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	**37.5K**	**25%**
Total Trips	**Cancelled Trips**	**Cancelation 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
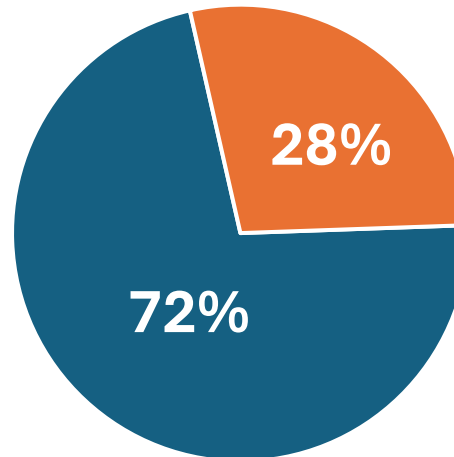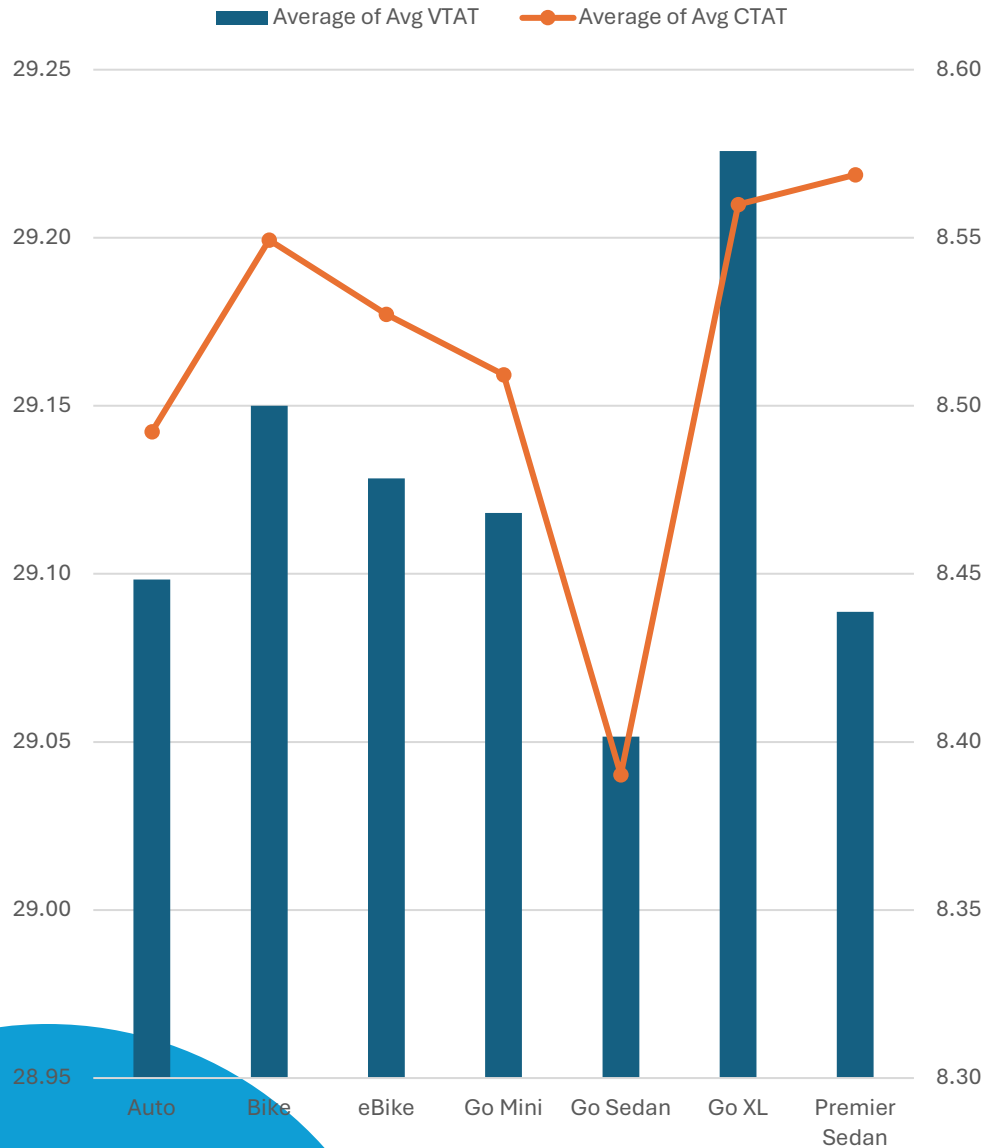- The customer was coughing/sick

