Goodcabs Performance Analysis

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AZENDA

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2. Dashboard Preview
3. Primary Questions and Insights
4. Ad-hoc Reports
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COMPANY OVERVIEW

Goodcabs, a cab service company established two years ago, with a strong foothold in the Indian market by focusing on tier-2 cities.

Goodcabs is committed to supporting local drivers, helping them make a sustainable living in their hometowns while ensuring excellent service to passengers.

With operations in ten tier-2 cities across India, Goodcabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction.

Goodcabs management team aims 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.

Revenue Overview

DASHBOARD PREVIEW

Total Trips	Revenue	Avg fare per trip	Avg fare per KM	MRGR
425.90K	108.19M	254.02	13.28	16.54%

01-01-2024

30-06-2024

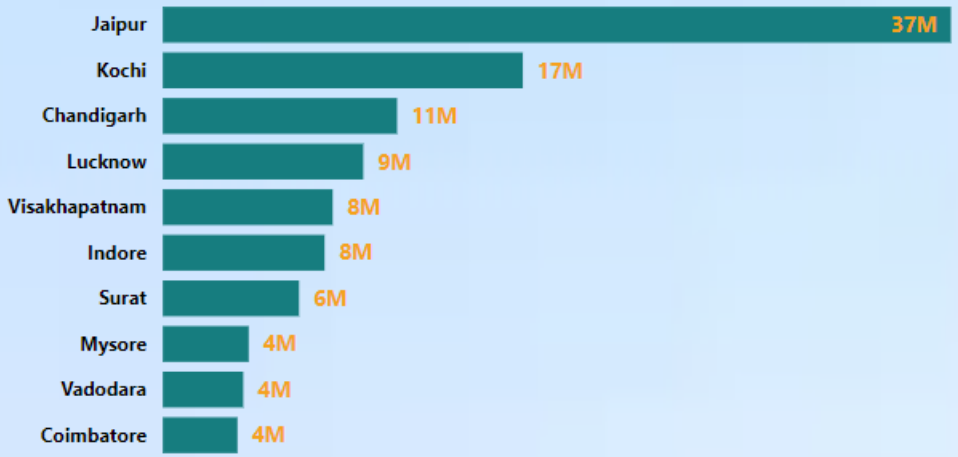
- [ ] Weekday
- [ ] Weekend

- [ ] new
- [ ] repeated

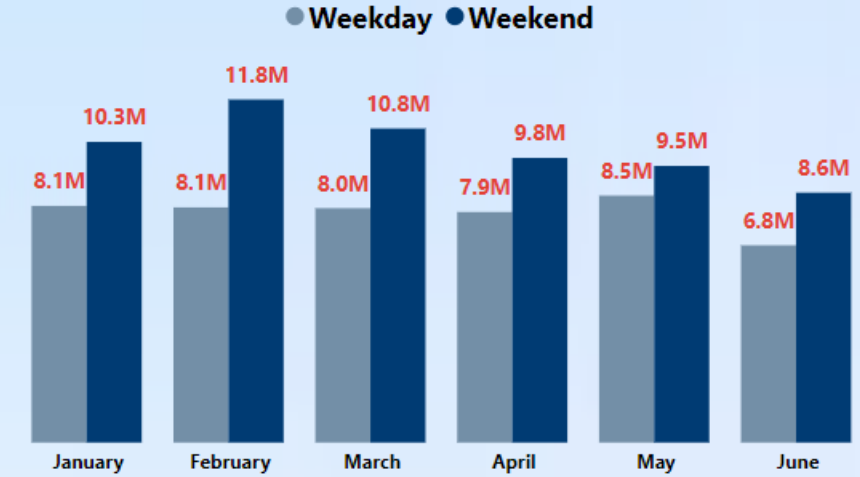
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June

