



# **Goride – Trip Cancellation Analysis**

## Root Cause & Business Impact



# Problem Defination

- In 2024, Goride experienced a high rate of trip cancellations, which limited management's ability to clearly understand the underlying causes of the issue. The company lacks a comprehensive view of how often cancellations occur, who is responsible for them (customers or drivers), the main reasons behind these cancellations, and the total revenue lost as a result.
- This absence of clarity makes it difficult to determine whether cancellations are driven by customer dissatisfaction with pricing or service quality, drivers' reluctance to accept certain trips, or patterns related to specific regions or vehicle types. To address this challenge, Goride requires a data-driven analysis and an interactive dashboard that provides clear insights into cancellation behavior from all perspectives, enabling management to accurately identify the root causes and support informed decision-making.

**150K**

**Total Trips**

**37.5K**

**Cancelled Trips**

**25%**

**Cancellation Rate**

**Overall cancellation rate compared to total trips.**

# Who Cancels the Trip – and What's Really Driving It?

**Canceling By Driver: 27K**

## **Top Reasons**

- Customer related issue
- The customer was coughing/sick

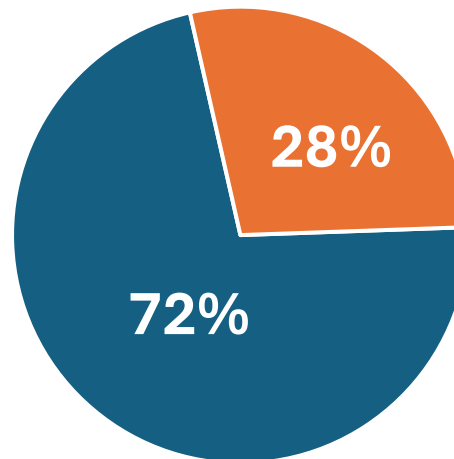
**Canceling By Customers: 10.5K**

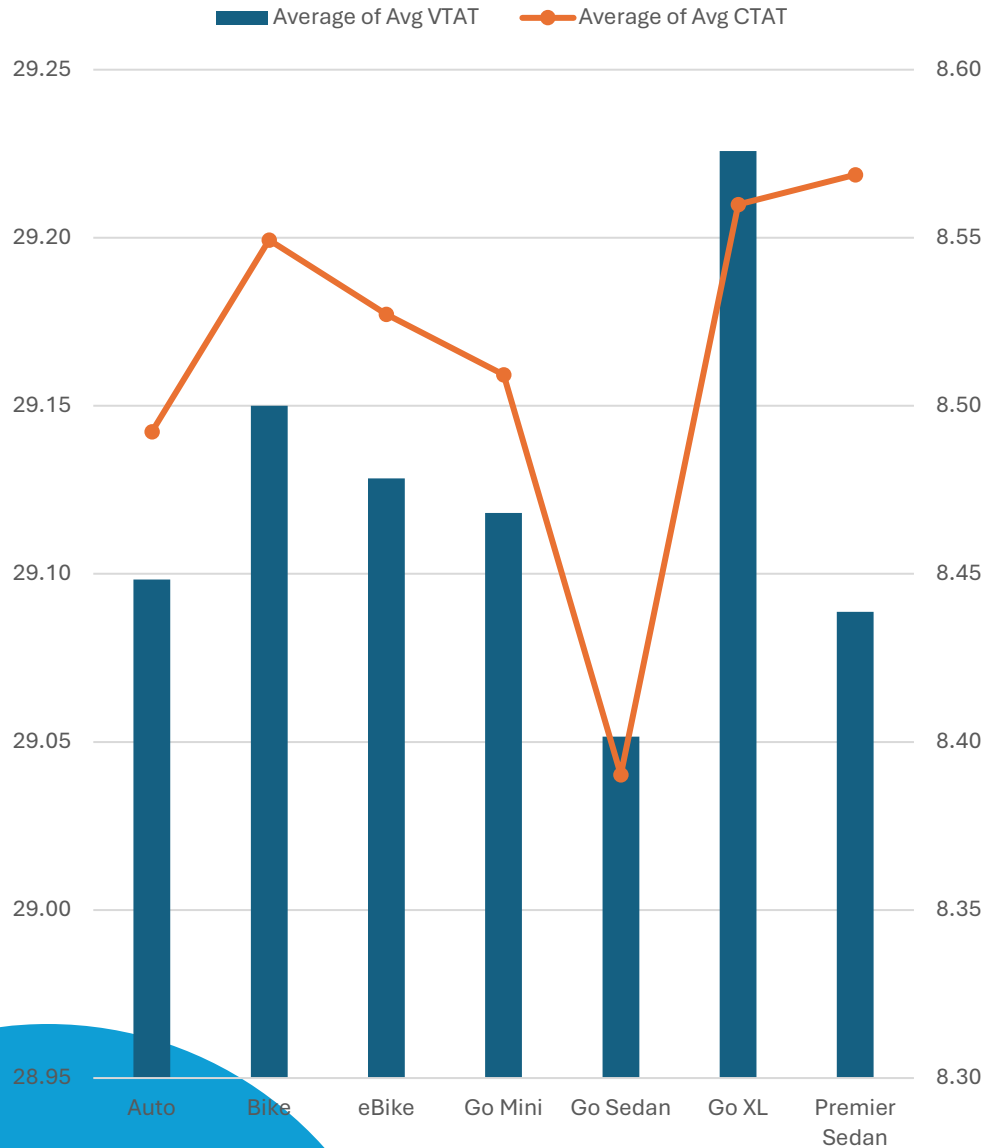
## **Top Reasons**

- Wrong Address
- Change of plans

■ Trip Cancelled by Driver

■ Trip Cancelled by Customer



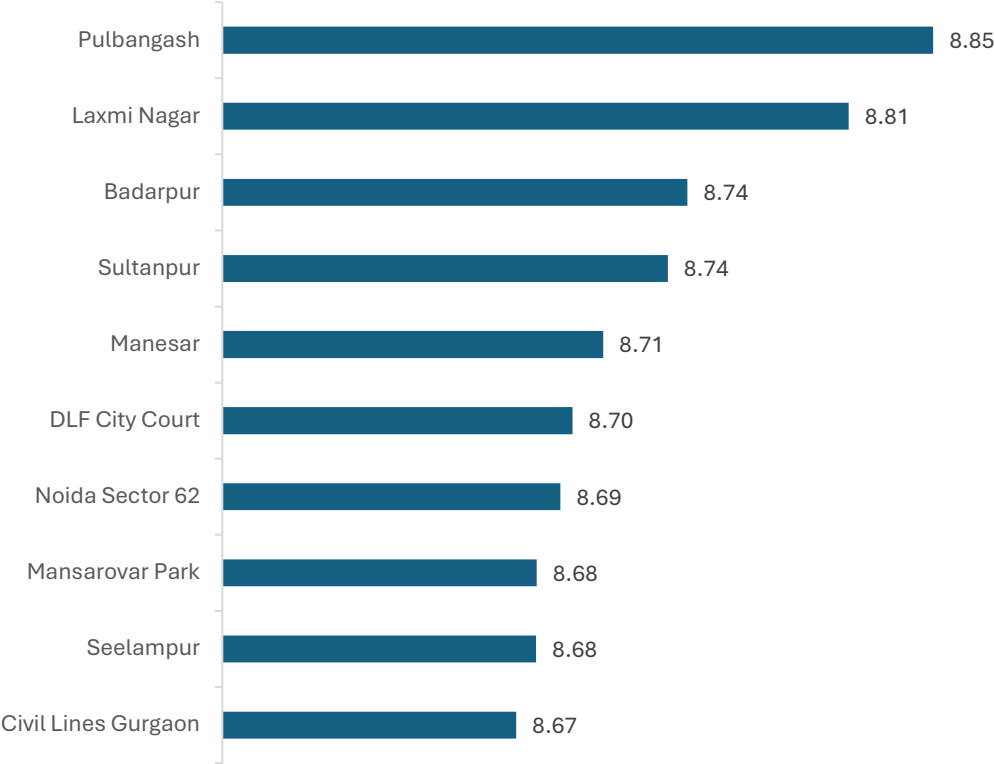


## Average waiting times (VTAT, CTAT) by vehicle type

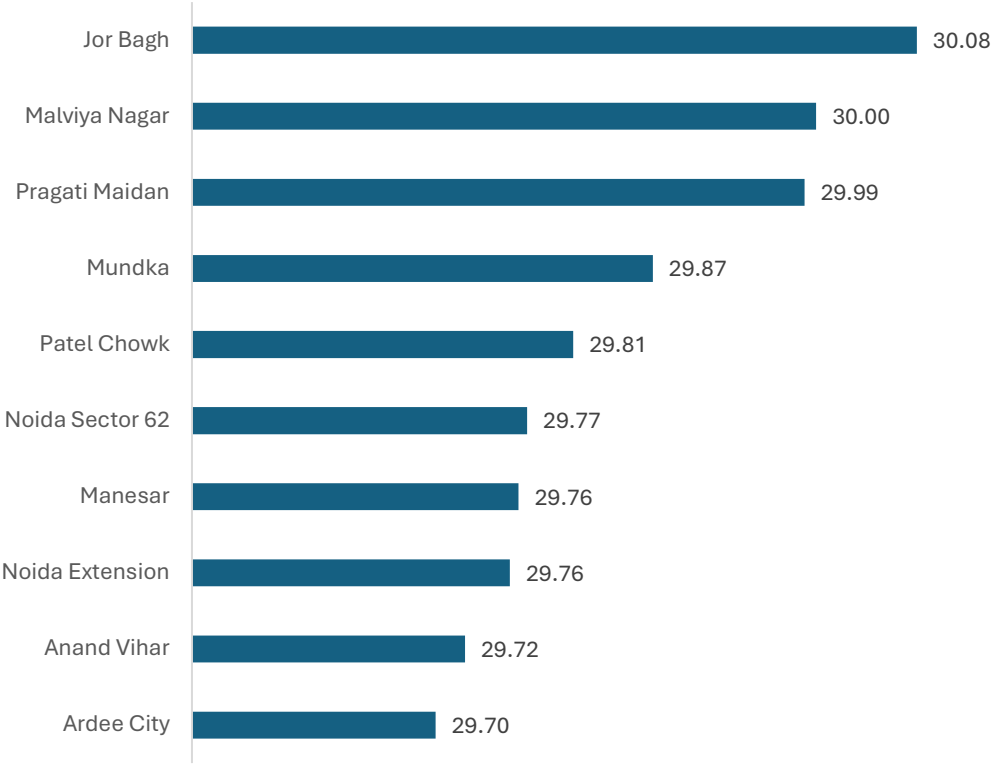
- The chart shows that **GOXL** records the highest average **VTAT**.
- The chart shows that **Premier Sedan** records the highest average **CTAT**.