Canceling By Customers: 10.5K
Top Reasons

- Wrong Address
- Change of plans

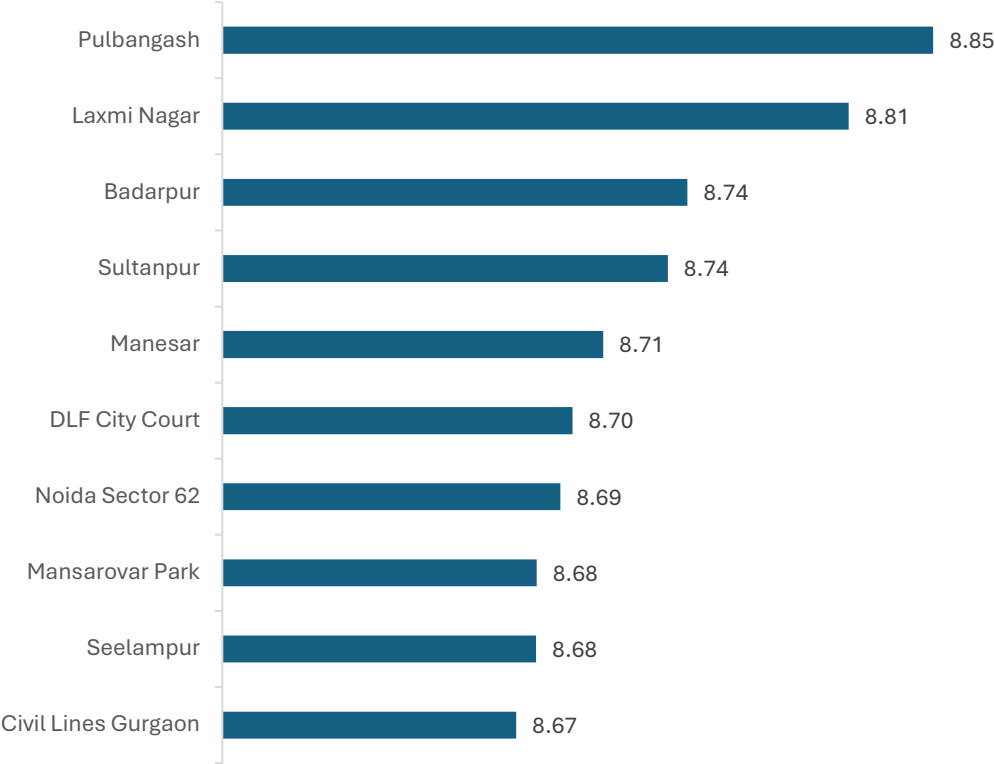■ **Trip Cancelled by Driver**   ■ **Trip Cancelled by Customer**