MRGR - Monthly Revenue Growth Rate

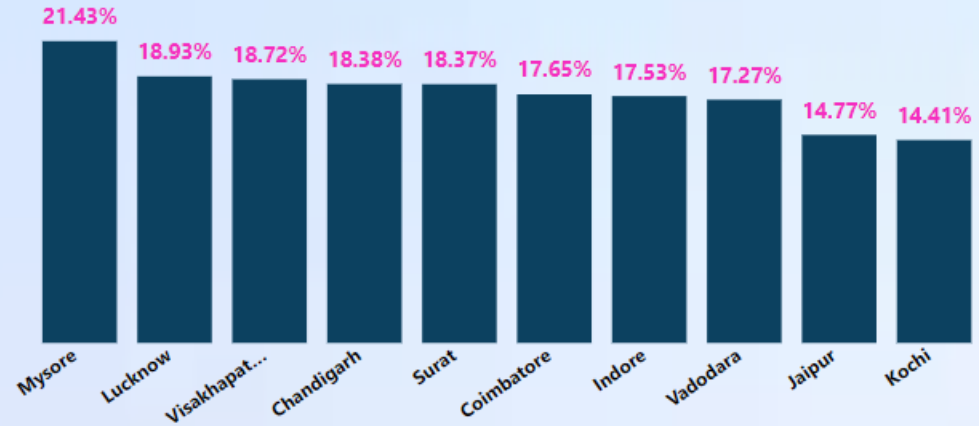
Revenue by City

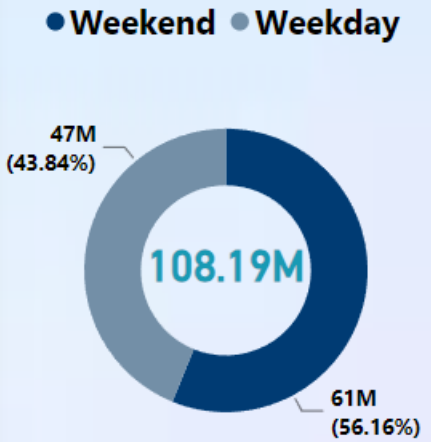


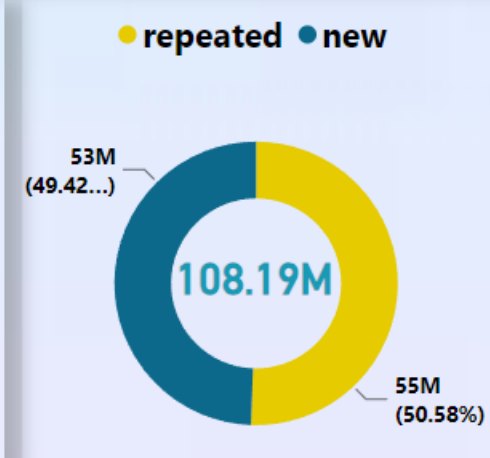
Weekday vs Weekend, Monthly Revenue



Monthly Revenue Growth Rate By City







Trips Overview

New Trips	Repeated Trips	Total Distance	Avg Distance	Min.Dist	Max.Dist
177.00K	248.91K	8M	19.13	5	45

01-01-2024

30-06-2024

- [ ] Weekday
- [ ] Weekend

- [ ] new
- [ ] repeated

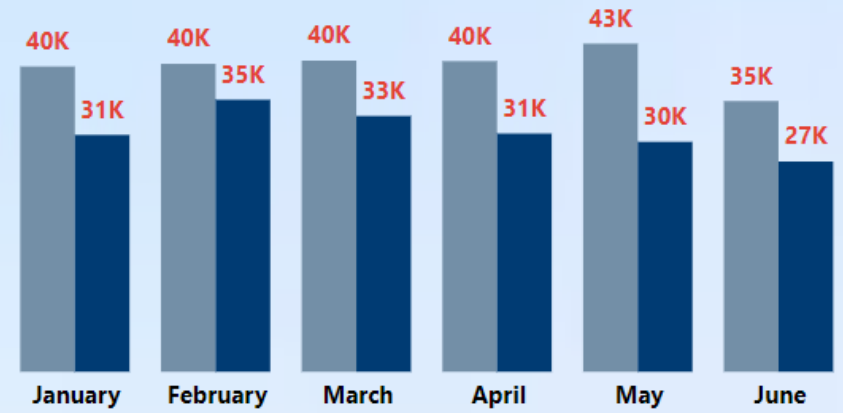
- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June

NOTE - Distance Travelled is in KM.

