GOODCABS

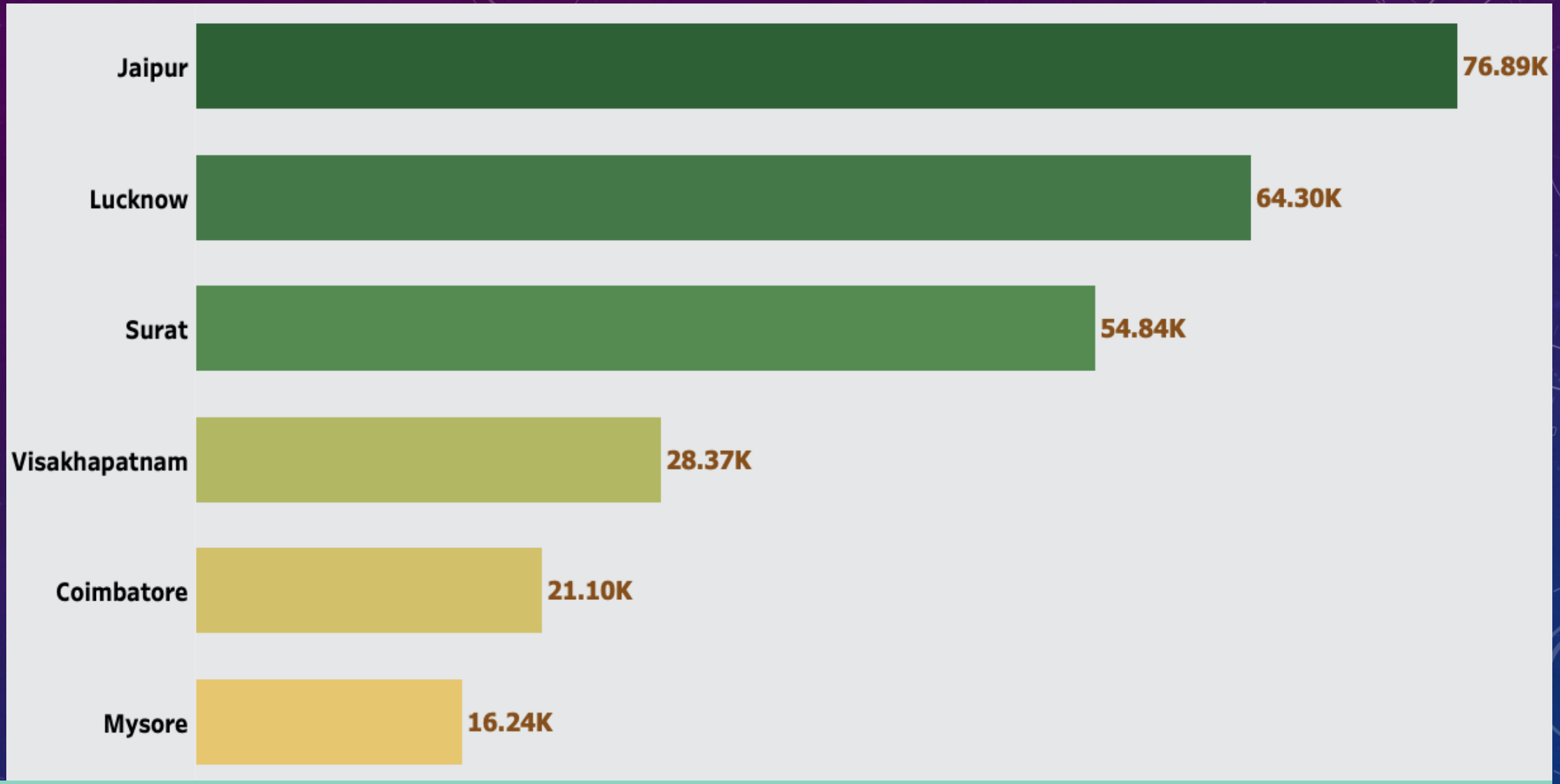
PERFORMANCE ANALYSIS

INTRODUCTION

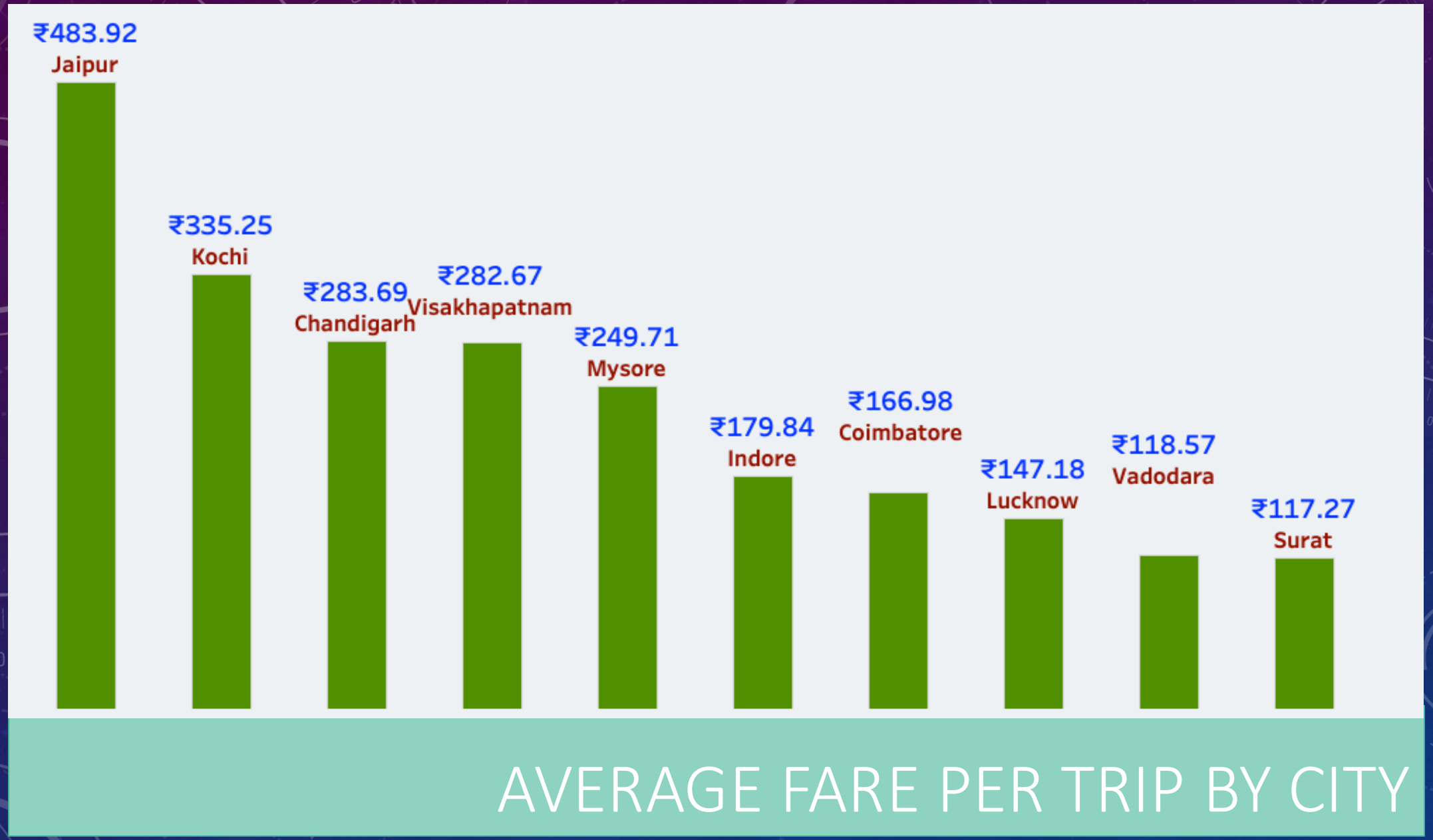
- ✓ Goodcabs is a cab service provider in India that focuses on tier-2 cities
- ✓ The company is committed to supporting local drivers ,helping them make a sustainable living.
- ✓ Aims to enhance company's performance across key metrics like trip volume, passenger satisfaction, and repeat passenger rates, trip distribution, and the balance between new and repeated passengers.

