

GOODCABS

- PRESENTED BY PRAGYA BHARTI

CONTENT

- Problem statement.
- Goals
- Home Page
- Revenue Report.
- City-wise Performance report.
- Passenger Performance Report.
- Target Performance Report.
- Data- Modelling.
- Primary Questions and Key Insights.
- Secondary Question
- Conclusion and Recommendation.



PROBLEM STATEMENT

Goodcabs, a cab service provider specializing in tier-2 cities across India, has set ambitious performance targets for 2024 aimed at driving growth and enhancing passenger satisfaction. As part of this initiative, the management team seeks to evaluate key performance metrics, including trip volume, passenger satisfaction, repeat passenger rates, trip distribution, and the balance between new and repeat passengers.

To address these objectives, the Chief of Operations, Bruce Haryali, wanted an immediate analysis of these metrics. However, with the analytics manager engaged in another critical project, the task was assigned to me as a company's data analyst.



GOALS

The project aims to analyze Goodcabs' performance across key metrics to meet its 2024 growth and passenger satisfaction targets. It focuses on trip volumes, passenger satisfaction, repeat vs. new passengers, and trip distribution across ten tier-2 cities. Additionally, the project will provide strategies for improvement to help Goodcabs achieve its goals for 2024.



GOODCABS



HOME



REVENUE REPORT



CITY-WISE PERFORMANCE
REPORT

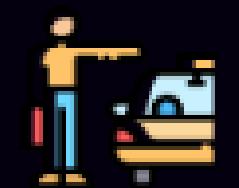


PASSENGER
PERFORMANCE REPORT



TARGET PERFORMANCE
REPORT

Goodcabs



Weekday **Weekend**

new **repeated**

City

All

January

February

March

April

May

June

Total Revenue

₹ 108M

Total Trips

426K

Total distance

8.1M

Total Passenger

238K

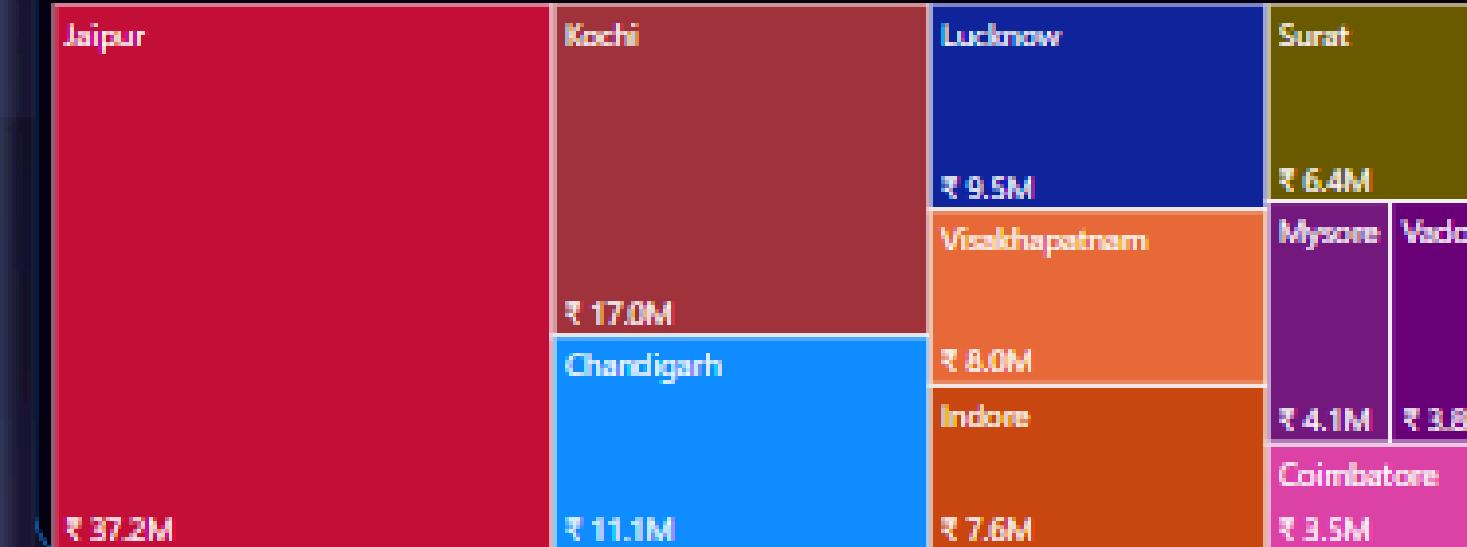
Avg Trip cost

₹ 254.02

Avg Fare per KM

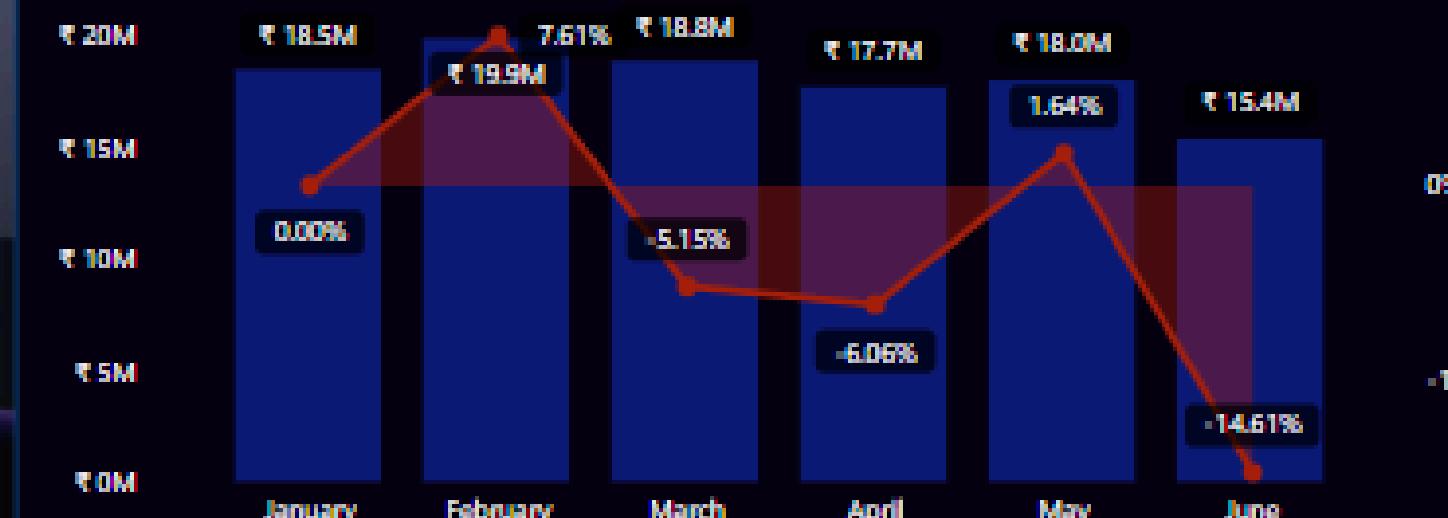
₹ 13.28

Revenue by city



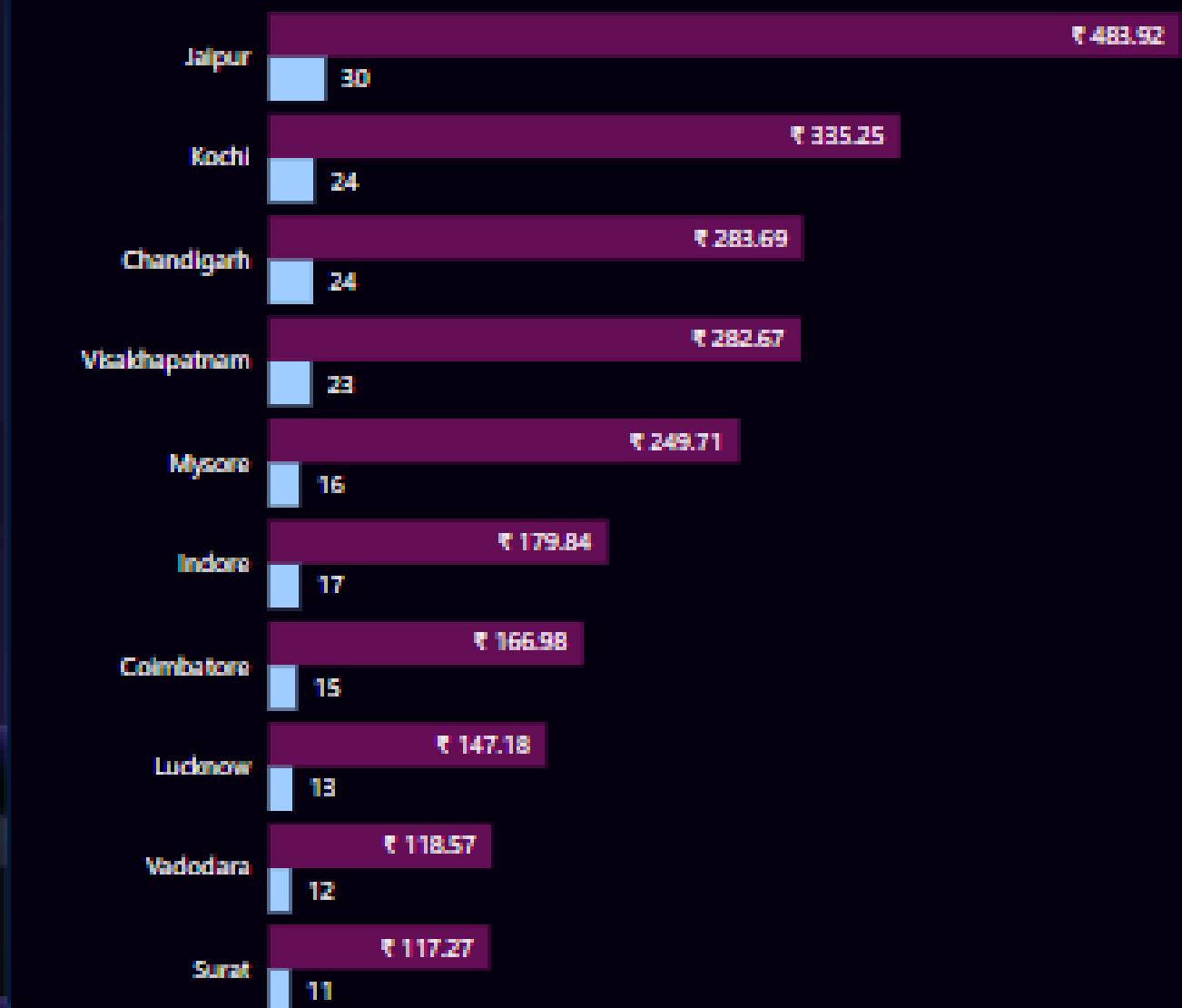
Monthly Revenue Growth Rate

● Total Revenue ● Revenue Growth Rate (MoM)



City-wise Avg Fare Per Trip & Avg trip distance

● Avg Fare per Trip ● Avg trip distance



Goodcabs



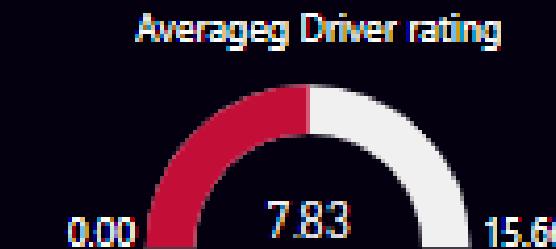
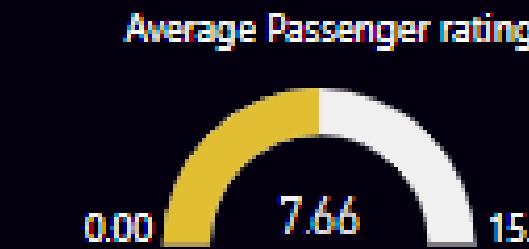
Total Revenue
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Total Trips
426K