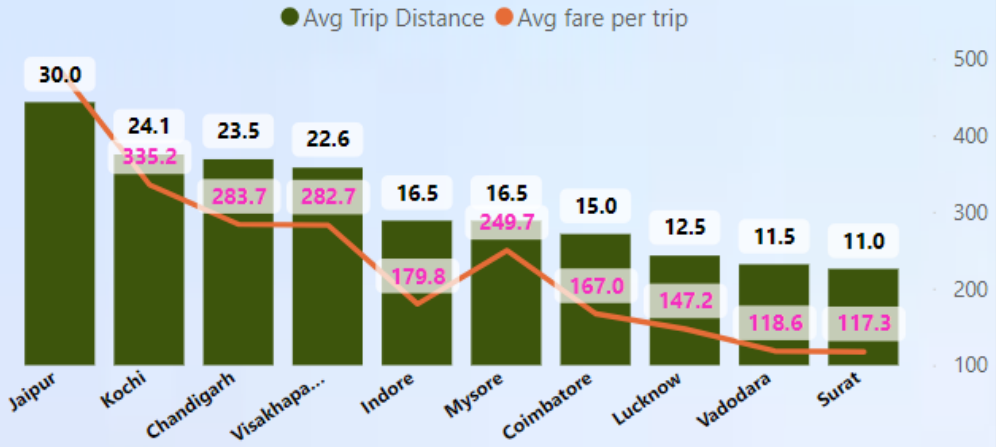
Monthly Trips By City

city_name	January	February	March	April	May	June	Total
Jaipur	14976	15872	13317	11406	11475	9842	76888
Lucknow	10858	12060	11224	10212	9705	10240	64299
Surat	8358	9069	9267	9831	9774	8544	54843
Kochi	7344	7688	9495	9762	10014	6399	50702
Indore	6737	7210	7019	7415	7787	6288	42456
Chandigarh	6810	7387	6569	5566	6620	6029	38981
Vadodara	4775	5228	5598	5941	5799	4685	32026
Visakhapatnam	4468	4793	4877	4938	4812	4478	28366
Coimbatore	3651	3404	3680	3661	3550	3158	21104
Mysore	2485	2668	2633	2603	3007	2842	16238
Total	70462	75379	73679	71335	72543	62505	425903