OBJECTIVE

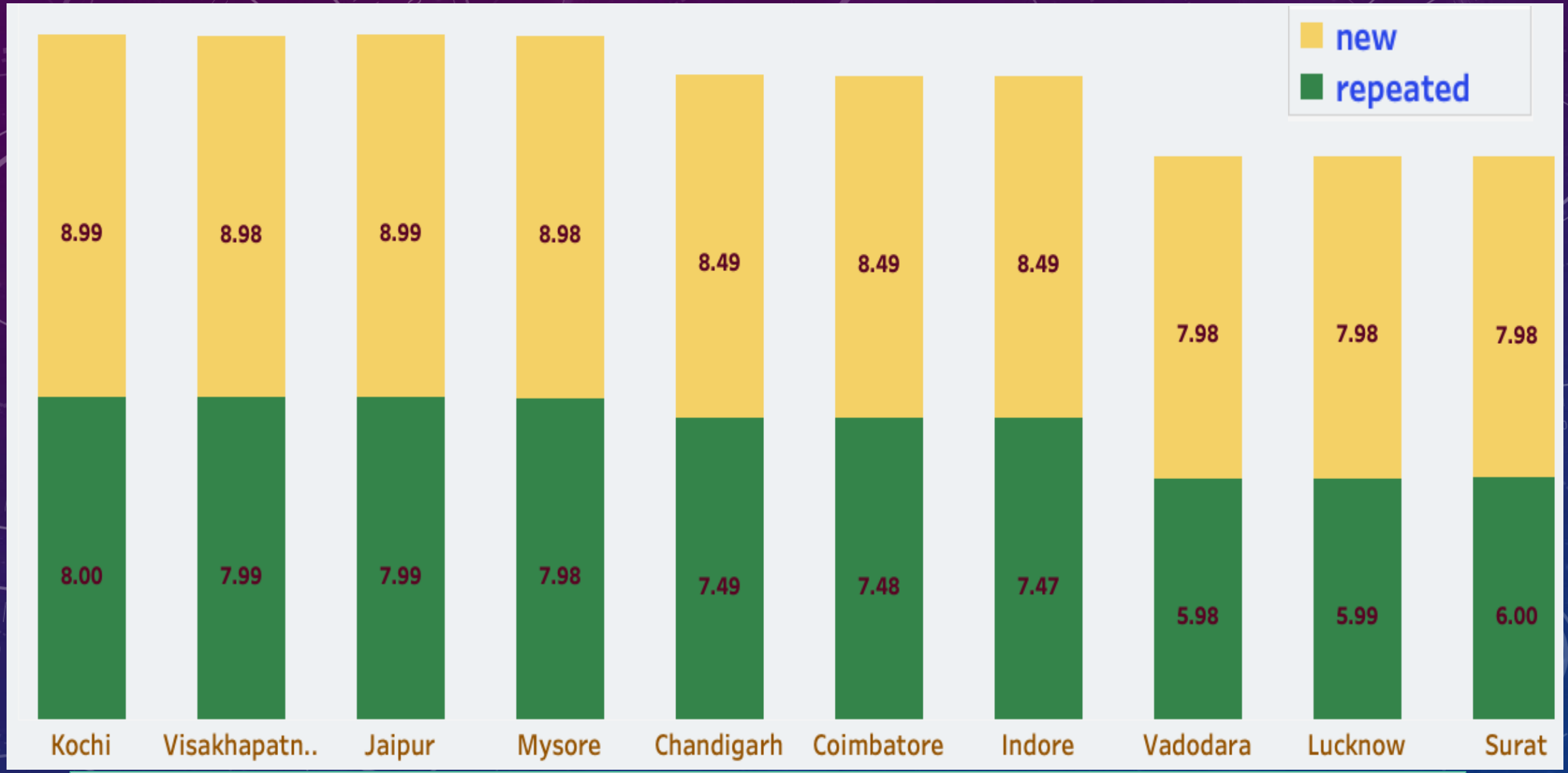
- To assess the company's performance across key metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers.
- To prepare a visually appealing and engaging **presentation** that effectively communicates the insights and recommendations



