Namma Yatri: Driving Growth & Enhancing Customer Experience

Strategic Insights for Leadership Decision-Making

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1. Executive Summary

Key Takeaways

Main Message

Namma Yatri has strong market potential, but high cancellation rates and varying conversion across the day highlight crucial areas for immediate improvement to boost completed rides and revenue.

Top Performance Snapshot

Completed Trips (after quote search): ~68%
Customer Cancellations: Nearly 1 in 2 trips (48%)
Driver Cancellations: Nearly 1 in 2 trips (47%)

Our Core Recommendations

Smartly allocate drivers to match demand.
Improve the user experience to reduce trip cancellations.
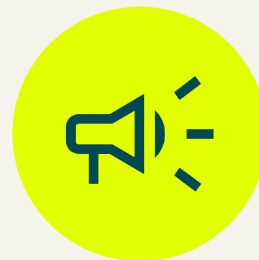Launch targeted growth initiatives based on customer behavior.

2. Our Objective & Approach

Objective

To identify key opportunities to enhance Namma Yatri's operational efficiency, reduce cancellations, and drive overall business growth.

How We Did It

We analyzed various data points on trips, payments, and location to understand patterns in demand, revenue, and user behavior, leading to actionable business insights.

3. Key Performance - Where We Stand

Overall Trip Completion (After Quote)

Total trips after quote search
67.56%

Insight: While most quoted trips are completed, there's a significant portion (about one-third) that falls off, representing missed revenue

Cancellation Rates

Customer Cancellation Rate
48.17%

Customer Cancellations: 48.17%

Driver Cancellation Rate
47.25%

Driver Cancellations: 47.25%

Insight: High cancellation rates from both sides point to significant friction in the system, impacting reliability and customer satisfaction.

4. Demand & Revenue Dynamics

Daily Demand Patterns:

- **Morning Rush:** Strong demand peaks from 8-10 AM.
- **Evening Rush:** Even higher demand peaks from 6-8 PM.
- *Insight:* These are our prime opportunities for maximizing trips and earnings.

Top Revenue-Generating Hours:

- "Early Morning" (12 AM - 6 AM) surprisingly contributes about 25% of total revenue.
- *Insight:* This quiet period is highly valuable and needs strategic attention.