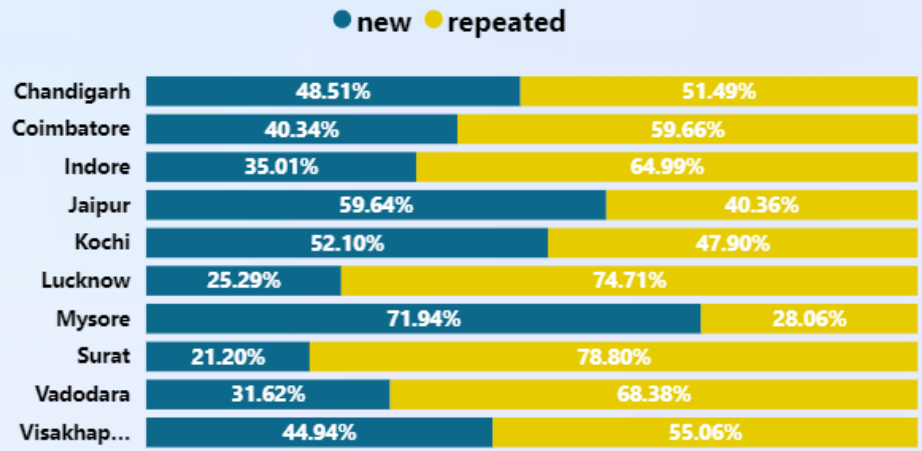
Weekday vs Weekend Trips By Month



Average Fare Per Trip and Average Trips Distance By City



Trips % New Passenger vs Repeated Passenger



Passenger Performance

Total Passengers	NP	NPR	RP	RPR
238.31K	177.00K	74.27%	61.31K	25.73%

01-01-2024

30-06-2024

- [ ] Weekday
- [ ] Weekend

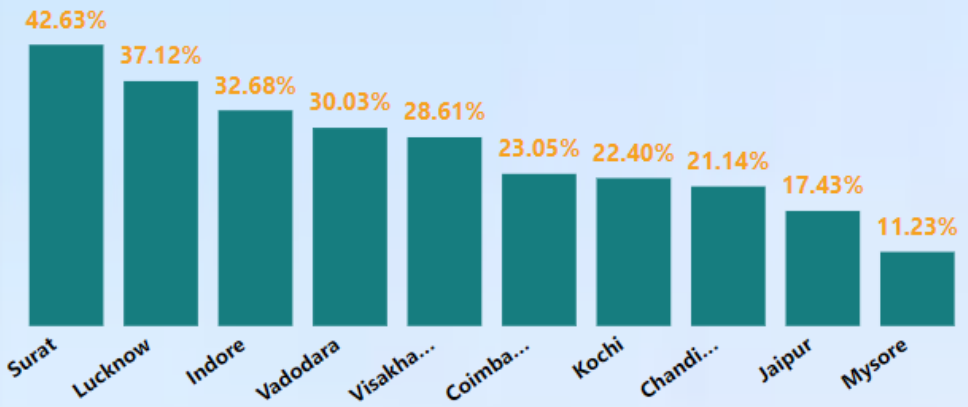
- [ ] new
- [ ] repeated

- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June

Passenger Metrics By City

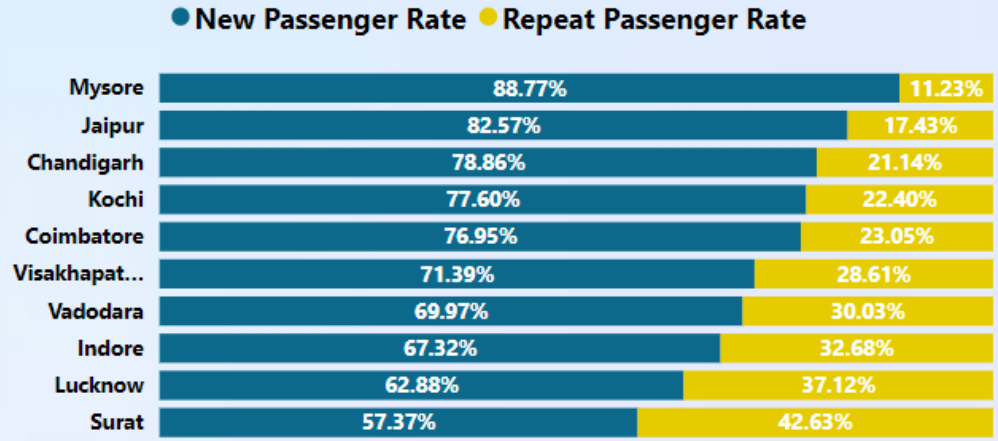
city_name	TP	NP	RP	NPR	RPR	APR	NPAR
Mysore	16238	11681	1477	88.77%	11.23%	8.70	97.34%
Jaipur	76888	45856	9682	82.57%	17.43%	8.58	84.92%
Chandigarh	38981	18908	5070	78.86%	21.14%	7.98	90.04%
Kochi	50702	26416	7626	77.60%	22.40%	8.52	97.84%
Coimbatore	21104	8514	2551	76.95%	23.05%	7.88	113.52%
Visakhapatnam	28366	12747	5108	71.39%	28.61%	8.43	94.42%
Vadodara	32026	10127	4346	69.97%	30.03%	6.61	102.29%
Indore	42456	14863	7216	67.32%	32.68%	7.83	105.41%
Lucknow	64299	16260	9597	62.88%	37.12%	6.49	104.23%
Surat	54843	11626	8638	57.37%	42.63%	6.42	110.72%

Repeat Passenger Rate by City



Average Driver Rating and Average Passenger Rating By City

New Passenger Rate vs Repeat Passenger Rate By City



TP- Total Passengers, NP-New Passengers, RP- Repeated Passengers, NPR- New Passenger Rate, RPR-Repeated Passenger Rate, APR- Average Passenger Rating, NPAR- New Passenger Achievement

Demand Patterns

Total Trips	New Trips	Repeated Trips	Repeat Passenger Rate
425.90K	177K	249K	25.73%