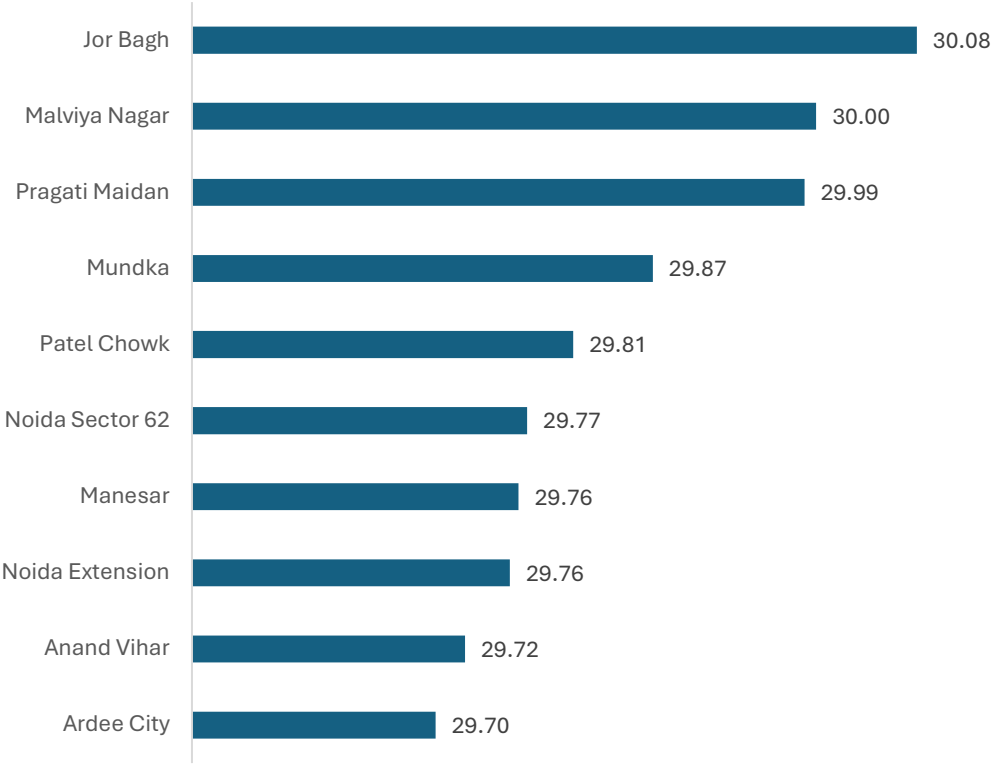28%

72%

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

Region	Avg VTAT
Pulbangash	8.85
Laxmi Nagar	8.81
Badarpur	8.74
Sultanpur	8.74
Manesar	8.71
DLF City Court	8.70
Noida Sector 62	8.69
Mansarovar Park	8.68
Seelampur	8.68