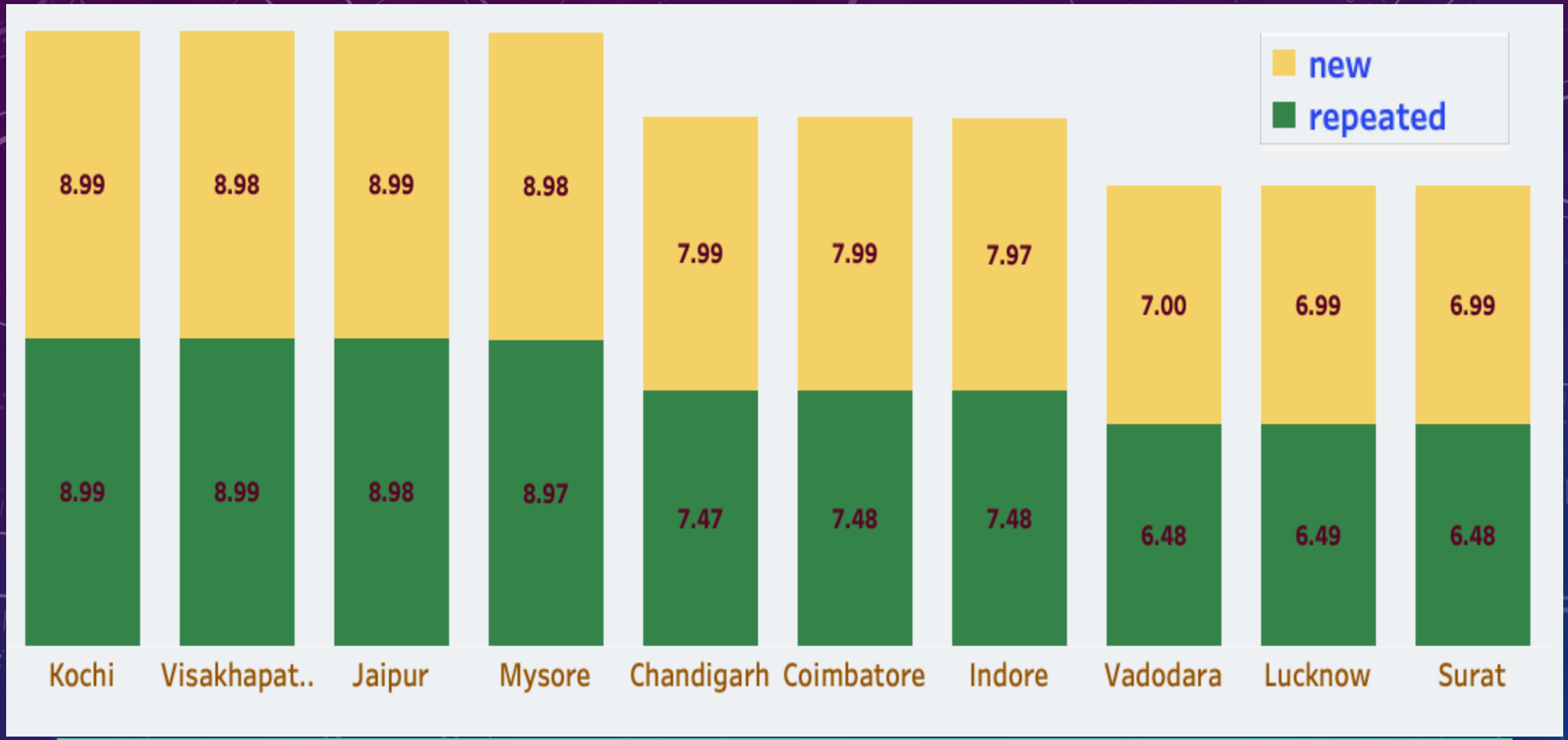
TOP 3 AND BOTTOM 3 CITIES BY TRIPS



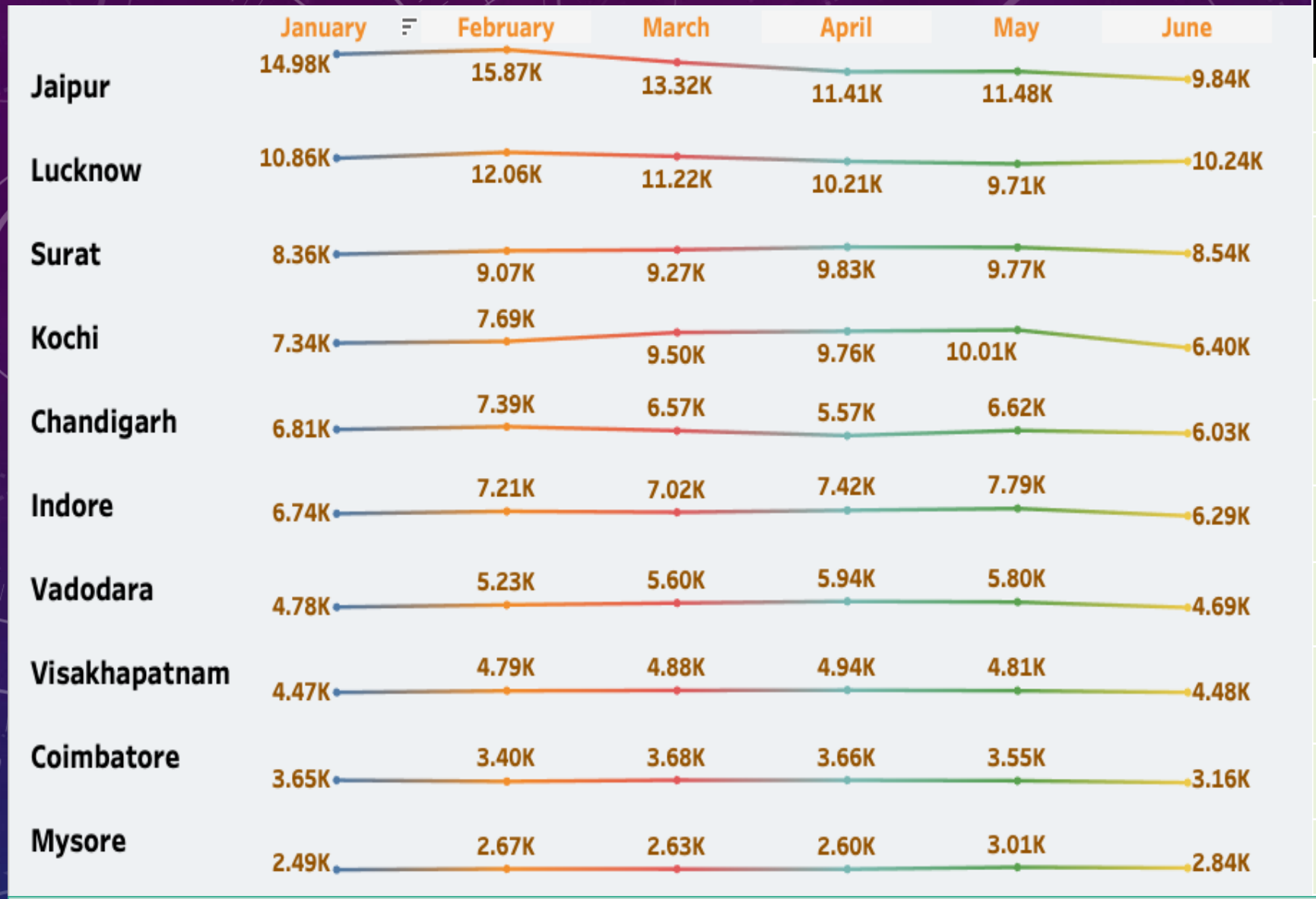
AVERAGE FARE PER TRIP BY CITY



AVERAGE PASSENGER RATINGS

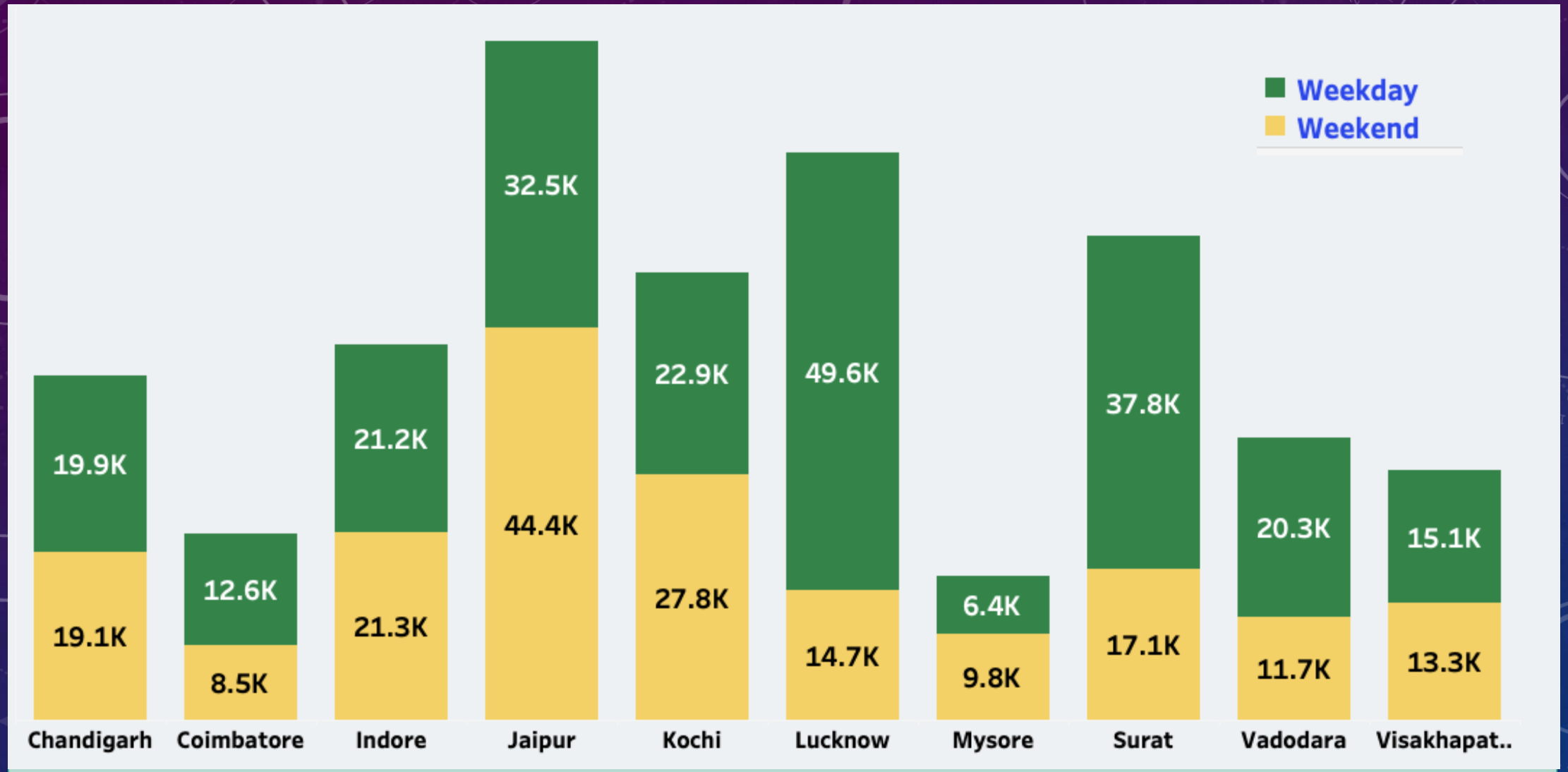


AVERAGE DRIVER RATINGS



Peak demand	Low demand
February	June
February	May
April	January
May	June
February	April
June	May
April	June
April	January
March	June
May	January

PEAK AND LOW DEMAND MONTHS



WEEKEND VS WEEKDAY TRIP DEMAND BY CITY

	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Tri..
Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
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%
Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%
Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
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%
Visakhapat..	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%

PASSENGER RATE FREQUENCY

Exceeded
Missed

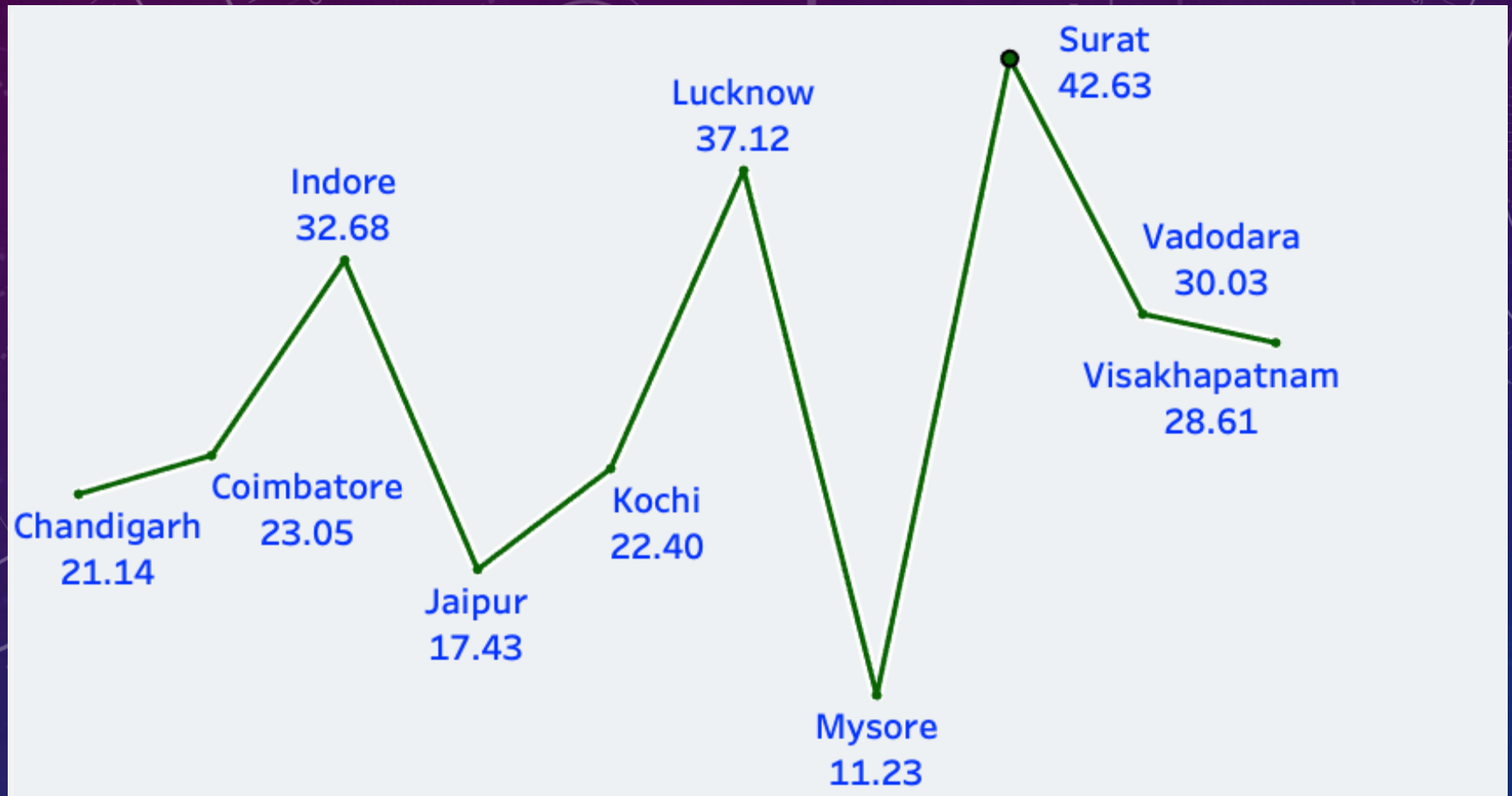
	Traget Trips	Total Trips	% Difference
Mysore	13,500	16,238	20.28%
Jaipur	67,500	76,888	13.91%
Kochi	49,500	50,702	2.43%
Coimbatore	21,000	21,104	0.50%
Chandigarh	39,000	38,981	-0.05%
Visakhapatnam	28,500	28,366	-0.47%
Indore	43,500	42,456	-2.40%
Surat	57,000	54,843	-3.78%
Lucknow	72,000	64,299	-10.70%
Vadodara	37,500	32,026	-14.60%