Sum of searches by duration

Proportion of Total Revenue by Hour
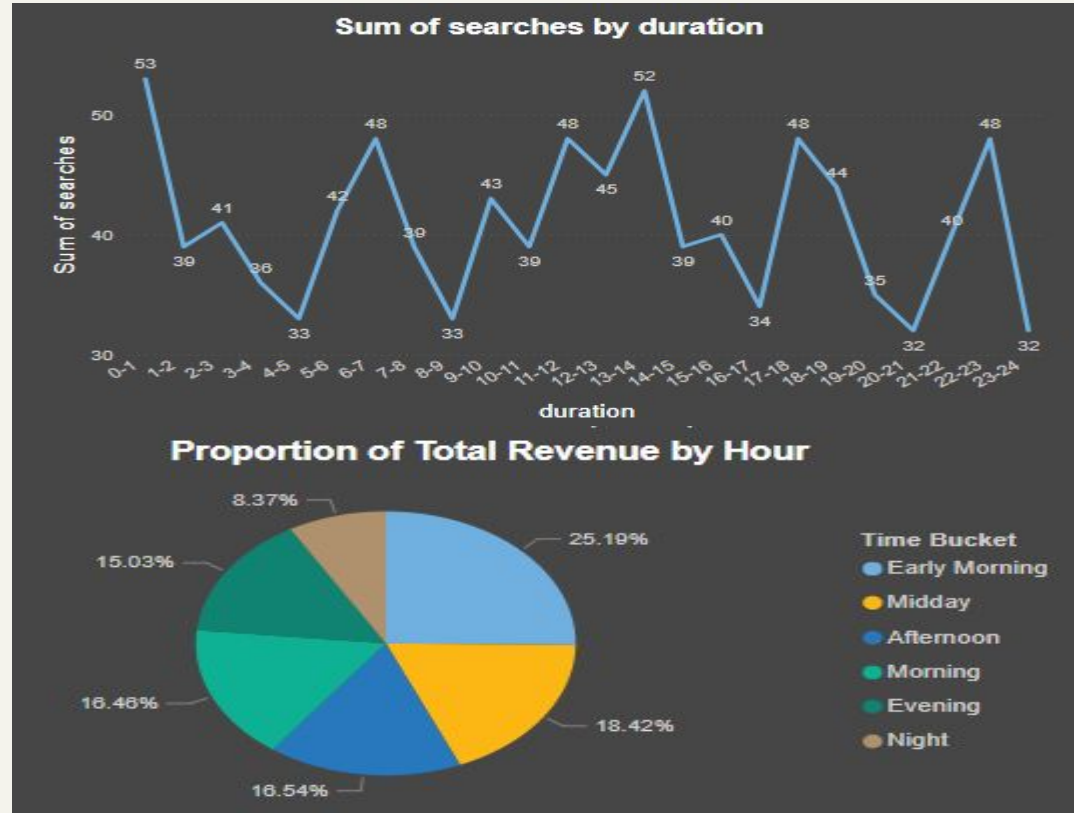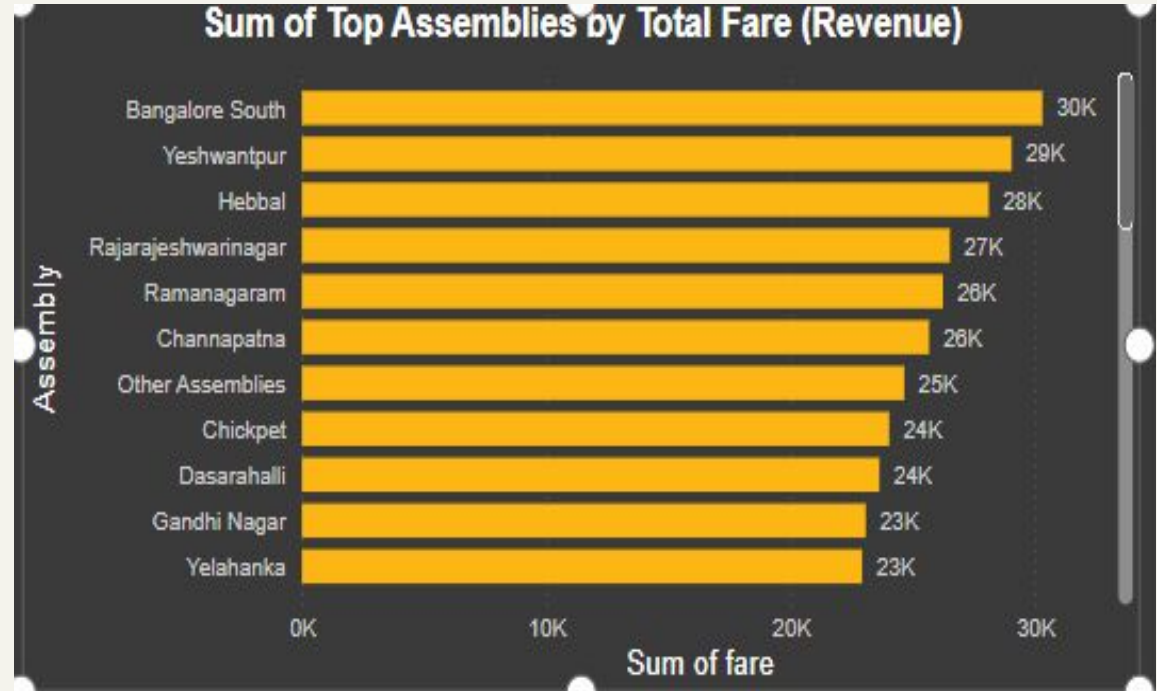
5. Geographic Performance - High-Impact Zones

Top Pickup Zones by Trip Volume:

- Ramanagaram (highest)
- Yeshwantpur
- Bangalore South
- Dasarahalli
- Gandhi Nagar
- *Insight:* These zones consistently show the highest completed trip volumes.