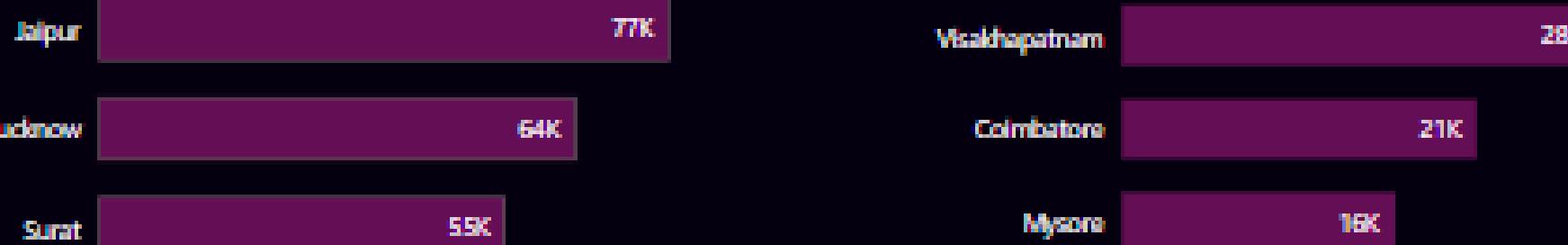
Avg trip distance
19.13

Max trip distance
45

Min Trip Distance
5



Top and Bottom 3 cities



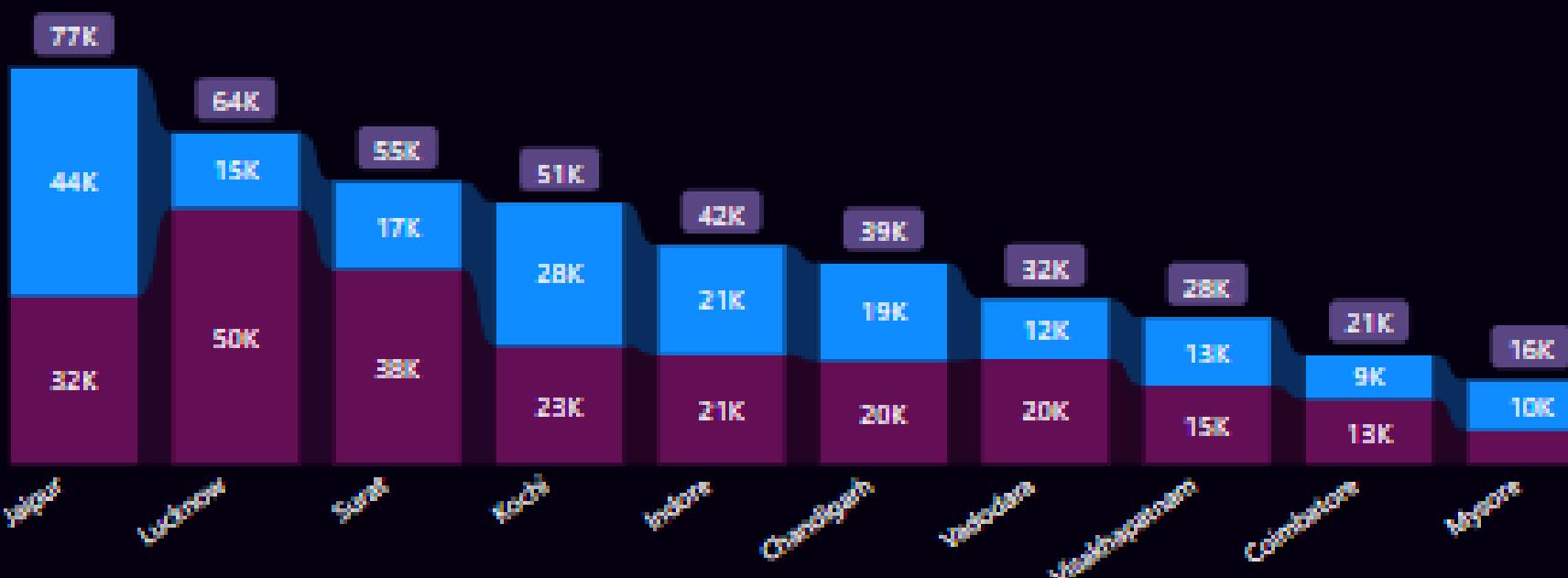
Peak and Low demand month by City

● January ● February ● March ● April ● May ● June



Weekend vs Weekday Trips by city

● Weekday ● Weekend



Goodcabs



Total Revenue

₹ 108M

Total Passenger

238K

New vs Repeat...