01-01-2024

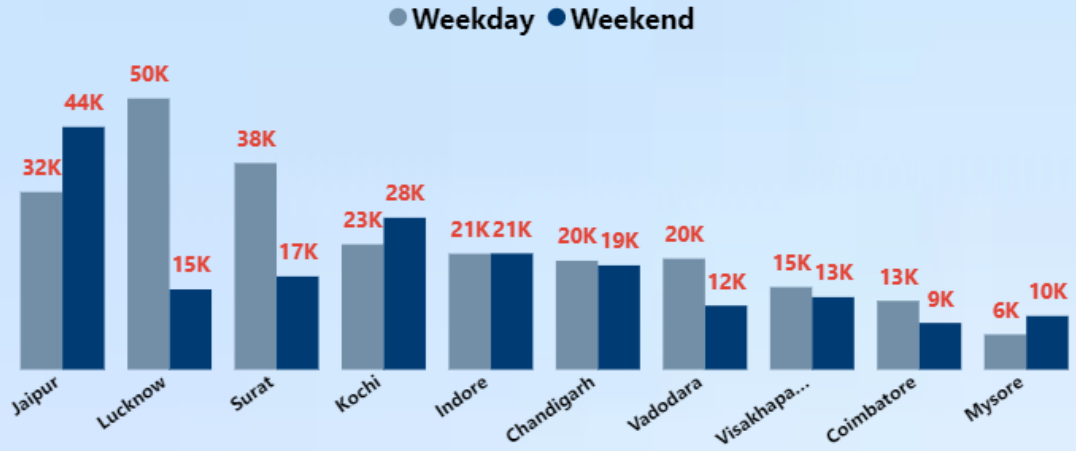
30-06-2024

- Weekday
- Weekend

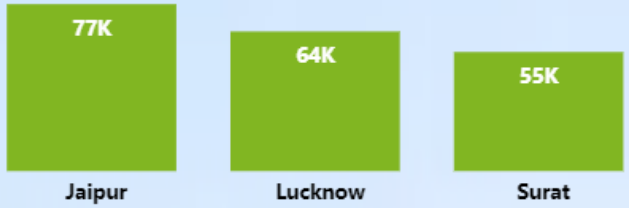
- new
- repeated

- January
- February
- March
- April
- May
- June

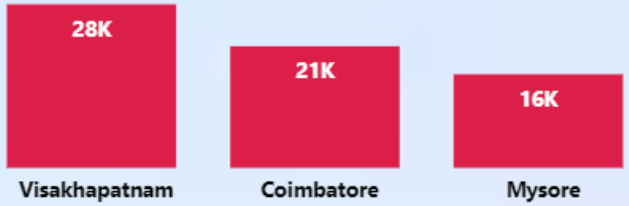
Weekday vs Weekend Trips By City



Top 3 Cities By Trips



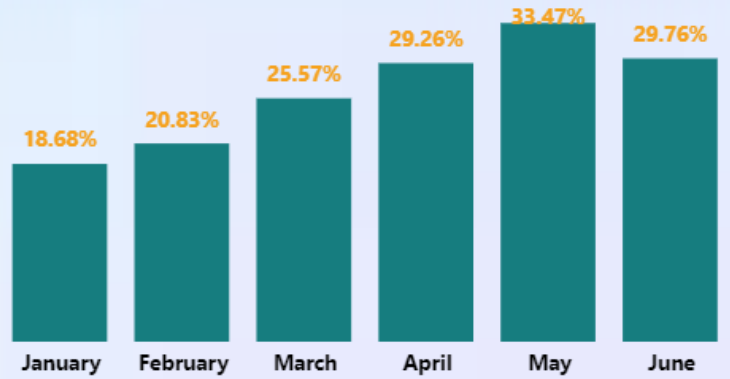
Bottom 3 Cities By Trips



Repeat Passenger Frequency % By City

city_name	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%
Total	1.20%	30.06%	19.17%	14.09%	12.42%	10.77%	6.73%	3.88%	1.68%

