Namma Yatri:
Strategic Insights for Business Growth

Business Leadership Presentation

Group Identifier:
DataTrio_CharuAshAkanksha

Objective

- Provide actionable insights to improve service efficiency, revenue, and customer satisfaction.
- Align data insights with strategic business decisions.

Agenda

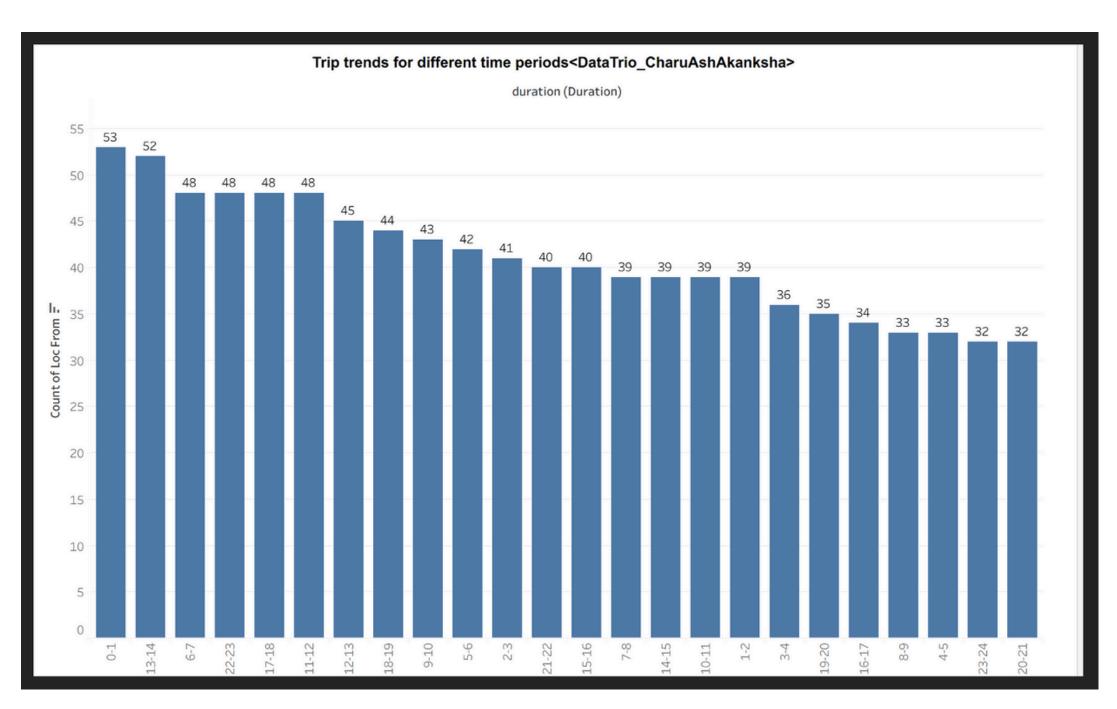
- 1. Business Problem
- 2. Key Data Insights
- 3. Strategic Findings
- 4. Recommendations
- 5. Business Implications
- 6. Next Steps

Business Problem

- Adapting to evolving ride demand
- Minimising cancellations
- Optimising payments
- Targeting profitable zones