Civil Lines Gurgaon	8.67

Top 10 Average of Avg CTAT

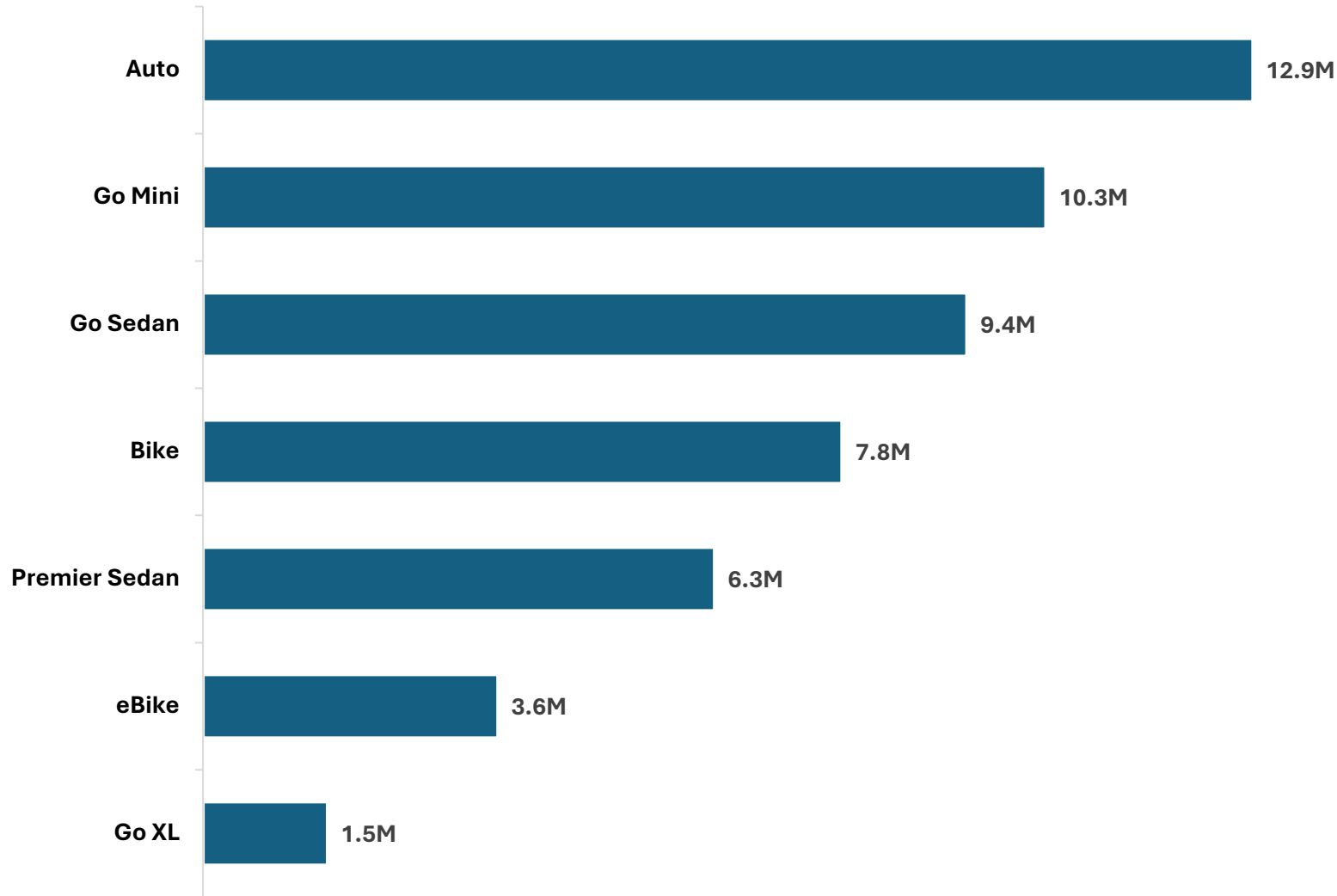| Region	Avg CTAT
Jor Bagh	30.08
Malviya Nagar	30.00
Pragati Maidan	29.99
Mundka	29.87
Patel Chowk	29.81
Noida Sector 62	29.77
Manesar	29.76
Noida Extension	29.76
Anand Vihar	29.72
Ardee City	29.70