Top 5 Pickup Zones by Completed Trip Volume
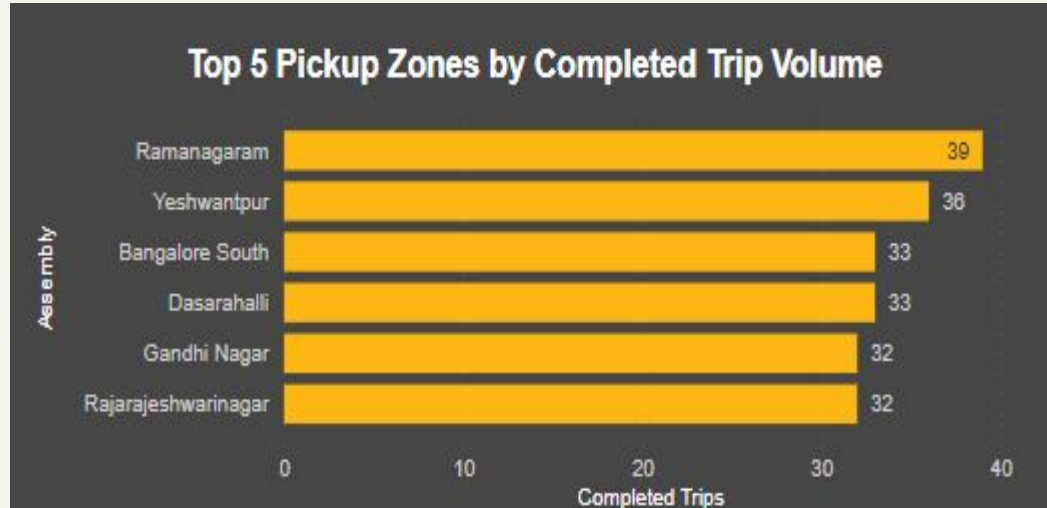
Top Revenue-Generating Zones:

- Bangalore South (highest revenue)
- Yeshwantpur
- Hebbal
- *Insight:* These areas are our current strongholds for ridership and revenue.

Sum of Top Assemblies by Total Fare (Revenue)

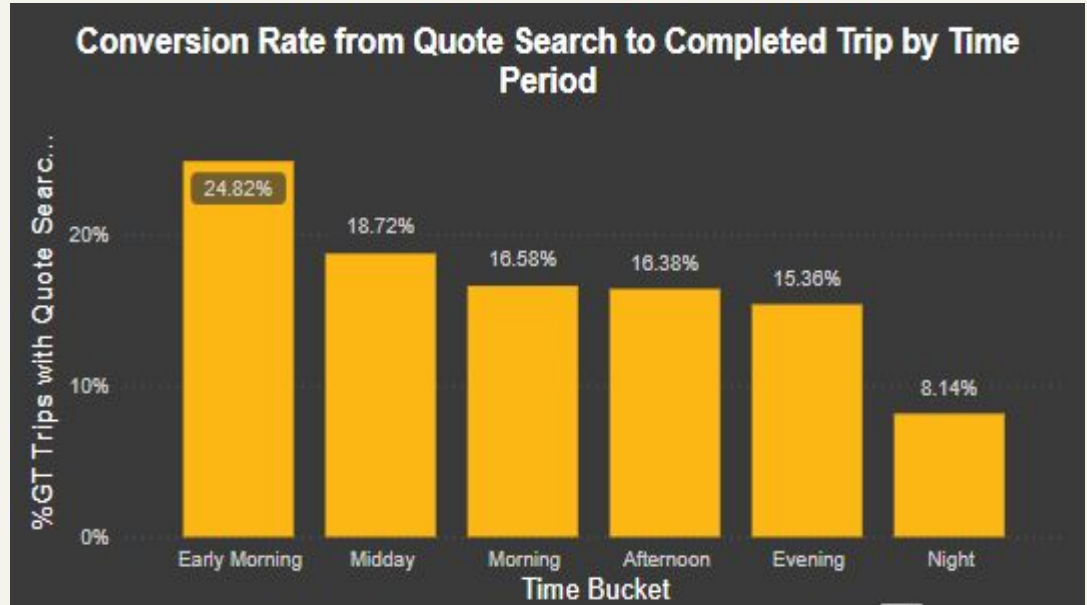| Assembly	Sum of fare
Bangalore South	30K
Yeshwantpur	29K
Hebbal	28K
Rajarajeshwarinagar	27K
Ramanagaram	26K
Channapatna	26K
Other Assemblies	25K
Chickpet	24K
Dasarahalli	24K
Gandhi Nagar	23K
Yelahanka	23K