71.1%

Avg trip distance

19.13

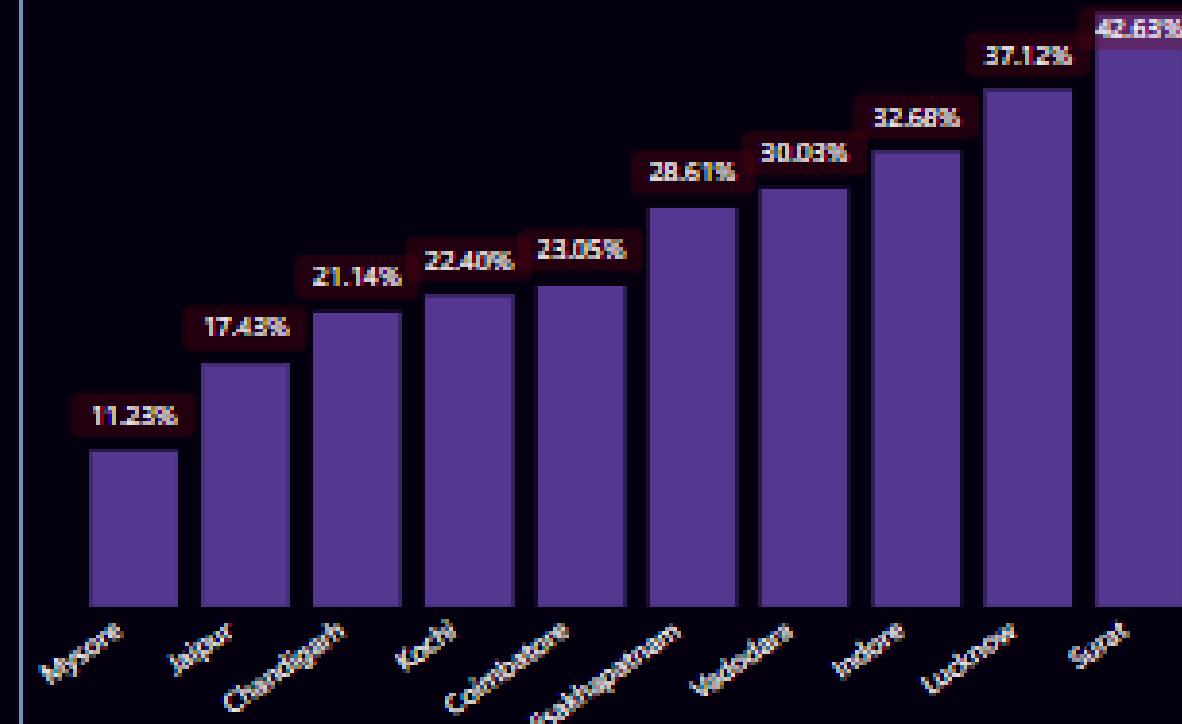
Max trip distance

45

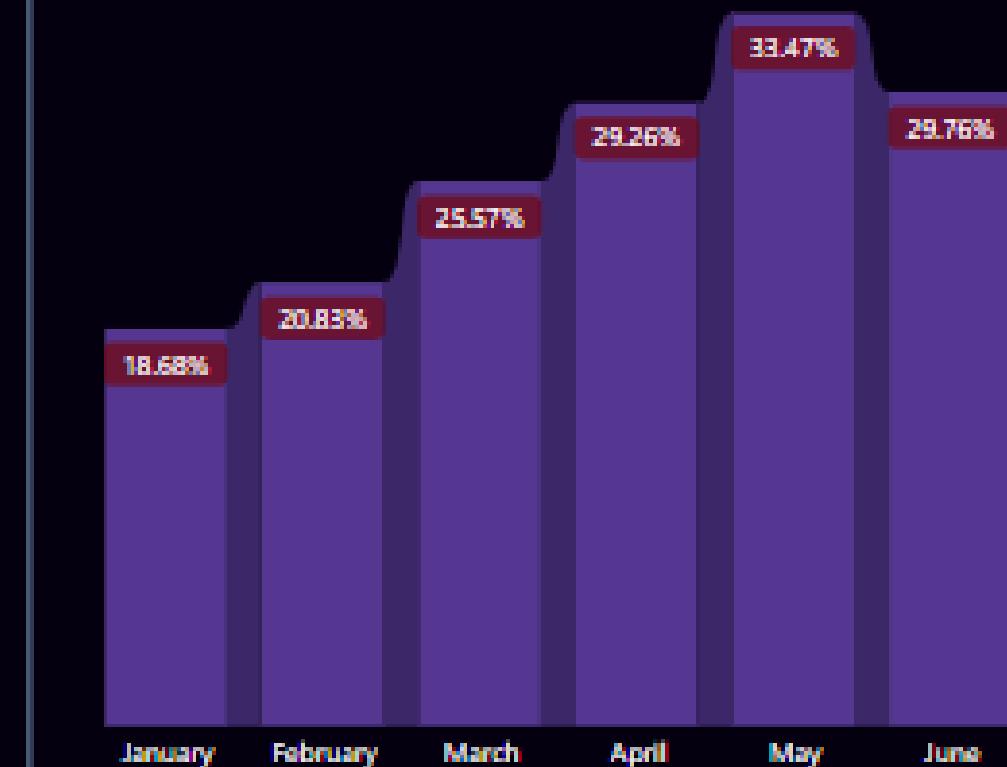
Min Trip Distance

5

RPR% by City



RPR% by Month



Average Passenger and Driver rating by city and passenger type

Passenger type	new		repeated	
	Avg Passenger rating	Avg Driver rating	Avg Passenger rating	Avg Driver rating
Mysore	8.98	8.98	7.98	8.97
Jaipur	8.99	8.99	7.99	8.98
Kochi	8.99	8.99	8.00	8.99
Visakhapatnam	8.98	8.98	7.99	8.99
Chandigarh	8.49	7.99	7.49	7.47
Coimbatore	8.49	7.99	7.48	7.48
Indore	8.49	7.97	7.47	7.48
Vadodara	7.98	7.00	5.98	6.48
Lucknow	7.98	6.99	5.99	6.49
Surat	7.98	6.99	6.00	6.48

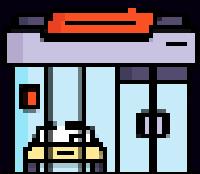
City & Month Repeat Passenger Rate

city_name	January	February	March	April	May	June
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%
Total	18.68%	20.83%	25.57%	29.26%	33.47%	29.76%

Repeat Passenger Trip Frequency by city

city_name	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.8%	32.3%	19.3%	15.7%	12.2%	7.4%	5.5%	3.5%	2.3%
Coimbatore	1.2%	11.2%	14.8%	15.6%	20.6%	17.6%	10.5%	6.2%	2.3%
Indore	1.5%	34.3%	22.7%	13.4%	10.3%	6.8%	5.2%	3.3%	2.4%
Jaipur	1.0%	50.1%	20.7%	12.1%	6.3%	4.1%	2.5%	1.9%	1.2%
Kochi	0.8%	47.7%	24.4%	11.8%	6.5%	3.9%	2.1%	1.7%	1.2%
Lucknow	1.1%	9.7%	14.8%	16.2%	18.4%	20.2%	11.3%	6.4%	1.9%
Mysore	0.5%	48.7%	24.4%	12.7%	5.8%	4.1%	1.8%	1.4%	0.5%
Surat	1.4%	9.8%	14.3%	16.6%	19.7%	18.5%	11.9%	6.2%	1.7%
Vadodara	1.6%	9.9%	14.2%	16.5%	18.1%	19.1%	12.9%	5.8%	2.0%
Visakhapatnam	0.9%	51.3%	25.0%	10.0%	5.4%	3.2%	2.0%	1.4%	0.9%
Total	1.2%	30.1%	19.2%	14.1%	12.4%	10.8%	6.7%	3.9%	1.7%

