.50	10.90
Surat	117.27	11.00	10.66
Vadodara	118.57	11.52	10.29

### Key Insights:

- **Highest Average Fare:** Jaipur, Kochi.
- **Lowest Average Fare:** Surat, Vadodara.

### Recommendation:

- **High-fare cities:** Maintain pricing strategy by ensuring high service quality.
- **Low-fare cities:** Explore opportunities for upselling or introducing premium services to increase revenue.

## Average Ratings by City and Passenger Type

Average Ratings City Wise			
City Name	Passenger Type	Passenger Rating	Driver Rating
Jaipur	new	8.99	8.99
Kochi	new	8.99	8.99
Mysore	new	8.98	8.98
Visakhapatnam	new	8.98	8.98
Chandigarh	new	8.49	7.99
Coimbatore	new	8.49	7.99
Indore	new	8.49	7.97
Vadodara	new	7.98	7.00
Surat	new	7.98	6.99
Lucknow	new	7.98	6.99
Total		8.65	8.32

Average Ratings City Wise			
City Name	Passenger Type	Passenger Rating	Driver Rating
Visakhapatnam	repeated	7.99	8.99
Kochi	repeated	8.00	8.99
Jaipur	repeated	7.99	8.98
Mysore	repeated	7.98	8.97
Coimbatore	repeated	7.48	7.48
Indore	repeated	7.47	7.48
Chandigarh	repeated	7.49	7.47
Lucknow	repeated	5.99	6.49
Vadodara	repeated	5.98	6.48
Surat	repeated	6.00	6.48
Total		6.96	7.48

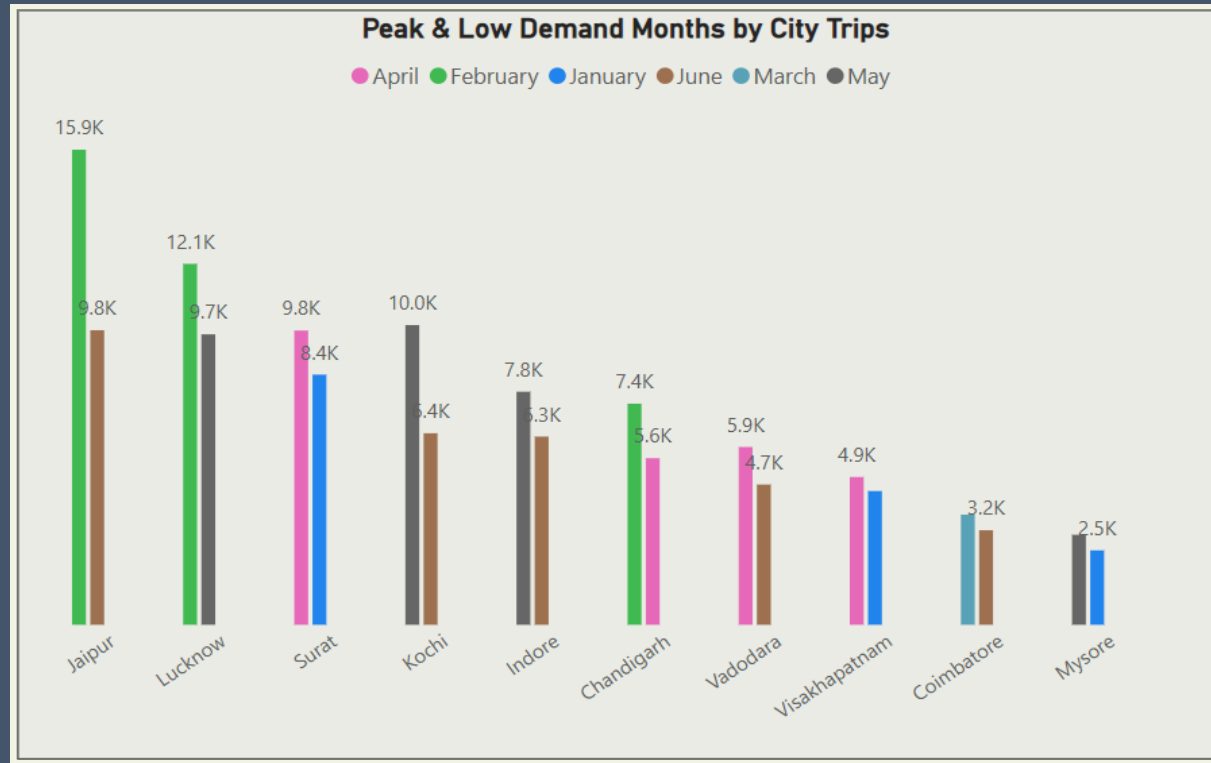
### Key Insights:

- **Lowest Passenger and Driver Ratings:** Lucknow, Vadodara, Surat, especially among repeat trips.

### Recommendation:

- Analyze feedback from passengers and drivers to identify issues.
- Implement targeted training programs for drivers and service improvements to enhance ratings.

## Peak and Low Demand Months by City



### Key Insights:

#### Peak Demand Months:

- February: Jaipur, Lucknow, Chandigarh.
- May: Kochi, Indore, Mysore.
- April: Surat, Vadodara, Vishakhapatnam.
- March: Coimbatore.

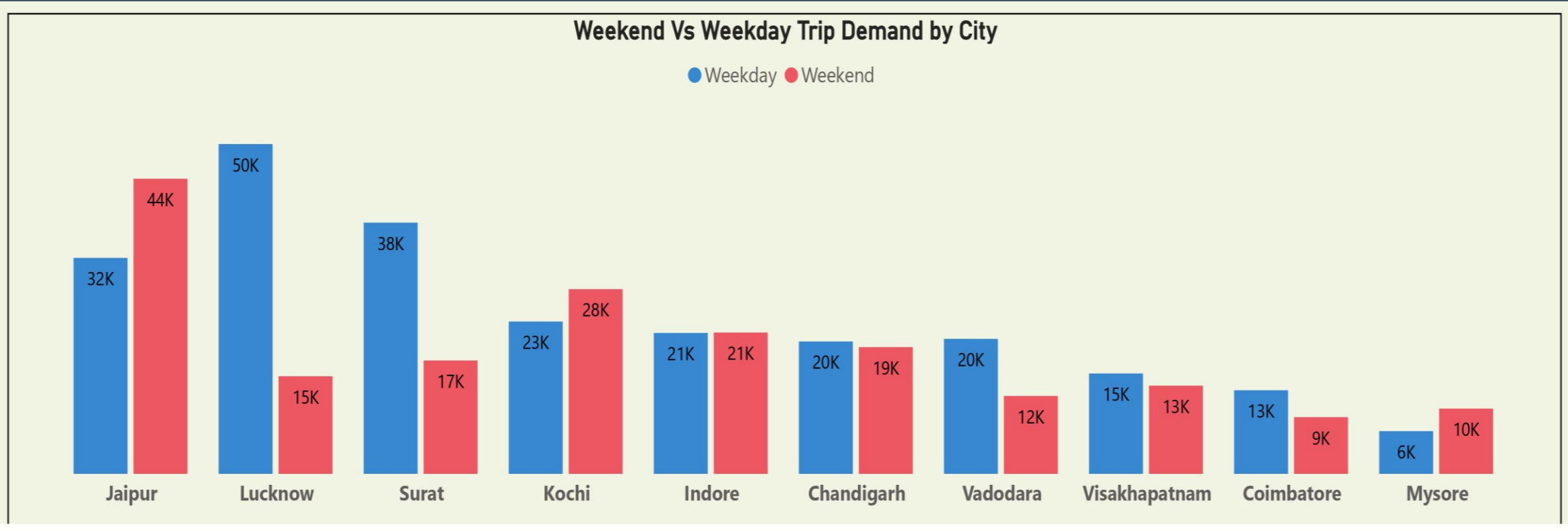
#### Recommendation:

- Plan resource allocation and marketing campaigns around peak and low-demand months.
- Consider promotions or partnerships during low-demand periods to drive growth.