Repeat Passenger Rate by Month



Target Acheivement

MRGR	NPAR	TTAR	ARAR	Avg.PR	Avg.DR
16.54%	95.62%	99.28%	9.61%	7.66	7.83

01-01-2024

30-06-2024

- [ ] Weekday
- [ ] Weekend

- [ ] new
- [ ] repeated

- [ ] January
- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June

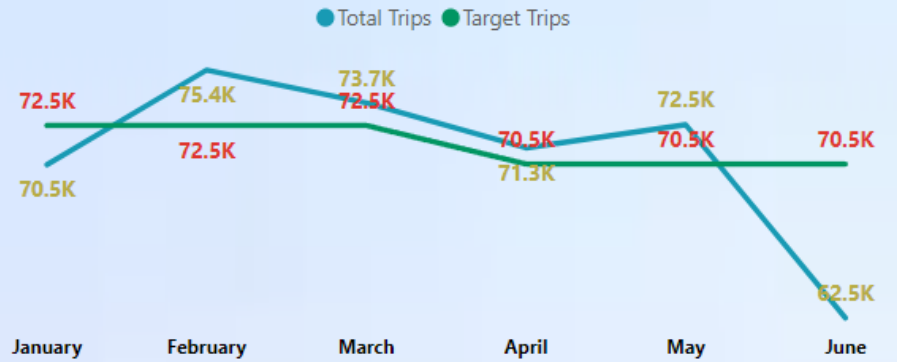
Metrics Performance By City

city_name	Trips	Target	Diff %	Passengers	Target	Diff %	Avg.PR	Target	Diff %
Mysore	16238	13500	20.28%	11681	12000	-2.66%	8.70	8.50	2.37%
Jaipur	76888	67500	13.91%	45856	54000	-15.08%	8.58	8.25	4.05%
Kochi	50702	49500	2.43%	26416	27000	-2.16%	8.52	8.50	0.19%
Visakhapatnam	28366	28500	-0.47%	12747	13500	-5.58%	8.43	8.50	-0.79%
Chandigarh	38981	39000	-0.05%	18908	21000	-9.96%	7.98	8.00	-0.29%
Coimbatore	21104	21000	0.50%	8514	7500	13.52%	7.88	8.25	-4.45%
Indore	42456	43500	-2.40%	14863	14100	5.41%	7.83	8.00	-2.15%
Vadodara	32026	37500	-14.60%	10127	9900	2.29%	6.61	7.50	-11.85%
Lucknow	64299	72000	-10.70%	16260	15600	4.23%	6.49	7.25	-10.49%
Surat	54843	57000	-3.78%	11626	10500	10.72%	6.42	7.00	-8.33%

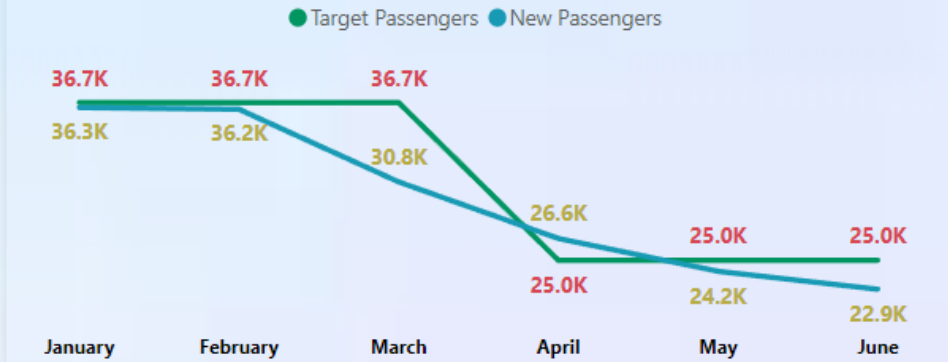
Target Achievement By City

city_name	TTAR	NPAR	ARAR
Chandigarh	99.95%	90.04%	99.71%
Coimbatore	100.50%	113.52%	95.55%
Indore	97.60%	105.41%	97.85%
Jaipur	113.91%	84.92%	104.05%
Kochi	102.43%	97.84%	100.19%
Lucknow	89.30%	104.23%	89.51%
Mysore	120.28%	97.34%	102.37%
Surat	96.22%	110.72%	91.67%
Vadodara	85.40%	102.29%	88.15%
Visakhapatnam	99.53%	94.42%	99.21%

Monthly Trips Target vs Achievement



Monthly New Passengers Target vs Achievement

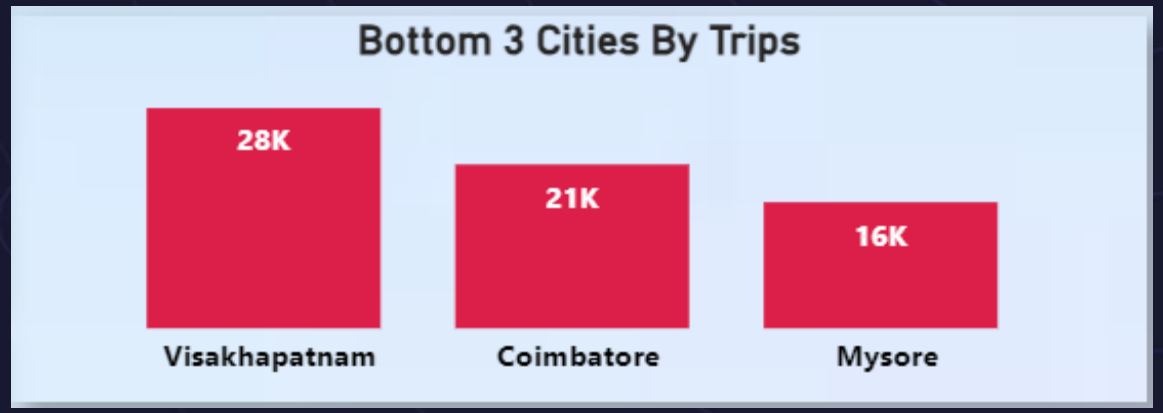


MRGR- Monthly Revenue Growth Rate, NPAR-New Passengers Achievement Rate , TTRP- Total Trips Achievement Rate, ARAR- Average Rating Achievement Rate, Avg.PR- Average Passenger Rating, Avg. DR- Average Driver Passenger Rating,

Primary Questions and Insights

1. Top and Bottom Performing Cities

- Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.