Goodcabs



Weekday **Weekend**

Total Revenue

₹ 108M

New vs Repeat Trip Ratio

71.1%

Avg trip distance

19.13

Average Passenger rating

7.66

Avg Driver rating

7.83

new **repeated**

Target Trip

429K

Total Trips

426K

City

All

Target new passenger

185K

New Passenger

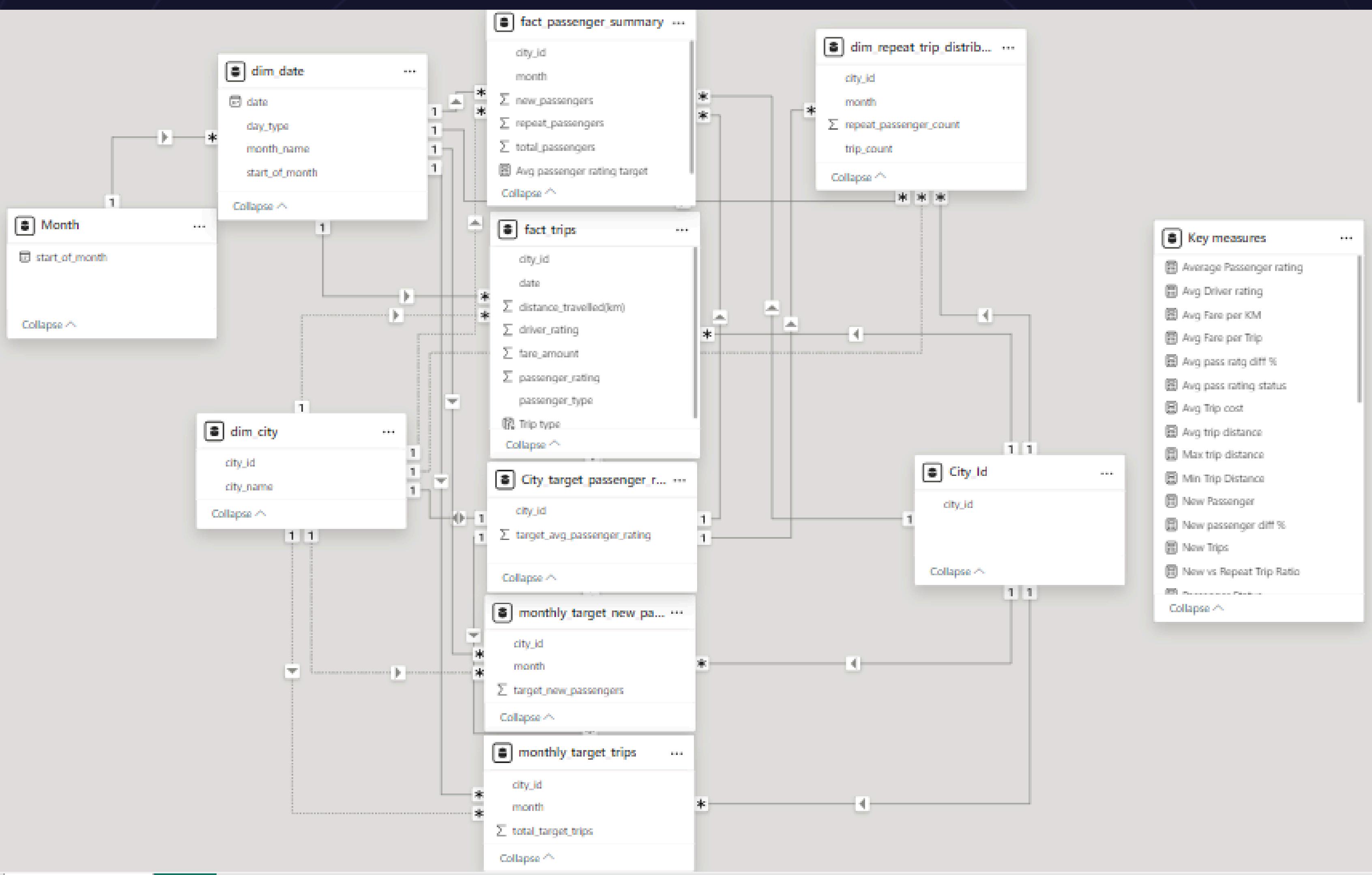
177K

8K

January

City-wise Actual vs Target Performance of Total Trips, New Passenger and Average Passenger Rating

	City name	Actual Trips	Target Trip	Status	Trip difference %	New Passenger	Target new passenger	Status	New passenger diff %	Average Passenger rating	Target avg passenger rating	status	Avg pass ratg diff %
February	Coimbatore	21.1K	21.0K	Exceeded	0.50%	8.5K	7.5K	Exceeded	13.52%	7.88	8.25	Missed	-4.45%
March	Surat	54.8K	57.0K	Missed	-3.78%	11.6K	10.5K	Exceeded	10.72%	6.42	7.00	Missed	-8.33%
Indore	Indore	42.5K	43.5K	Missed	-2.40%	14.9K	14.1K	Exceeded	5.41%	7.83	8.00	Missed	-2.15%
April	Lucknow	64.3K	72.0K	Missed	-10.70%	16.3K	15.6K	Exceeded	4.23%	6.49	7.25	Missed	-10.49%
Vadodara	Vadodara	32.0K	37.5K	Missed	-14.60%	10.1K	9.9K	Exceeded	2.29%	6.61	7.50	Missed	-11.85%
Kochi	Kochi	50.7K	49.5K	Exceeded	2.43%	26.4K	27.0K	Missed	-2.16%	8.52	8.50	Exceeded	0.19%
Mysore	Mysore	16.2K	13.5K	Exceeded	20.28%	11.7K	12.0K	Missed	-2.66%	8.70	8.50	Exceeded	2.37%
Visakhapatnam	Visakhapatnam	28.4K	28.5K	Missed	-0.47%	12.7K	13.5K	Missed	-5.58%	8.43	8.50	Missed	-0.79%
Chandigarh	Chandigarh	39.0K	39.0K	Missed	-0.05%	18.9K	21.0K	Missed	-9.96%	7.98	8.00	Missed	-0.29%
June	Jaipur	76.9K	67.5K	Exceeded	13.91%	45.9K	54.0K	Missed	-15.08%	8.58	8.25	Exceeded	4.05%



Primary Questions and Key Insights



Q1: Top and Bottom Performing Cities



Top 3 Cities by trip:

- Jaipur is highest among all with 77k trips,
- Lucknow with 64k trips and
- Surat with 55k trips.