TRIPS TARGET PERFORMANCE

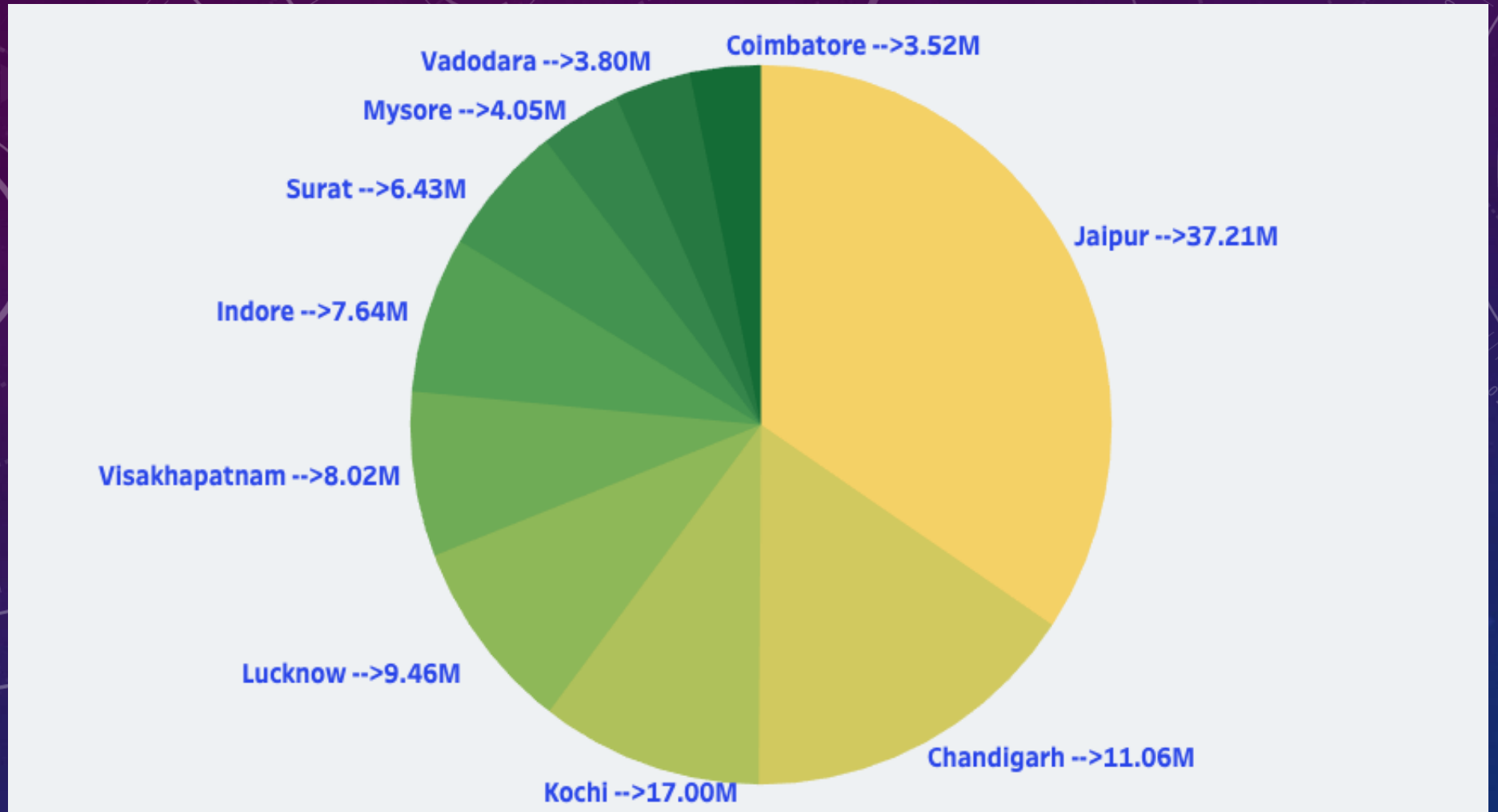
Exceeded
Missed

	Target Rating	Avg Rating	% difference
Mysore	8.50	8.70	7.70
Jaipur	8.25	8.58	7.58
Kochi	8.50	8.52	7.52
Visakhapa..	8.50	8.43	7.43
Chandigarh	8.00	7.98	6.98
Coimbatore	8.25	7.88	6.88
Indore	8.00	7.83	6.83
Vadodara	7.50	6.61	5.61
Lucknow	7.25	6.49	5.49
Surat	7.00	6.42	5.42