#### Low Demand Months:

- June: Jaipur, Kochi, Indore, Vadodara, Coimbatore.
- January: Surat, Vishakhapatnam, Mysore.
- April: Chandigarh.
- May: Lucknow.

## Weekend vs. Weekday Trip Demand by City



### Key Insights:

- **Higher Weekend Trip Demand:** Jaipur, Kochi, Mysore.
- **Higher Weekday Trip Demand:** Lucknow, Surat, Vadodara, Vishakhapatnam, Coimbatore.
- **Balanced Demand:** Indore, Chandigarh.

### Recommendation:

- **Weekend-focused cities:** Develop tourism packages and weekend-specific promotions.
- **Weekday-focused cities:** Enhance services for business travelers and commuters.



## Repeat Passenger Frequency and City Contribution

trip_count	Repeat Passenger Frequency									
	Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam
2-Trips	32.31%	11.21%	34.34%	50.14%	47.67%	9.66%	48.75%	9.76%	9.87%	51.25%
3-Trips	19.25%	14.82%	22.69%	20.73%	24.35%	14.77%	24.44%	14.26%	14.17%	24.96%
4-Trips	15.74%	15.56%	13.40%	12.12%	11.81%	16.20%	12.73%	16.55%	16.52%	9.98%
5-Trips	12.21%	20.62%	10.34%	6.29%	6.48%	18.42%	5.82%	19.75%	18.06%	5.44%
6-Trips	7.42%	17.64%	6.85%	4.13%	3.91%	20.18%	4.06%	18.45%	19.08%	3.19%
7-Trips	5.48%	10.47%	5.24%	2.52%	2.11%	11.33%	1.76%	11.89%	12.86%	1.98%
8-Trips	3.47%	6.15%	3.26%	1.90%	1.65%	6.43%	1.42%	6.24%	5.78%	1.39%
9-Trips	2.33%	2.31%	2.38%	1.20%	1.21%	1.91%	0.54%	1.74%	2.05%	0.88%
10-Trips	1.79%	1.22%	1.51%	0.97%	0.81%	1.10%	0.47%	1.35%	1.61%	0.92%

### Key Insights:

Coimbatore, Lucknow, Surat, and Vadodara have more repeat passengers with higher trip frequencies

### Recommendation:

- Repeat passengers:** Introduce loyalty programs to retain high-frequency travelers.
- New passengers:** Leverage digital marketing to attract more first-time users.



## Monthly Target Achievement Analysis

### City Performance Against Targets Trips

city_name	Total Trips	Target Trips	% Trip Target Achieved	% Difference
Chandigarh	6029	6000	100.48%	0.48% ▲
Coimbatore	3158	3500	90.23%	-9.77%
Indore	6288	7500	83.84%	-16.16%
Jaipur	9842	9500	103.60%	3.60% ▲
Kochi	6399	9000	71.10%	-28.90%
Lucknow	10240	11000	93.09%	-6.91%
Mysore	2842	2500	113.68%	13.68% ▲
Surat	8544	10000	85.44%	-14.56%
Vadodara	4685	6500	72.08%	-27.92%
Visakhapatnam	4478	5000	89.56%	-10.44%
Total	62505	70500	88.66%	-11.34%