6. Understanding Trip Conversion

The Conversion Journey: After a customer searches for a quote, 67.56% of those trips are completed.
**Time of Day Impact:**

- **Highest Conversion:** "Early Morning" (24.82% of all completed trips).
- **Lowest Conversion:** "Night" (8.14% of all completed trips).
- *Insight:* Conversion varies significantly, suggesting different challenges and opportunities across the day. We need to understand why "Night" performs poorly.

Conversion Rate from Quote Search to Completed Trip by Time Period

%GT Trips with Quote Searc...

Time Bucket	%
Early Morning	24.82%
Midday	18.72%
Morning	16.58%
Afternoon	16.38%
Evening	15.36%
Night	8.14%

7. How Customers Pay

Payment Preferences:

- Credit Card: ~27%
- Debit Card: ~25%
- UPI: ~25%
- Cash: ~24%
- *Insight:* Payments are well-distributed across digital methods, with digital options collectively being preferred over cash. This indicates a tech-savvy user base.

Popularity of payment methods

method	Count of tripid
credit card	262
debit card	243
upi	243
cash	235
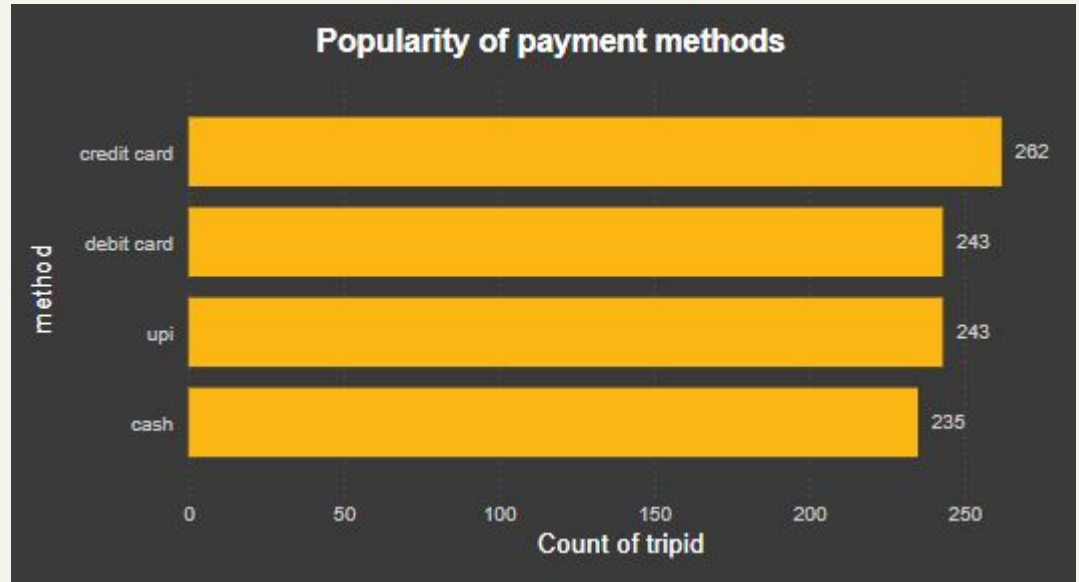
8. Strategic Recommendation 1: Dynamic Driver Management

Opportunity: Drastically improve service reliability and maximize revenue by matching driver supply with fluctuating demand. Our data clearly shows specific times and locations where we are either missing opportunities or facing driver shortages.
Actions:

- **Incentivize Peak Hours:** Implement performance-based bonuses and surge pay during identified peak demand periods (e.g., 8-10 AM, 6-8 PM). This encourages more drivers to be available when riders need them most, reducing wait times and unfulfilled requests.
- **Focus on High-Value Zones:** Roll out targeted incentives for drivers operating in our top-revenue and high-volume areas like Bangalore South, Yeshwantpur, and Ramanagaram. This ensures consistent service quality where it matters most.
- **Boost Early Mornings:** Design specific programs or higher incentives for drivers to cover the "Early Morning" slot (12 AM - 6 AM), acknowledging its significant revenue contribution and current lower supply.
- **Predictive Dispatch:** Enhance our system to proactively guide drivers to high-demand areas *before* peaks occur, minimizing dead time and maximizing efficiency.