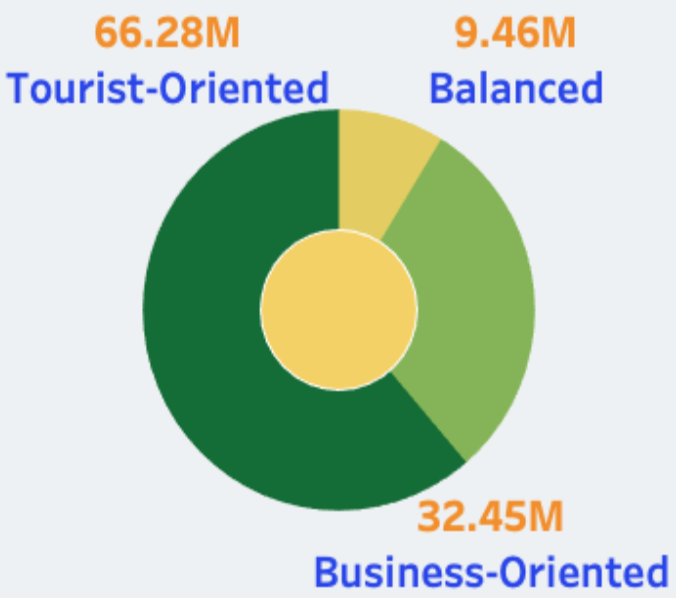
TARGET RATING ANALYSIS

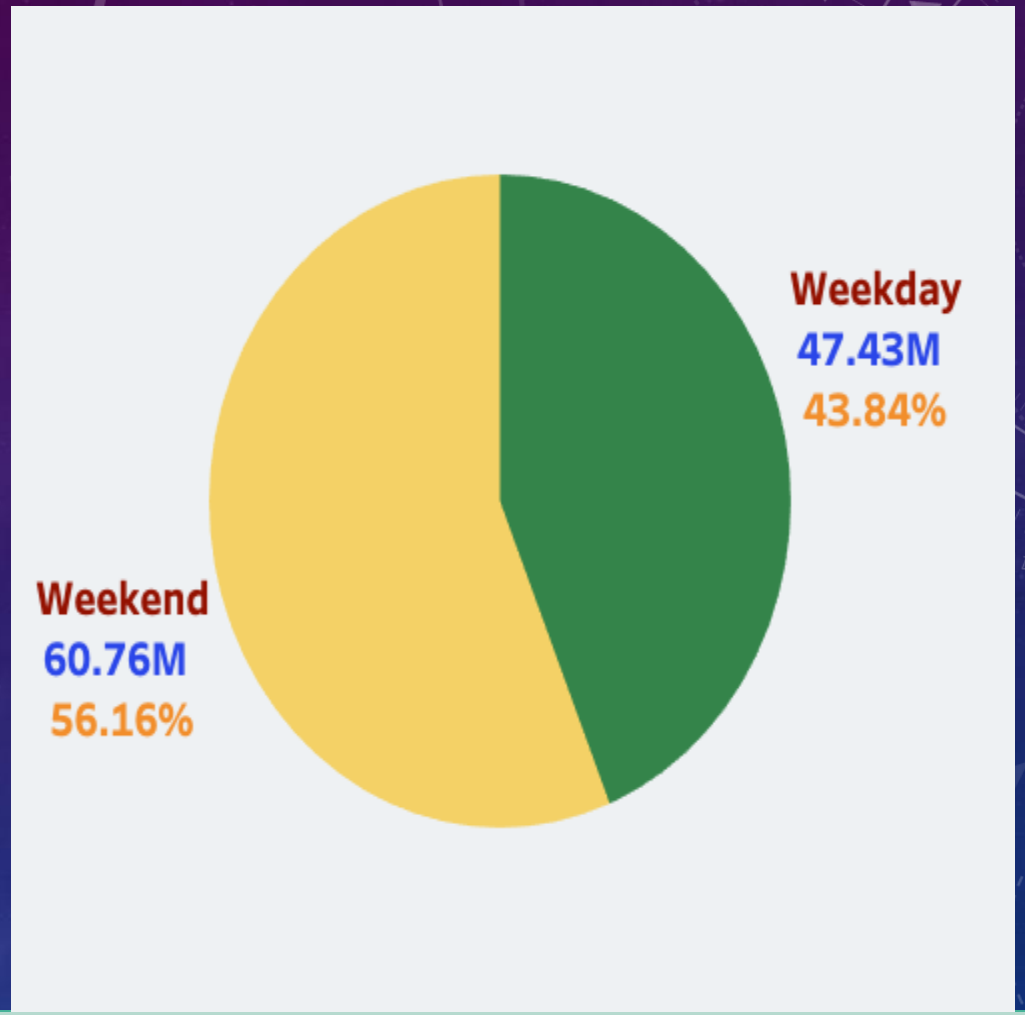


REPEAT PASSENGER RATE BY CITY

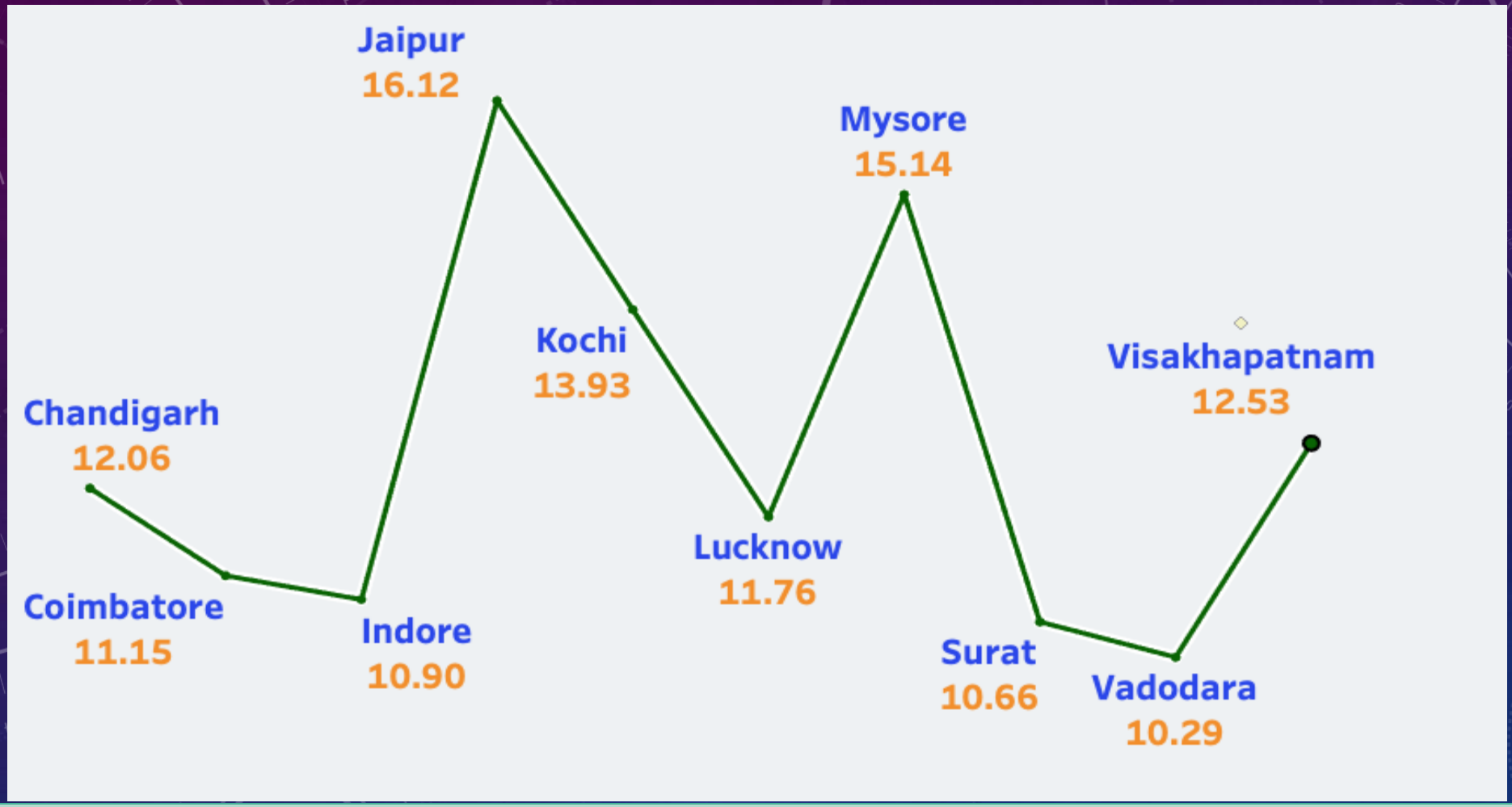


REVENUE BY STATE





REVENUE BY CITY TYPE REVENUE BY DAY TYPE


Jaipur
16.12
Mysore
15.14
Kochi
13.93
Visakhapatnam
12.53
Chandigarh
12.06
Lucknow
11.76
Coimbatore
11.15
Indore
10.90
Surat
10.66
Vadodara
10.29