### City Performance Against Targets Trips

city_name	Total Trips	Target Trips	% Trip Target Achieved	% Difference
Chandigarh	38981	39000	99.95%	-0.05%
Coimbatore	21104	21000	100.50%	0.50% ▲
Indore	42456	43500	97.60%	-2.40%
Jaipur	76888	67500	113.91%	13.91% ▲
Kochi	50702	49500	102.43%	2.43% ▲
Lucknow	64299	72000	89.30%	-10.70%
Mysore	16238	13500	120.28%	20.28% ▲
Surat	54843	57000	96.22%	-3.78%
Vadodara	32026	37500	85.40%	-14.60%
Visakhapatnam	28366	28500	99.53%	-0.47%
Total	425903	429000	99.28%	-0.72%

### Average Passenger Rating Target City wise

city_name	Avg Passenger Rating Target	Avg Passenger Rating	% Difference
Kochi	8.50	8.52	0.19%
Mysore	8.50	8.70	2.37%
Visakhapatnam	8.50	8.43	-0.79%
Coimbatore	8.25	7.88	-4.45%
Jaipur	8.25	8.58	4.05%
Chandigarh	8.00	7.98	-0.29%
Indore	8.00	7.83	-2.15%
Vadodara	7.50	6.61	-11.85%
Lucknow	7.25	6.49	-10.49%
Surat	7.00	6.42	-8.33%
Total	7.98	7.66	-3.94%

### Key Insights:

- **Underperforming Cities (Less than 90% of Target):** Vishakhapatnam, Vadodara, Surat, Kochi, Indore, in June.
- **Overachievers (100%+ of Target):** Coimbatore, Jaipur, Kochi, Mysore (Mysore achieved 120%).
- **Consistent Performers (95%+ of Target):** Chandigarh, Indore, Surat, Vishakhapatnam.
- **Improvement Needed:** Lucknow, Vadodara underperformed against target, including passenger ratings.

### Recommendation:

- For underperforming cities: Focus on improving trip volume and passenger ratings through targeted campaigns and operational improvements.
- Leverage the strategies of overachieving and consistent cities as benchmarks for underperforming locations.

# Ad-Hoc SQL Report

Generated SQL reports to answer business-critical questions, including:

- City-Level Fare and Trips Summary Report.
- Monthly City-Level Trips Target Performance Report.
- City-Level Repeat Passenger Trip Frequency Report.
- Identify Cities with Highest and Lowest New Passengers.
- Identify Month with Highest Revenue for Each City.
- Monthly Repeat Passenger Rate Analysis.
- City Repeat Passenger Rate Analysis.

# Ad-Hoc SQL Report

## City-Level Fare and Trips Summary Report

city_name	total_trips	avg_fare_per_km	pct_contribution_to_total_trips
Chandigarh	38981	12.06	9.15%
Coimbatore	21104	11.15	4.96%
Indore	42456	10.90	9.97%
Jaipur	76888	16.12	18.05%
Kochi	50702	13.93	11.90%
Lucknow	64299	11.76	15.10%
Mysore	16238	15.14	3.81%
Surat	54843	10.66	12.88%
Vadodara	32026	10.29	7.52%
Visakhapatnam	28366	12.53	6.66%

## Monthly City-Level Trips Target Performance Report

	city_name	month_name	actual_trips	target_trips	target_status	percentage_difference
▶	Chandigarh	April	5566	6000	Below Target	-7.23%
	Chandigarh	February	7387	7000	Above Target	5.53%
	Chandigarh	January	6810	7000	Below Target	-2.71%
	Chandigarh	June	6029	6000	Above Target	0.48%
	Chandigarh	March	6569	7000	Below Target	-6.16%
	Chandigarh	May	6620	6000	Above Target	10.33%
	Coimbatore	April	3661	3500	Above Target	4.60%
	Coimbatore	February	3404	3500	Below Target	-2.74%
	Coimbatore	January	3651	3500	Above Target	4.31%
	Coimbatore	June	3158	3500	Below Target	-9.77%
	Coimbatore	March	3680	3500	Above Target	5.14%
	Coimbatore	May	3550	3500	Above Target	1.43%
	Indore	April	7415	7500	Below Target	-1.13%
	Indore	February	7210	7000	Above Target	3.00%
	Indore	January	6737	7000	Below Target	-3.76%
	Indore	June	6288	7500	Below Target	-16.16%
	Indore	March	7019	7000	Above Target	0.27%