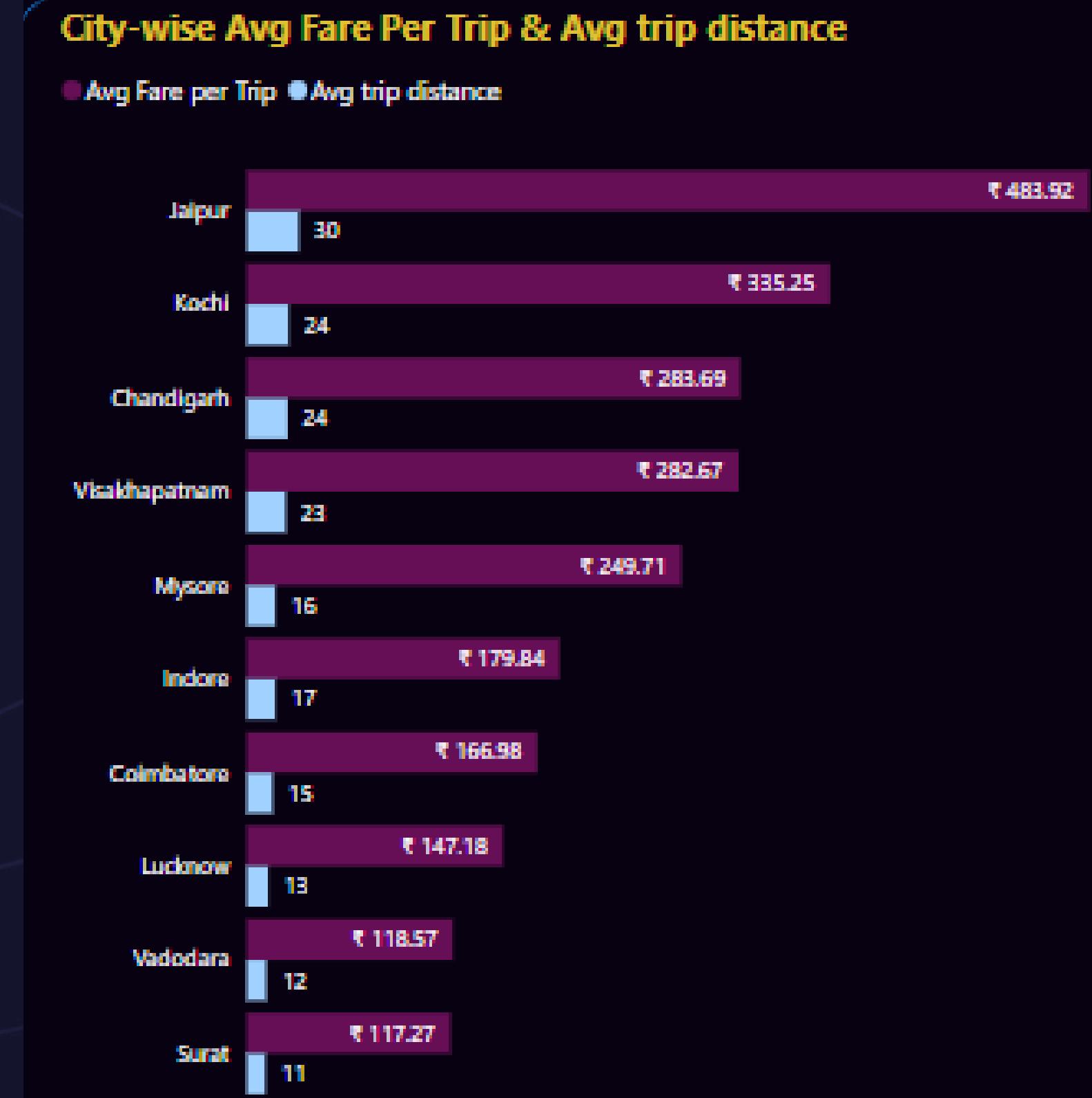
Bottom 3 Cities by trip:

- Mysore is the lowest among all with 16k trips.
- Coimbatore is the 2nd lowest with 21k trips and
- Visakhapatnam is 3rd with 28k trips.

Primary Questions and Key Insights

Q2: Average Fare Per Trip by City

- Jaipur has the highest average fare of ₹484 and the longest average trip distance of 30 km.
- Surat has the lowest average trip fare of ₹117 and the shortest average trip distance of 11 km.



Primary Questions and Key Insights



Q3: Average rating by city and Passenger type

In new passenger type:

- Jaipur and Kochi share the highest average passenger rating of 8.99.
- Surat, Lucknow, and Vadodara have the lowest average passenger rating of 7.98.

In repeated passenger type:

- Kochi holds the highest average passenger rating of 8.
- Vadodara has the lowest average passenger rating of 5.98.

Average Passenger and Driver rating by city and passenger type

Passenger type	new		repeated		
	City name	Average Passenger rating	Avg Driver rating	Average Passenger rating	Avg Driver rating
	Mysore	8.98	8.98	7.98	8.97
	Jaipur	8.99	8.99	7.99	8.98
	Kochi	8.99	8.99	8.00	8.99
	Visakhapatnam	8.98	8.98	7.99	8.99
	Chandigarh	8.49	7.99	7.49	7.47
	Coimbatore	8.49	7.99	7.48	7.48
	Indore	8.49	7.97	7.47	7.48
	Vadodara	7.98	7.00	5.98	6.48
	Lucknow	7.98	6.99	5.99	6.49
	Surat	7.98	6.99	6.00	6.48