FARE PER KM

FACTORS INFLUENCING REPEAT PASSENGER RATE

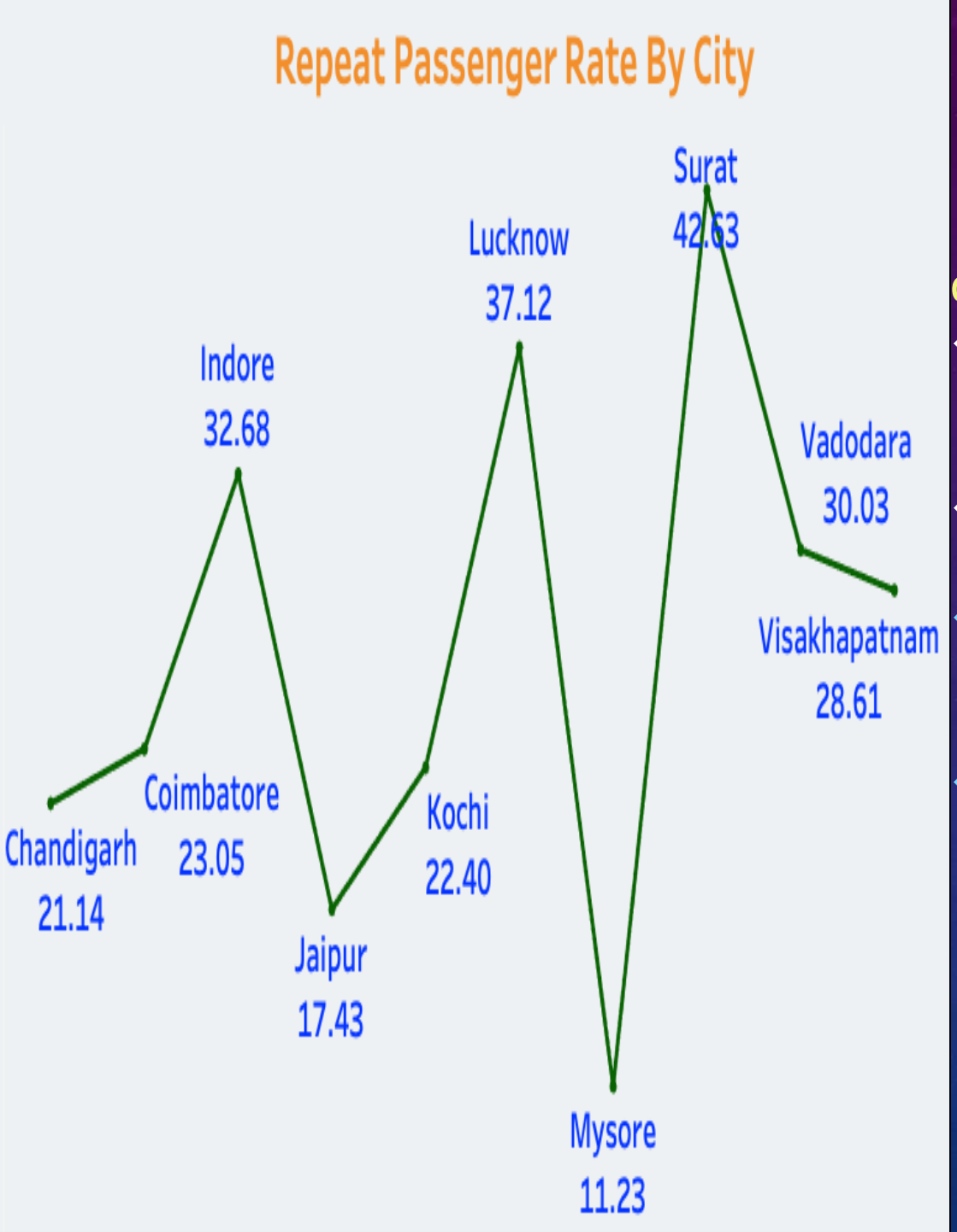
a) Economic & Business Activity:

Surat: Textile & diamond industry
Coimbatore: IT, manufacturing, and textile industries
Indore: Trading, education, and corporate sector
Vadodara: Petrochemical & industrial manufacturing

- The cities with strong industrial and business hubs leads to frequent travel by business persons and traders.
- Higher spending power in these cities **leads to greater cab usage** over public transport.
- Business travelers **prefer a reliable cab service** for regular commutes. They **prioritize convenience & reliability.**

b) Competitive pricing:

- **In price-sensitive cities** Lucknow, Indore **affordable fares** attract more repeat users.
- High **surge pricing** in tourist-heavy cities like **Jaipur & Mysore** may discourage repeat usage.
- In cities where **autos, shared cabs, and bike taxis** dominate (**Kochi, Mysore**), GoodCabs must keep fares **comparable to or lower than** competitors.



c) City Demographics:

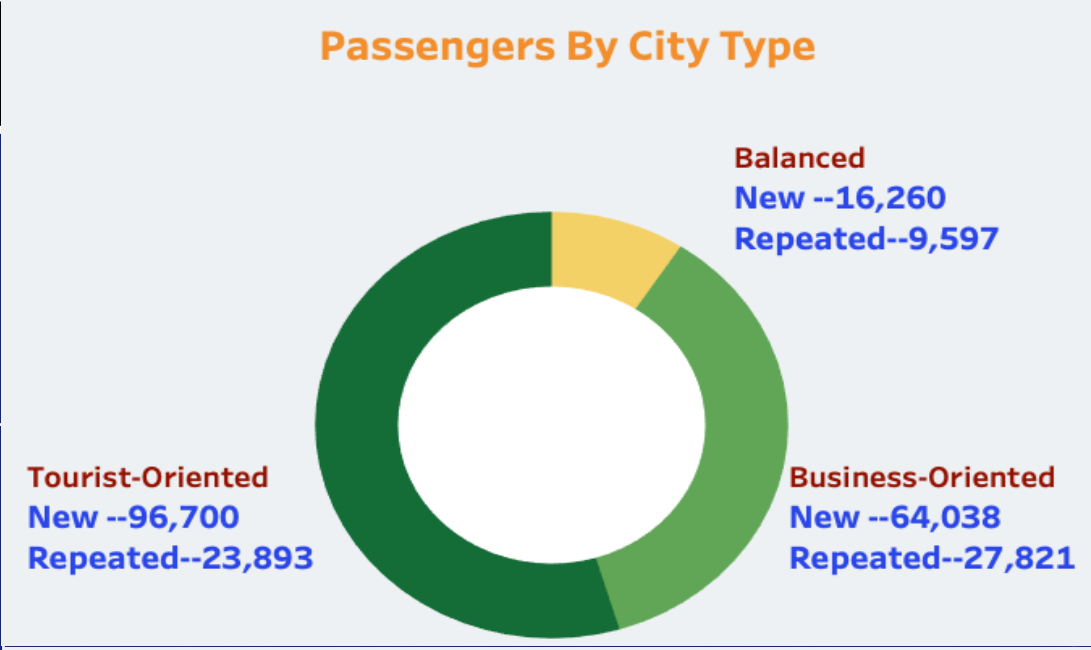
- **High-density cities like Surat, Lucknow and Indore** have strong potential for **daily commute rides** due to a large working population.
- Cities with **metro & bus networks (Chandigarh, Jaipur, Kochi)** see lower RPR because passengers have reliable alternatives.
- **Auto-dominant cities (Mysore, Kochi, Chandigarh, Coimbatore)** see **lower cab dependency**, reducing repeat users.
- **Car-dependent cities (Surat, Vadodara, Lucknow, Indore)** have **higher RPR**, as people rely more on cabs.