Expected Impact:

- **Higher Trip Completion:** More available drivers means more completed trips.
- **Increased Rider Satisfaction:** Shorter wait times and reliable service build trust.
- **Maximized Revenue:** Capturing more demand during peak and high-value periods directly boosts our top line.

9. Strategic Recommendation 2: Optimize Customer Journey

Opportunity: Drastically reduce our high cancellation rates (nearly 50% for both customers and drivers) by creating a seamless and trustworthy in-app experience. This directly translates to more completed trips and a stronger brand.

Actions:

- **Enhance Transparency:** Provide highly accurate fare estimates and real-time driver arrival times (ETA) *before* the customer confirms the trip. Managing expectations upfront is crucial to prevent cancellations.
- **Streamline App Experience:** Conduct continuous user experience (UX) testing and A/B test iterations to simplify and speed up the entire booking flow – from searching for a quote to trip confirmation. Remove any unnecessary steps or points of confusion.
- **Robust Feedback Loop:** Implement accessible and intuitive in-app mechanisms for both riders and drivers to quickly report issues or provide suggestions. Regularly review and act on this feedback to address pain points proactively.
- **Deep-Dive Cancellation Analysis:** Initiate a focused study to understand the *specific reasons* behind high customer and driver cancellations. Is it pricing, driver acceptance time, route issues, or something else? Data-driven insights will guide precise solutions.

Expected Impact:

- **Significantly Lower Cancellations:** Direct reduction in unfulfilled trips.
- **Higher Conversion Rates:** More users who get a quote will complete their ride.
- **Enhanced Customer Trust & Loyalty:** A reliable, transparent, and user-friendly experience fosters repeat usage and positive word-of-mouth.

Visual Suggestion: A visual representation of a "conversion funnel," clearly showing where drop-offs occur and how improving each stage (transparency, booking, etc.) will widen the funnel. Alternatively, "Before & After" visuals: "Before" could show a tangled, broken path (cancellations) and "After" a smooth, clear path (completed trips).

10. Strategic Recommendation 3: Targeted Growth & Incentives

Opportunity: Capitalize on our strengths and address specific market nuances to drive overall ridership, increase revenue, and reinforce Namma Yatri's market position.

Actions:

- **Location-Specific Marketing:** Develop and launch localized marketing campaigns and promotional offers (e.g., first-ride discounts, loyalty programs) in our high-volume and high-revenue zones (like Ramanagaram and Bangalore South) to further consolidate market share.
- **Promote Digital Payments:** Given the strong preference for digital transactions, partner with major banks and payment providers (e.g., UPI) for exclusive offers like cashback or discounts when using specific payment methods. This encourages secure and efficient transactions.
- **Boost Off-Peak Hours:** Introduce dynamic pricing or special "happy hour" discounts for riders during identified off-peak periods to incentivize usage and balance demand throughout the day.
- **Enhanced Driver Retention:** Beyond trip incentives, explore programs that improve overall driver satisfaction and loyalty, such as performance-based bonuses for service quality, reduced commission rates during certain times, or partnerships for vehicle maintenance support.

Expected Impact:

- **Increased Ridership:** More users, more trips.
- **Stronger Brand Presence:** Becomes the preferred choice in key markets.
- **Optimized Resource Utilization:** Spreading demand more evenly improves operational efficiency.
- **Improved Driver Ecosystem:** Happy drivers lead to better service and retention.

Thank You!

Thank you for reviewing our data-driven insights. We welcome your questions.

-Deepanjali Bhatt