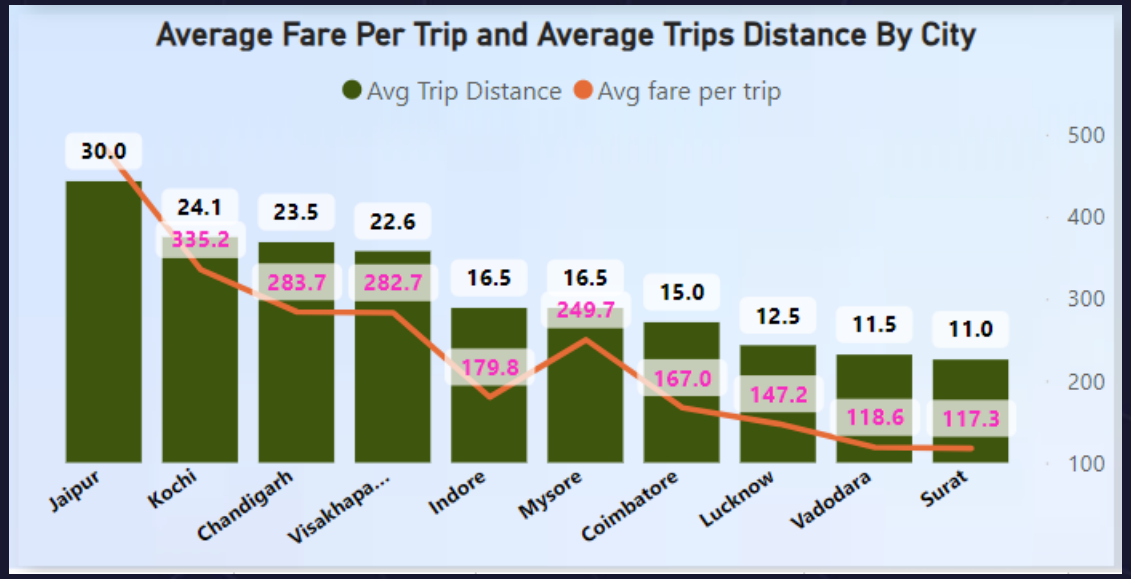


INSIGHT

- Jaipur, Lucknow, and Surat are the top 3 cities based on total trips, reflecting high demand. It indicates strong tourism activities.
- In contrast, Visakhapatnam, Coimbatore, and Mysore have the lowest trip counts, suggesting lower market penetration or service adoption.

2. Average Fare per Trip by City

Calculate the average fare per trip for each city and compare it with the city's average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiency across locations.