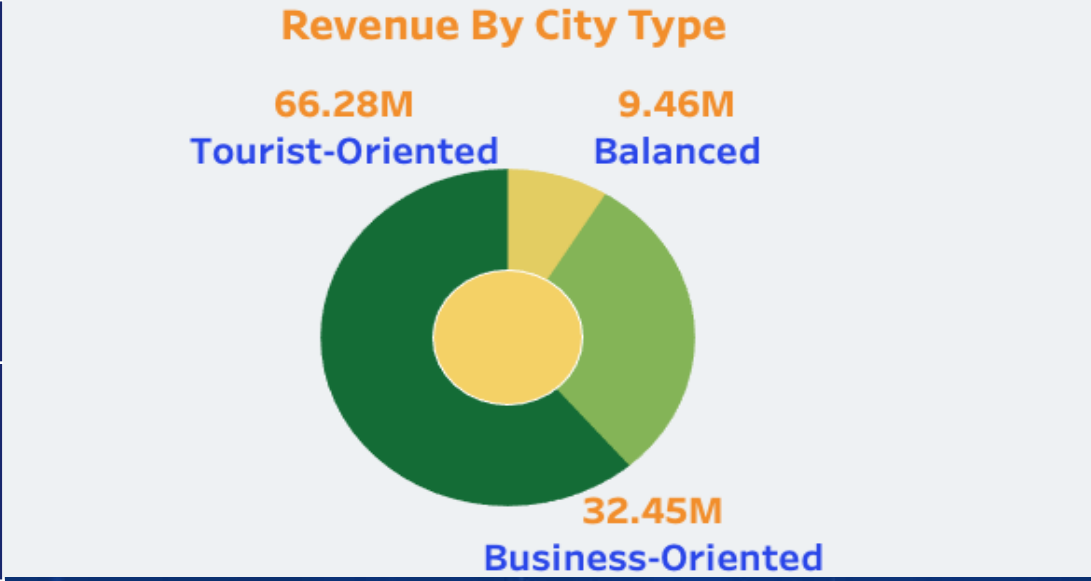
IMPACT OF TOURISM ON GOODCABS DEMAND

OPPORTUNITIES	CHALLENGES
Tourism boosts **short-term ride volume & revenue**.	Low repeat passenger rate as tourists are one time users. Demand is unstable.
Tourists **prefer pre-booked cabs** over local transport for ▪ Convenient pickups and drop-offs ▪ Multiple stops across different attractions	Competition with other taxis and car rentals
Increased demand for full day rentals leading to high per-trip revenue	Pricing comparison with other available options

IMPACT OF BUSINESS ON GOODCABS DEMAND

OPPORTUNITIES	CHALLENGES
Regular office commuters increase repeat passenger rate. Employees prefer app-based cabs for **reliability.**	Competing with company sponsored transport
Business travelers are **less price-sensitive** and willing to pay for reliability.	Competiton from executive travel providers
High-level executives and entrepreneurs prefer **luxury ride options which** offer **higher margins & better customer loyalty**.	Requires **specialized vehicle fleets & trained drivers for customer satisfaction**
Reliable transport is crucial for traders, suppliers , businesses	Cheaper local transport





Electric Vehicles:

- Consumers in tier-2 cities have become **green conscious** .EVs align with their preference
- Government incentives can reduce operating cost for cab service operators who switch to EVs .
- The operational cost of EVs is much lower compared to fossil fuel-powered vehicles and require less maintenance
- Many tier-2 cities are embarking on "smart city" projects cab services that integrate EVs will be aligned with these urban goals

Micro-Mobility Solutions:

- Micro-mobility options such as electric bikes, scooters are often cheaper, faster, and more environmentally friendly than traditional cars.
- They can complement traditional cab services by offering more varied transportation options to riders.

Vehicle Telematics:

- Allows cab services to optimize routes, monitor vehicle health, and reduce downtime, which can significantly improve the efficiency of operations in tier-2 cities.

Shared Mobility:

- Can reduce costs per ride, making transportation more affordable for customers and improving the economic viability for drivers.

Integrating With Public Transport:

- Cab services in tier-2 cities can complement existing public transportation networks by offering first- and last-mile connectivity

Positioning as green brand:

- By adopting electric vehicles and sustainable practices, **GoodCabs** could position itself as an environmentally responsible brand
- Attract a segment of the population that values environmental responsibility.
- can tap into the growing global trend of consumers preferring eco-friendly businesses

Integration of Electric Vehicles :

- Reduced emissions , fuel costs , operational and maintenance costs
- Leverage government incentives offered for EV adoption
- collaborate with local authorities to offer their EV fleet as part of sustainable transportation solutions, increasing brand credibility and local support.

Collaborating with green energy providers:

- Powering EVs with renewable energy
- Partner with green organizations or participate in city-wide sustainability initiatives, further cementing its position.

Electric micro mobility services:

- This is an emerging trend in urban areas and could be a great fit for short-distance travel in tier-2 cities.

Ecofriendly initiatives:

- Eco-friendly vehicle maintenance practices like using biodegradable cleaning products, recycling parts, and reducing waste.

Restaurants and Cafes:

- Partner to offer bundled packages that include a discounted ride to and from the restaurant.
- Can offer special foodie tours, where tourists can use GoodCabs for a guided culinary experience.

Hotels and Restaurants:

- Collaborate to offer exclusive discounted ride deals for guests.
- Hotel guests earn points or discounts on GoodCabs rides as part of the hotel's loyalty program.
- Provide dedicated airport transfer services branded with the hotel’s logo, giving both parties visibility.

Local Events, Festivals:

- Partner with local event organizers to offer transportation packages.
- Bundling ride fares with event tickets.

Shopping malls:

- Discount on rides for shoppers who make a certain purchase amount.
- Offer premium services like luxury or executive car options for high-spending customers.
- Partnering to host events where customers can enjoy discounts on rides to and from the event.

Business Partnership:

- Offer special transportation rates for employees.
- For corporate events provide shuttle services.

Market Trends Data:

- Collect data on competitor prices, promotions, and customer behavior.
- Collect historical data on peak demand periods to forecast future demand.
- Use social media monitoring or surveys to analyze how the brand is perceived .
- Track ride requests by region to identify underserved areas to increase market penetration.

Customer Behavior Data:

- Analyze feedback to identify pain points in the service.
- Collect data on the type of rides customers prefer (standard, luxury, shared).
- Identify common routes taken by customers to optimize driver's routes.
- Track repeat customers and their journey to offer personalized loyalty programs.
- Track how often customers book rides and at what times to identify patterns.

Customer Payment and Pricing Data:

- Types of payment methods (credit card, e-wallets, cash) preferred by customers.
- Assess price elasticity and customer sensitivity.

Environmental Data:

- Collect data on carbon emissions to appeal to eco-conscious consumers and explore carbon offset programs.
- Track the use of electric vehicles.

Operational Efficiency Data:

- Track the time drivers spend between rides to optimize vehicle location and reduce wait times for customers.
- Collect data on operational costs (e.g., maintenance, fuel, insurance) and compare it to revenue generation for better financial planning.
- Collect data on fuel usage and vehicle maintenance schedules to optimize costs.
- Identify delays caused by traffic, route inefficiencies, or other factors.
- Monitor when drivers are available, their utilization rates, and idle times to optimize fleet management.

External Factors Data:

- Weather data can help predict spikes in demand and prepare for operational adjustments.
- Track local events, road closures, and traffic patterns to optimize routes and improve ride time predictions.
- Collect data on any local or national regulatory changes that may impact pricing, operations, or driver policies.

Tableau Dashboard Link:

https://public.tableau.com/views/goodcabs_17405023800350/TRIPS?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Github Link:

https://github.com/DN-1111

THANK YOU