# Average waiting times (VTAT, CTAT) by region

Top 10 Average of Avg VTAT



Top 10 Average of Avg CTAT

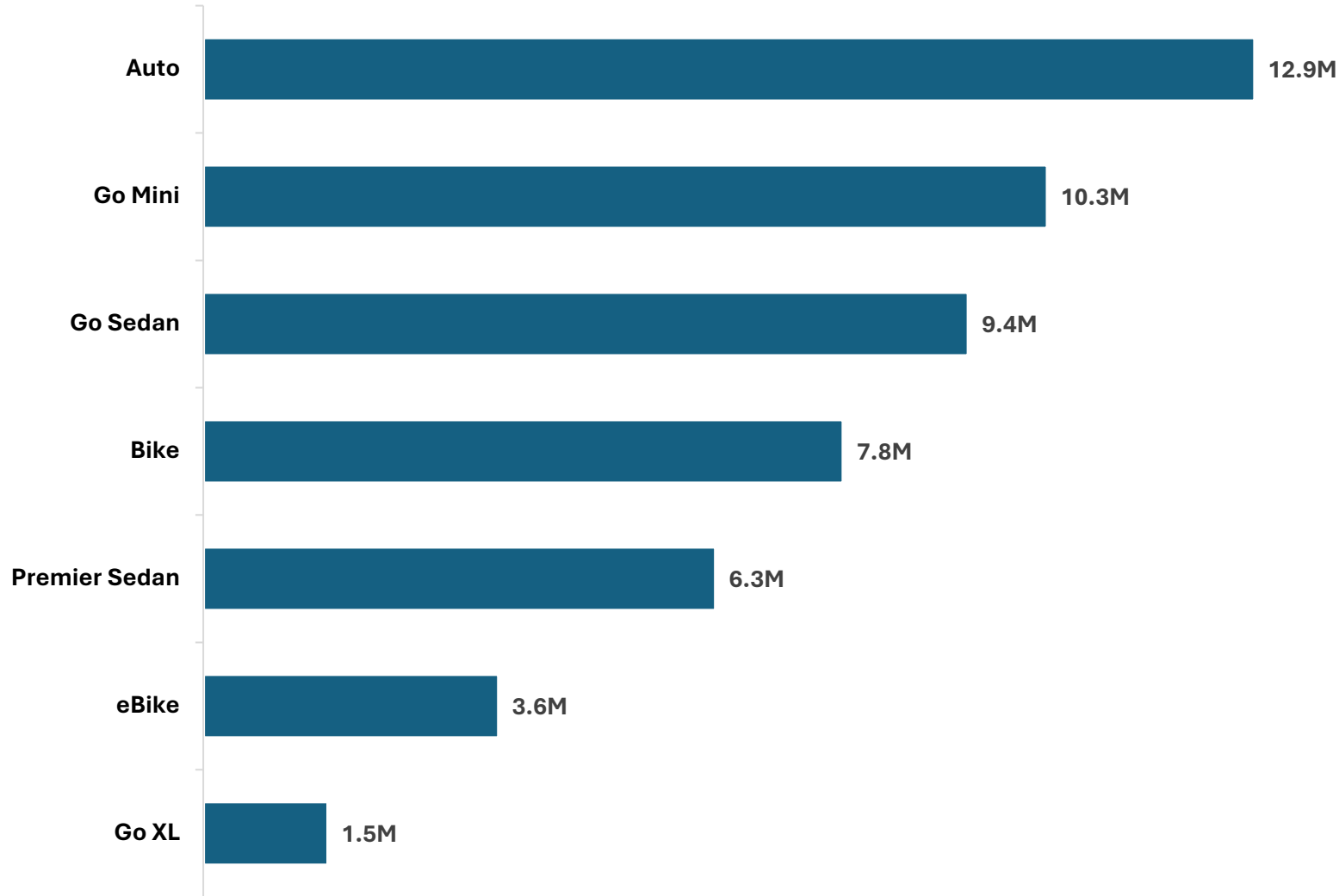


**Total revenue from completed trips**

**47.3M**

**Total revenue lost from canceled or incomplete trips**

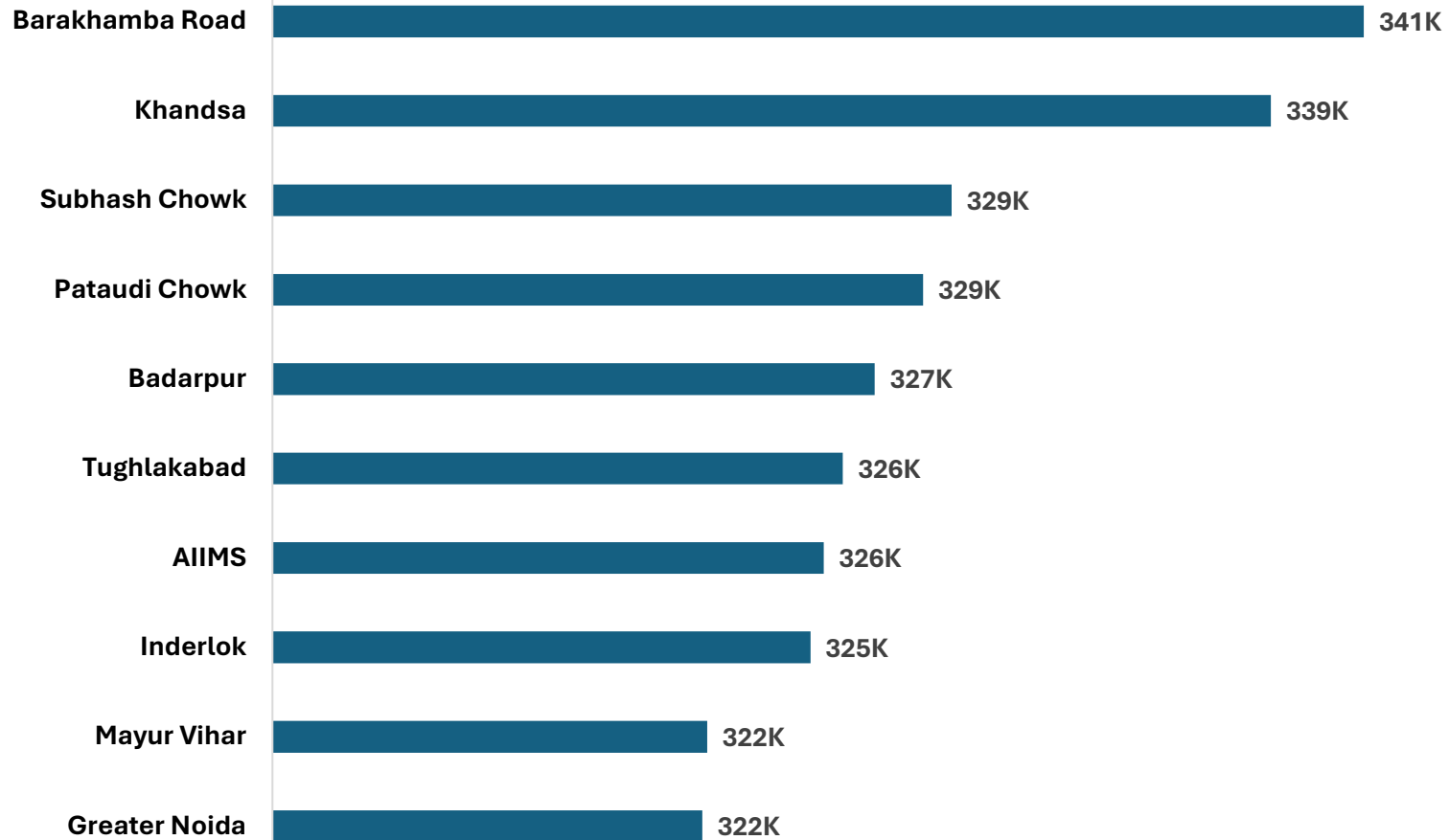
**Not provided In Data**



**Financial  
performance  
comparison  
by vehicle  
type**



## Top 10 Region In Financial performance



**Financial  
performance  
comparison  
by departure  
region**

**4.40**

**Average customer ratings for completed**

**4.23**

**Average driver ratings**

**462**

**Count of Customers Returning Booking**

**37K**

**Count of Customer Stop Booking**



# Conclusion

- Goride has a **high cancellation rate (25%)**, with **37.5K canceled trips** out of **150K total trips**.
  - **Driver-side cancellations (72%)** are the main contributor, outweighing customer-side cancellations.
  - **Long waiting times (VTAT & CTAT)** are strongly linked to cancellations, especially for **GO XL** and **Premier Sedan**.
  - **Customer churn is significant**: only **462 customers returned** after a cancellation, while **~37K stopped booking**.
  - Completed trips generated **47.3M in revenue**, but **financial impact of cancellations remains untracked**, limiting full performance visibility.
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