Primary Questions and Key Insights

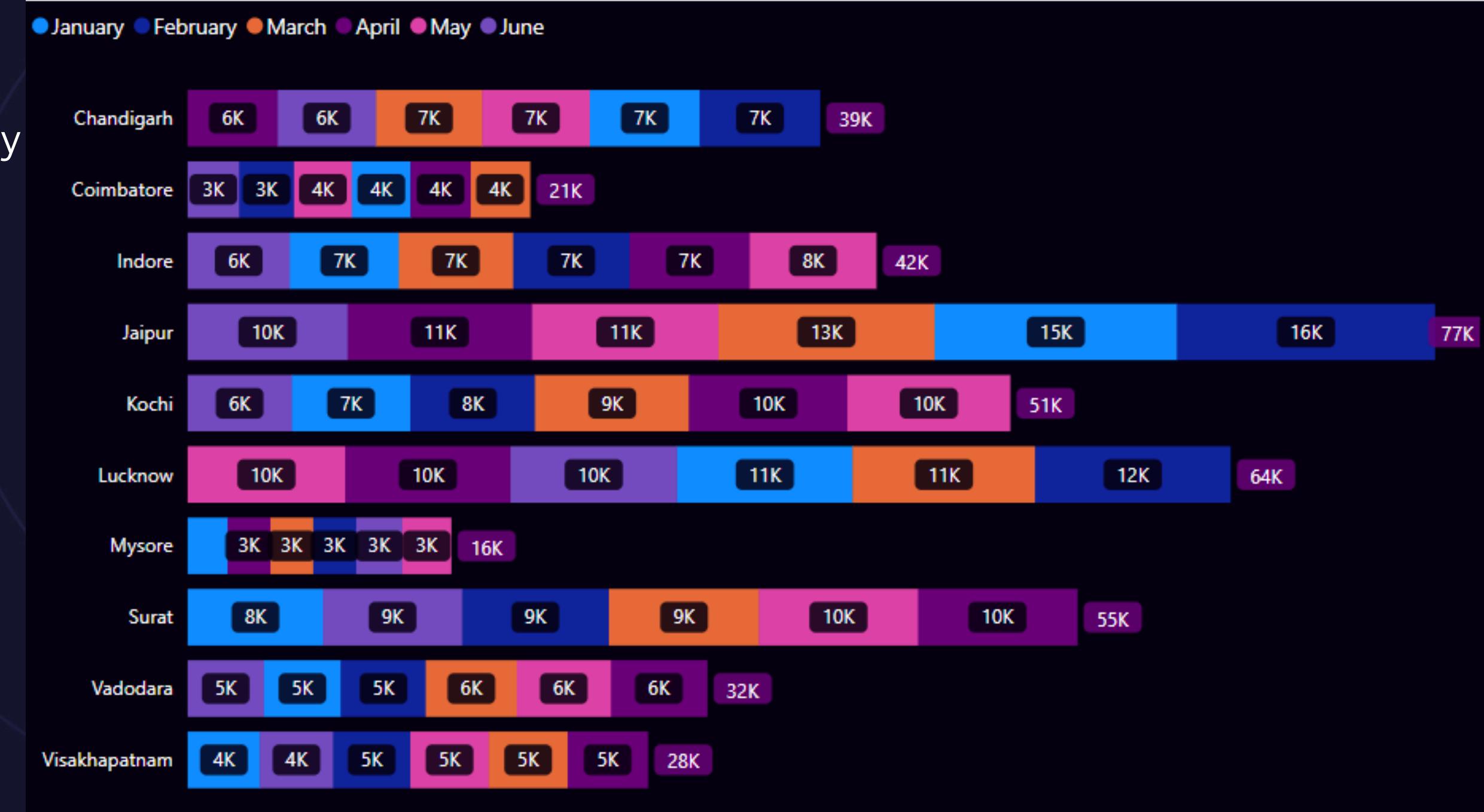
Q4: Peak and Low Demand Months by City

Peak Demand:

- February recorded the highest trip demand overall, with Jaipur consistently performing well across all months, achieving a peak of 77k trips.

Lowest Demand:

- June experienced the lowest trip demand overall, with Mysore recording the lowest trip demand each month, reaching a low of 16k trips.



Primary Questions and Key Insights



Q5: Weekend vs Weekday Trip demand by city

Weekend Trip Demand:

- Jaipur recorded the highest weekend trip demand with 44k trips, while Coimbatore had the lowest with 9k trips.

Weekday Trip Demand:

- Lucknow had the highest weekday trip demand with 50k trips, whereas Mysore recorded the lowest with 6k trips.

Weekend vs Weekday Trips by city

● Weekday ● Weekend



Primary Questions and Key Insights



Q6: Repeat Passenger Frequency and City contribution Analysis

Low Repeat Rates:

- Visakhapatnam (51.3%) and Jaipur (50.1%) and Mysore (48.7%), lead in 2-trip but show weak passenger retention, with low percentages across all higher trip categories.

High Repeat Rates:

- Coimbatore (11.2%) and Vadodara (9.9%) show strong retention in 3-Trips and beyond.

city_name	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.8%	32.3%	19.3%	15.7%	12.2%	7.4%	5.5%	3.5%	2.3%
Coimbatore	1.2%	11.2%	14.8%	15.6%	20.6%	17.6%	10.5%	6.2%	2.3%
Indore	1.5%	34.3%	22.7%	13.4%	10.3%	6.8%	5.2%	3.3%	2.4%
Jaipur	1.0%	50.1%	20.7%	12.1%	6.3%	4.1%	2.5%	1.9%	1.2%
Kochi	0.8%	47.7%	24.4%	11.8%	6.5%	3.9%	2.1%	1.7%	1.2%
Lucknow	1.1%	9.7%	14.8%	16.2%	18.4%	20.2%	11.3%	6.4%	1.9%
Mysore	0.5%	48.7%	24.4%	12.7%	5.8%	4.1%	1.8%	1.4%	0.5%
Surat	1.4%	9.8%	14.3%	16.6%	19.7%	18.5%	11.9%	6.2%	1.7%
Vadodara	1.6%	9.9%	14.2%	16.5%	18.1%	19.1%	12.9%	5.8%	2.0%
Visakhapatnam	0.9%	51.3%	25.0%	10.0%	5.4%	3.2%	2.0%	1.4%	0.9%
Total	1.2%	30.1%	19.2%	14.1%	12.4%	10.8%	6.7%	3.9%	1.7%

- Most trips are concentrated in 2-Trips (30.1%) and 3-Trips (19.2%), with a sharp decline in higher trips.
- Passenger loyalty drops significantly after 3 trips across all cities.

Primary Questions and Key Insights



Q7: Monthly Target achievement Analysis for Key Metrics

City-wise Actual vs Target Performance of Total Trips, New Passenger and Average Passenger Rating