Total revenue from completed trips

47.3M

Total revenue lost from canceled or incomplete trips

17.3M

Estimated

Financial performance comparison by vehicle type

Vehicle	Value
Auto	12.9M
Go Mini	10.3M
Go Sedan	9.4M
Bike	7.8M
Premier Sedan	6.3M
eBike	3.6M
Go XL	1.5M

Top 10 Region In Financial performance

Region	Value
Barakhamba Road	341K
Khandsa	339K
Subhash Chowk	329K
Pataudi Chowk	329K
Badarpur	327K
Tughlakabad	326K
AIIMS	326K
Inderlok	325K
Mayur Vihar	322K
Greater Noida	322K
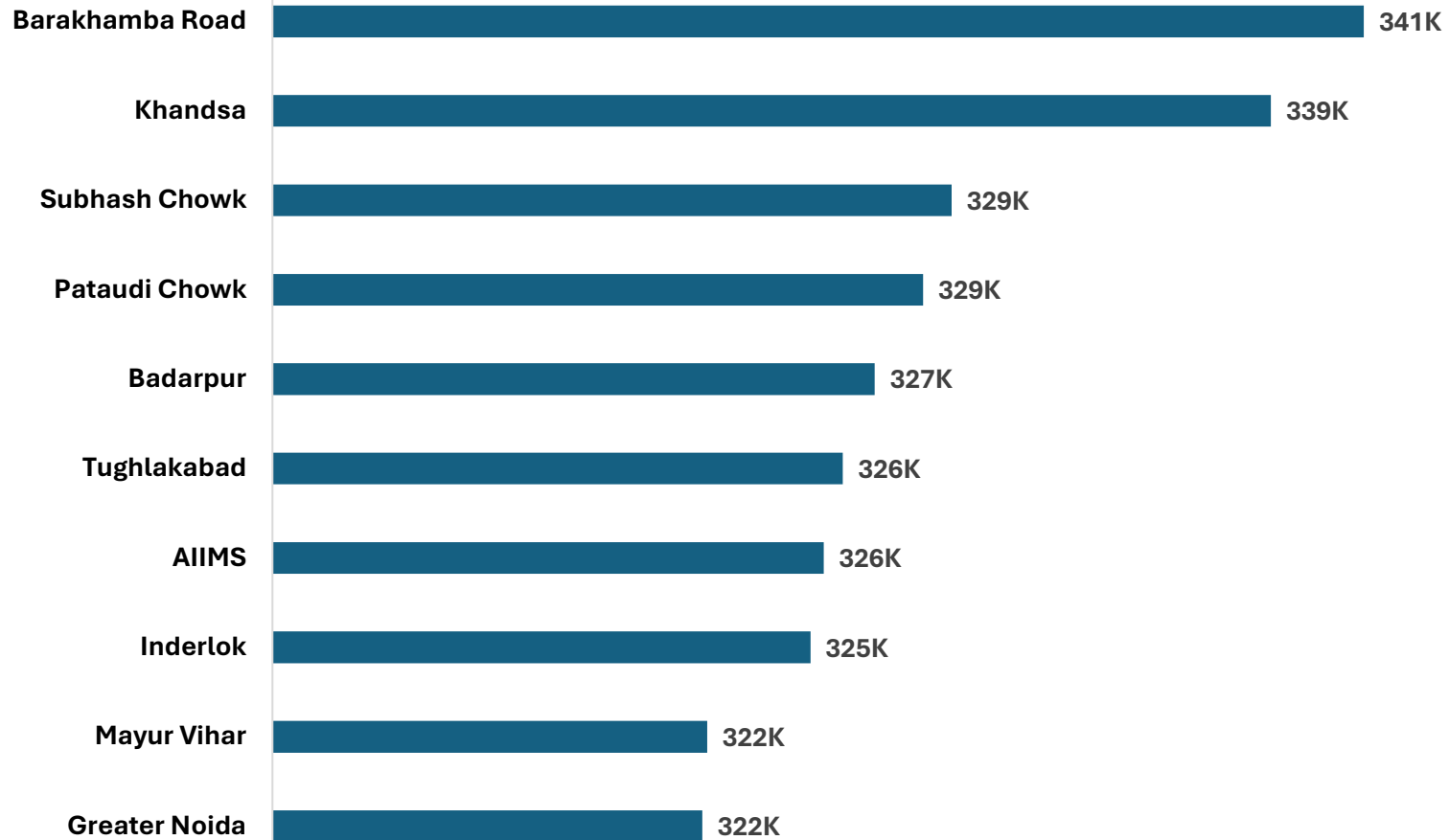
Financial performance comparison by departure region

4.40

Average customer ratings for completed

4.23

Average driver ratings

462

Count of Customers Returning Booking

37K

Count of Customer Stop Booking

Executive Summary & Strategic Recommendations

- **1. The Diagnosis**
- **Driver-Centric Issue:** Drivers are the primary bottleneck, causing **72%** of cancellations. The high frequency of "Customer related issue/sick" suggests potential abuse of cancellation reasons to avoid penalties.
- **Retention Crisis:** The cancellation experience is fatal to customer loyalty. **~37K** customers stopped booking after a cancellation, with a negligible return rate (<1.5%).
- **Operational Gap: Go XL** suffers from the highest waiting times (VTAT), directly correlating with high cancellation rates in specific regions.
- **2. Financial Impact** While completed trips generated **$47.3M**, the company suffered an estimated **$17.3M in revenue leakage** due to unfulfilled demand. Fixing this could boost annual revenue by **~36%**.
- **3. Actionable Recommendations** 🛑 **Policy Reform:** Revise the "Driver Cancellation Policy." Investigate the "Sickness/Customer Issue" loop holes and introduce stricter penalties for frequent cancellations.
- 💰 **Incentive Alignment:** Launch a "Completion Bonus" program for drivers in high-cancellation zones (like Pulbangash & Laxmi Nagar).
- 🚗 **Supply Optimization:** Increase **Go XL** fleet supply in high-demand regions to reduce VTAT.
- 📧 **Win-Back Campaign:** Targeted marketing offers are urgently needed for the **37K churned users** to regain their trust.