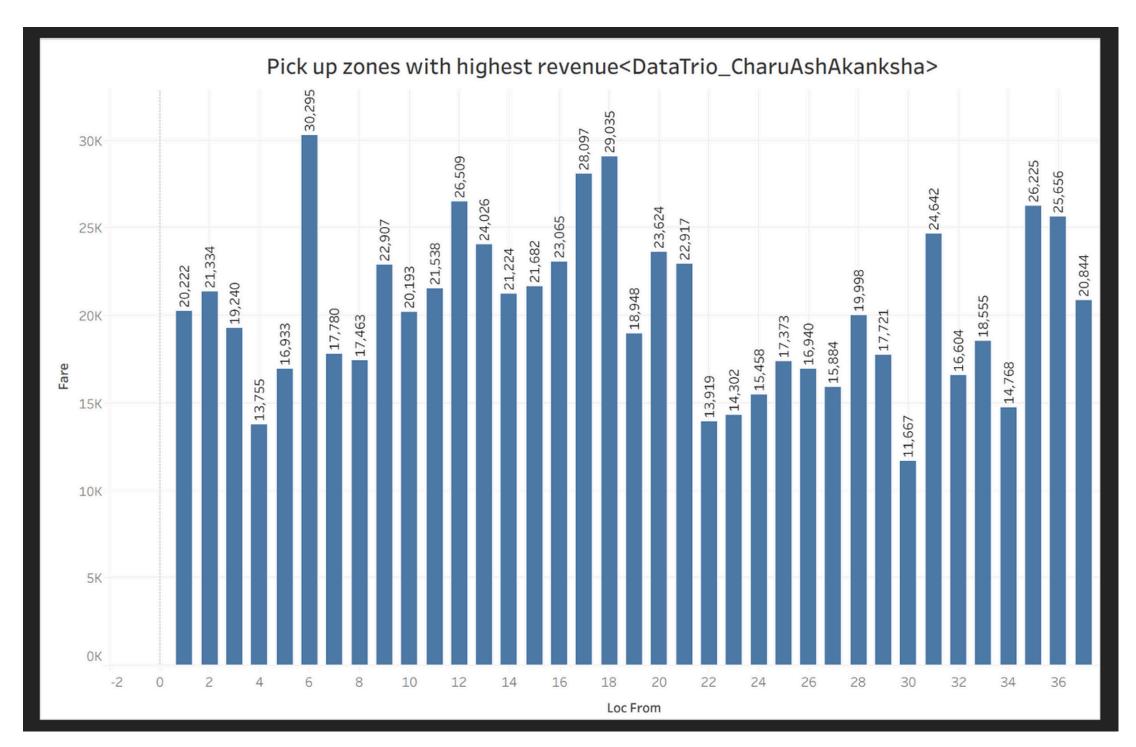
Ride Demand Patterns

- Peak demand at 1 PM 2 PM, 195 searches.
- Additional peaks: 11 AM 12 PM, 5 PM 6 PM.
- Visual: Time trend chart
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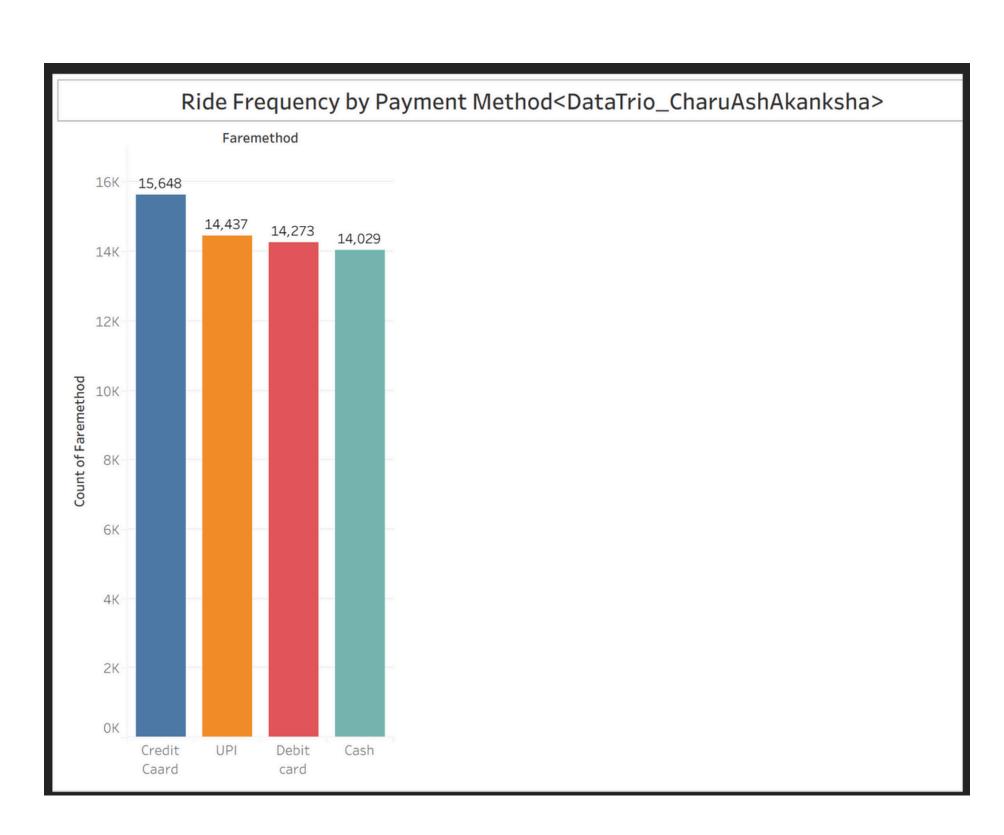
Revenue Insights