# Ad-Hoc SQL Report

## City-Level Repeat Passenger Trip Frequency Report

	city_name	2-trips	3-trips	4-trips	5-trips	6-trips	7-trips	8-trips	9-trips	10-trips
►	Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%
	Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
	Surat	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%	1.35%
	Vadodara	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%	1.61%
	Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
	Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
	Indore	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%	1.51%
	Jaipur	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%	0.97%
	Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
	Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%

## Identify Month with Highest Revenue for Each City

	city_name	highest_revenue_month	revenue	pct_contribution
►	Chandigarh	February	2108290	19.07%
	Coimbatore	April	612431	17.38%
	Indore	May	1380996	18.09%
	Jaipur	February	7747202	20.82%
	Kochi	May	3333746	19.61%
	Lucknow	February	1777269	18.78%
	Mysore	May	745170	18.38%
	Surat	April	1154909	17.96%
	Vadodara	April	706250	18.60%
	Visakhapatnam	April	1390682	17.34%

## Identify Cities with Highest and Lowest New Passengers

	city_name	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

# Ad-Hoc SQL Report

## Monthly Repeat Passenger Rate Analysis

	city_name	month_name	total_passenger	repeat_passengers	monthly_RPR_
►	Chandigarh	April	3285	789	24.02%
	Chandigarh	February	4957	853	17.21%
	Chandigarh	January	4640	720	15.52%
	Chandigarh	June	3297	867	26.30%
	Chandigarh	March	4100	872	21.27%
	Chandigarh	May	3699	969	26.20%
	Coimbatore	April	1722	480	27.87%
	Coimbatore	February	1993	346	17.36%
	Coimbatore	January	2214	392	17.71%
	Coimbatore	June	1628	402	24.69%
	Coimbatore	March	1965	427	21.73%
	Coimbatore	May	1543	504	32.66%
	Indore	April	3646	1295	35.52%
	Indore	February	3981	1103	27.71%
	Indore	January	3876	1033	26.65%
	Indore	June	3152	1131	35.88%
	Indore	March	3833	1091	28.46%

## City Repeat Passenger Rate Analysis

	city_name	city_total_passengers	city_repeat_passengers	city_RPR_pct
►	Visakhapatnam	17855	5108	28.61%
	Chandigarh	23978	5070	21.14%
	Surat	20264	8638	42.63%
	Vadodara	14473	4346	30.03%
	Mysore	13158	1477	11.23%
	Kochi	34042	7626	22.40%
	Indore	22079	7216	32.68%
	Jaipur	55538	9682	17.43%
	Coimbatore	11065	2551	23.05%
	Lucknow	25857	9597	37.12%

## Action Plan and Next Steps

- > **Business-Centric** : For top-performing weekday cities like Lucknow, Surat, and Jaipur, Goodcabs should partner with companies and employers to provide regular services, ensuring consistent usage during workdays.
- > **Tourism-Centric** : For weekend-focused cities like Jaipur, Kochi, and Indore, which are tourism-centric, collaboration with local businesses like hotels and resorts for tourist packages can help attract more passengers during peak times.
- > **Eco-friendly Initiatives**: Adopting electric vehicles (EVs) and promoting eco-friendly practices will enhance Goodcabs' reputation as a sustainable brand. This will attract environmentally conscious customers and allow for targeted green marketing campaigns to gain a competitive edge.
- > **Data Collection for Analysis**: To improve services, Goodcabs should collect data such as customer satisfaction ratings, driver performance metrics, city-wise driver availability, trip cancellations and their reasons, and details on city-wise promotions and advertisements. This data will support better analysis and more informed recommendations.

**Thank You**