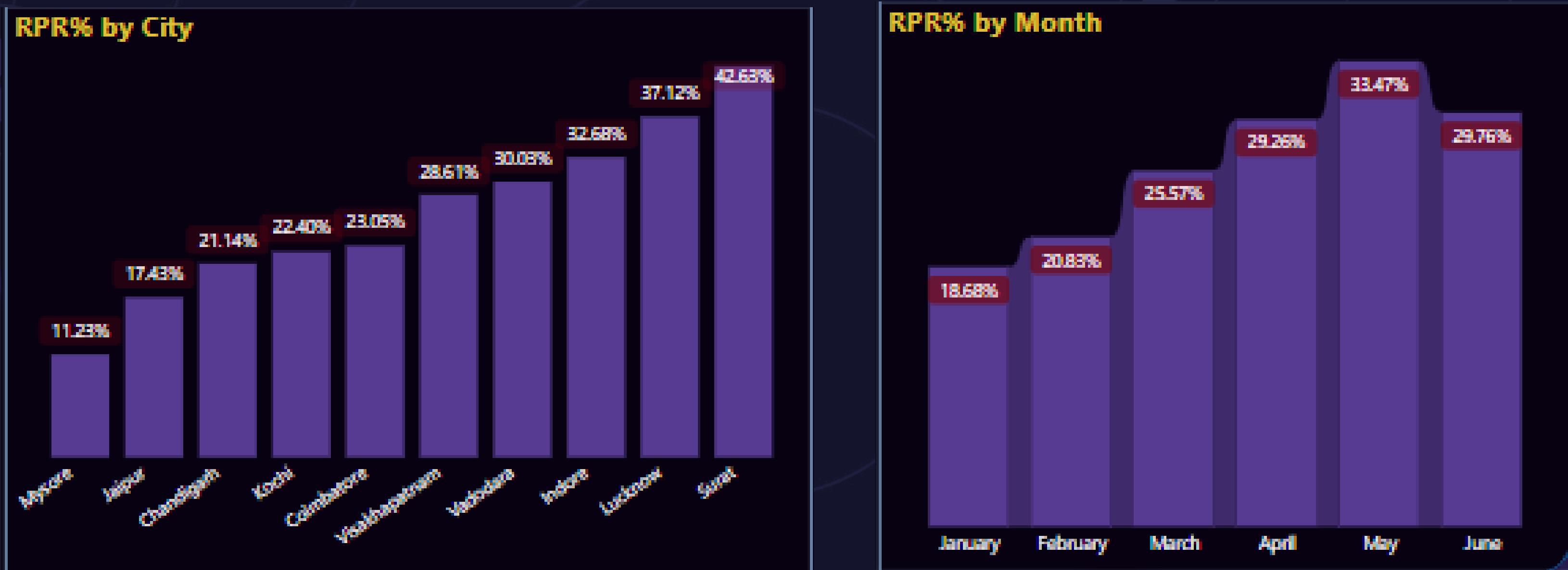
City name	Actual Trips	Target Trip	Status	Trip difference %	New Passenger	Target new passenger	Status	New passenger diff %	Average Passenger rating	Target avg passenger rating	status	Avg pass ratg diff %
Coimbatore	21.1K	21.0K	Exceeded	0.50%	8.5K	7.5K	Exceeded	13.52%	7.88	8.25	Missed	-4.45%
Surat	54.8K	57.0K	Missed	-3.78%	11.6K	10.5K	Exceeded	10.72%	6.42	7.00	Missed	-8.33%
Indore	42.5K	43.5K	Missed	-2.40%	14.9K	14.1K	Exceeded	5.41%	7.83	8.00	Missed	-2.15%
Lucknow	64.3K	72.0K	Missed	-10.70%	16.3K	15.6K	Exceeded	4.23%	6.49	7.25	Missed	-10.49%
Vadodara	32.0K	37.5K	Missed	-14.60%	10.1K	9.9K	Exceeded	2.29%	6.61	7.50	Missed	-11.85%
Kochi	50.7K	49.5K	Exceeded	2.43%	26.4K	27.0K	Missed	-2.16%	8.52	8.50	Exceeded	0.19%
Mysore	16.2K	13.5K	Exceeded	20.28%	11.7K	12.0K	Missed	-2.66%	8.70	8.50	Exceeded	2.37%
Visakhapatnam	28.4K	28.5K	Missed	-0.47%	12.7K	13.5K	Missed	-5.58%	8.43	8.50	Missed	-0.79%
Chandigarh	39.0K	39.0K	Missed	-0.05%	18.9K	21.0K	Missed	-9.96%	7.98	8.00	Missed	-0.29%
Jaipur	76.9K	67.5K	Exceeded	13.91%	45.9K	54.0K	Missed	-15.08%	8.58	8.25	Exceeded	4.05%

- Mysore, Jaipur, Kochi, and Coimbatore surpassed their trip targets by 20.28%, 13.91%, 2.43%, and 0.50%, respectively.
- In attracting new passengers, Coimbatore, Surat, Indore, Lucknow, and Vadodara successfully exceeded the target with improvements of 13.52%, 10.72%, 5.41%, 4.23%, and 2.29%, respectively.
- Regarding average ratings, only Jaipur, Mysore, and Kochi surpassed the target with increases of 4.05%, 2.37%, and 0.19%.
- Vadodara performed the worst in achieving targets for both trips and ratings, while Jaipur was the lowest in attracting new passengers.

Primary Questions and Key Insights



Q8: Highest and Lowest Repeat Passenger Rate(RPR%) by city and month



City-wise RPR%:

- Surat (42.63%) and Lucknow (37.12%) are the leading cities,
- Mysore (11.23%) and Jaipur (17.43%) show the lowest RPR%.

Month-wise RPR%:

- May recorded the highest repeat passenger rate at 33.47%,
- January had the lowest at 18.68%.

Secondary Questions



Q1 - Factors Influencing Repeat Passenger Rates (RPR):

Higher RPR (Surat, Lucknow): Affordable, reliable services, high commuter demand, positive experiences.

Lower RPR (Mysore, Jaipur): Limited income, competition from local transport, seasonal/tourist usage.

Q2 - Tourism vs business demand impact-

- Events like Jaipur Literature Festival or Kochi-Muziris Biennale drive demand.
- Tailoring marketing efforts during these events boosts trip volume, offering discounts and event-specific packages.

Q3 - Emerging Mobility Trends and Goodcabs adaptation-

EV Adoption: Cities like Jaipur, Lucknow, and Kochi adopting EVs for eco-awareness and cost savings.

Integrating EVs and eco-friendly initiatives will enhance Goodcabs' competitiveness and appeal in tier-2 markets.

Q4 - Partnership Opportunities with local Businesses-

- Partnering with Hotels, Malls, and Event Venues will boost demand in cities which increased traffic during local events and better customer loyalty through bundled services and discounts.

Q5 - Data Collection for enhanced Data-driven decisions:

- Cancellation and No-Shows: Analyze reasons to mitigate issues.
- Competitor Analysis: Monitor pricing, promotions, and market share.
- Local Events and Festivals: Track events for peak demand insights.

Conclusion



Goodcabs' performance shows strong trip volumes in cities like Jaipur, Lucknow, and Surat, while Mysore, Coimbatore, and Visakhapatnam lag behind. Passenger satisfaction varies by city, with Jaipur leading in fares and trip distance, while Surat offers lower fares and shorter trips. Repeat passenger rates are high in Coimbatore and Vadodara but low in Visakhapatnam and Jaipur, indicating a need for improved retention strategies. Seasonal demand patterns suggest opportunities for better resource allocation and targeted promotions.

Recommendations

- Focus on loyalty programs and service consistency in Visakhapatnam, Jaipur and Mysore to boost repeat passengers.
- Adjust fares and services according to market conditions in each city, offering competitive pricing where needed.
- Capitalize on high-demand months with targeted campaigns and address low-demand months with promotions.
- Introduce EVs in eco-conscious cities like Jaipur, Lucknow, and Kochi for cost savings and a sustainable image.
- Partner with hotels, malls, and event venues to drive demand during peak tourist seasons.
- Monitor feedback, cancellations, and competitor trends to refine strategies and improve service.

THANK YOU