- Highest revenue generated during: 12-2 PM, 0-1 AM, 4-5 AM, 6-7 AM, 11 PM-12 AM.
- Revenue patterns suggest demand-driven pricing potential.
- Visual: Revenue by time and zones
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Customer Payment Preferences

- Most Popular: Credit Card (15,648 rides).
- Followed by UPI and Debit Card.
- Indicates a digitally engaged customer base.
- Visual: Payment method distribution
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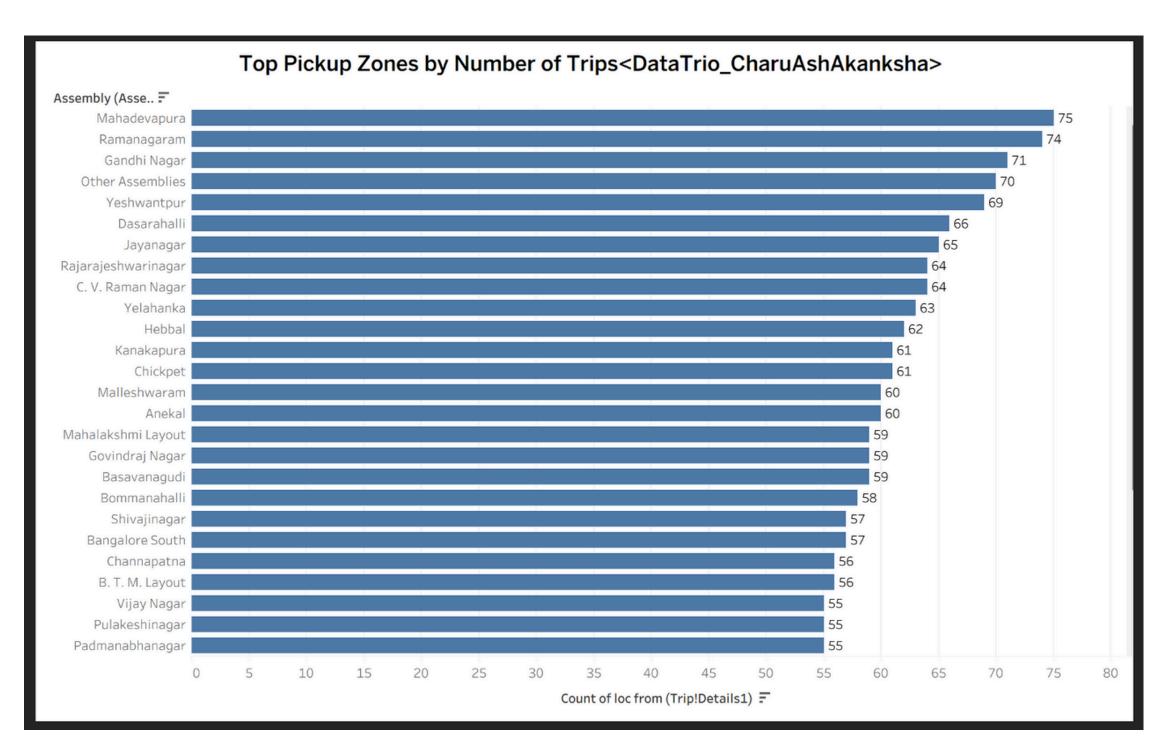


Cancellations Analysis

- Customer cancellations: ~12%
- Driver cancellations: ~8%
- Conversions post-quote searches highest in evenings.
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Zone-Wise Opportunities

- Top Trip Request Zones: Mahadevapura, Ramanagaram, Gandhi Nagar.
- Top Revenue Zones: loc 6, 18, 17
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Strategic Recommendations

- 1. Dynamic Driver Allocation in high-demand zones.
- 2. Promote Credit Card usage with cashback/discounts.
- 3. Customer Engagement: Loyalty programs for high-fare riders.
- 4. Regional Marketing: Focused campaigns in under-utilised zones.
- 5. Cancellation Reduction: Incentives for drivers to reduce cancellations.
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Business Implications

- Improved profitability via dynamic pricing and resource optimisation.
- Enhanced customer satisfaction through payment flexibility.
- Increased trip completions with reduced cancellations.
- Expanded market presence in emerging zones.

Next Steps

- Implement Credit Card reward partnerships.
- Expand driver incentive programs in peak zones.
- Pilot marketing in underperforming regions.
- Continuous monitoring of conversion rates by time of day.

Thank You