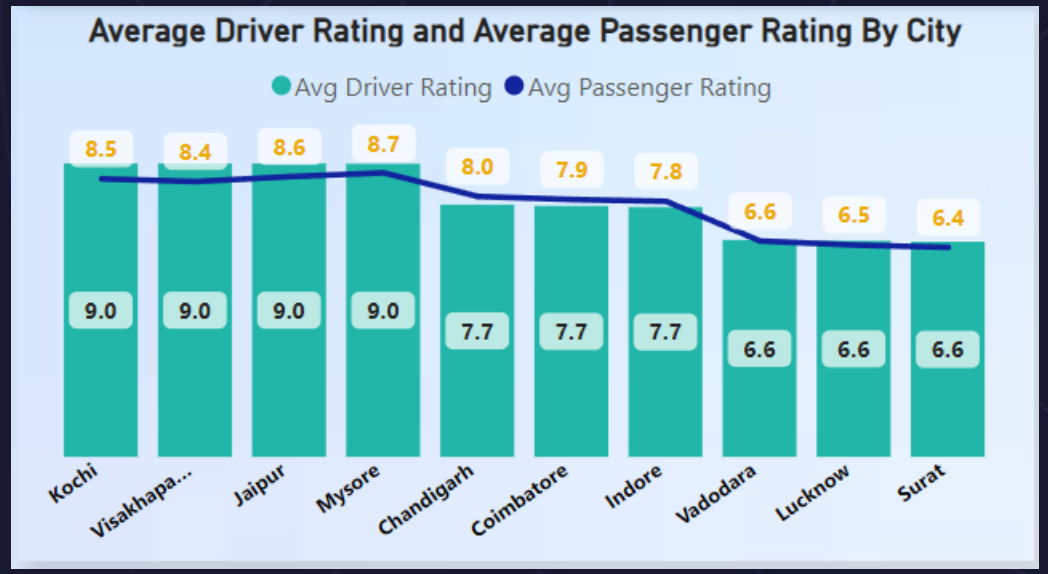


INSIGHT

- Jaipur has the highest average fare per trip at ₹483.9 with an average trip distance of 30 km, highlighting a pricing strategy that effectively monetizes longer trips. It suggests the city’s pricing strategy aligns well with customer expectations.
- Surat and Vadodara, with the lowest average fares of ₹118 and shorter distances of 11 km, present an opportunity to evaluate pricing strategies. The low fares might attract budget-conscious customers .
- In Mysore and Indore, despite similar average trip distances of 16.5 KM, the variation in fare pricing underscores potential inefficiencies in revenue generation. Revisiting pricing models in such cases could ensure uniform profitability across cities.

3. Average Ratings by City and Passenger Type

Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



INSIGHT

- Mysore, Jaipur, and Kochi lead in both passenger and driver ratings, with consistent ratings of 9 from new passengers and 8 from repeat passengers. This indicates strong service quality and high customer satisfaction, which can be leveraged for branding and customer retention campaigns.
- On the other hand, Surat, Lucknow, and Vadodara display the lowest ratings, with repeated passengers scoring only 6. This signals potential service quality issues. Addressing these gaps through driver training, improved vehicle standards, or incentivizing better service could boost ratings.

4. Peak and Low Demand Months by City

For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.

Monthly Trips By City

city_name	January	February	March	April	May	June	Total
Jaipur	14976	15872	13317	11406	11475	9842	76888
Lucknow	10858	12060	11224	10212	9705	10240	64299
Surat	8358	9069	9267	9831	9774	8544	54843
Kochi	7344	7688	9495	9762	10014	6399	50702
Indore	6737	7210	7019	7415	7787	6288	42456
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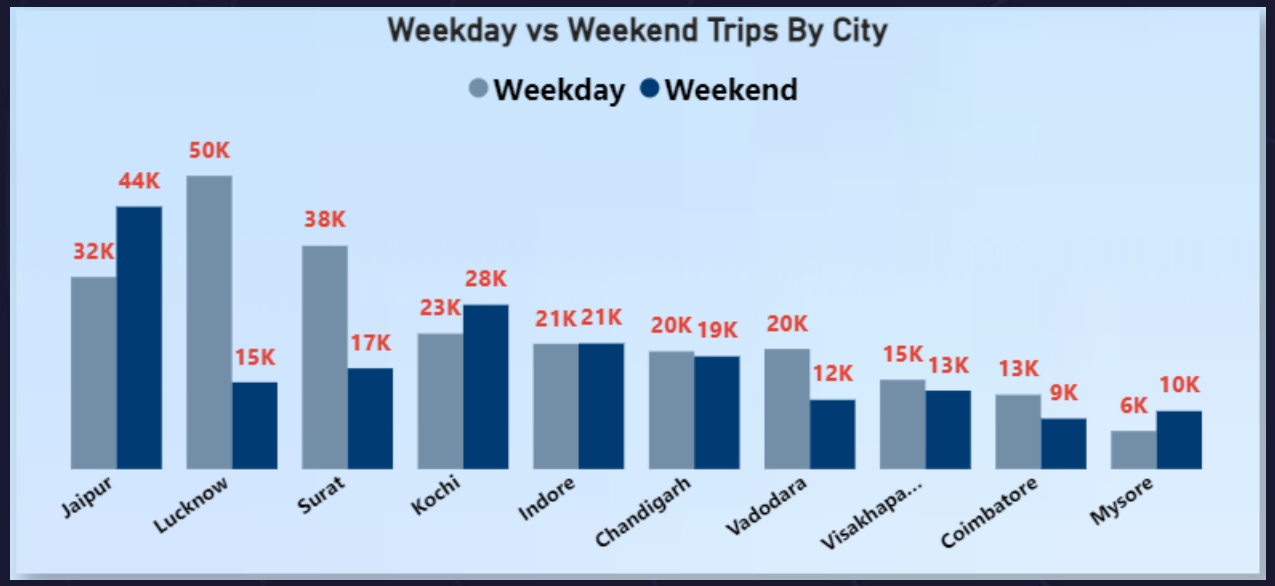
Mysore	2485	2668	2633	2603	3007	2842	16238
Total	70462	75379	73679	71335	72543	62505	425903

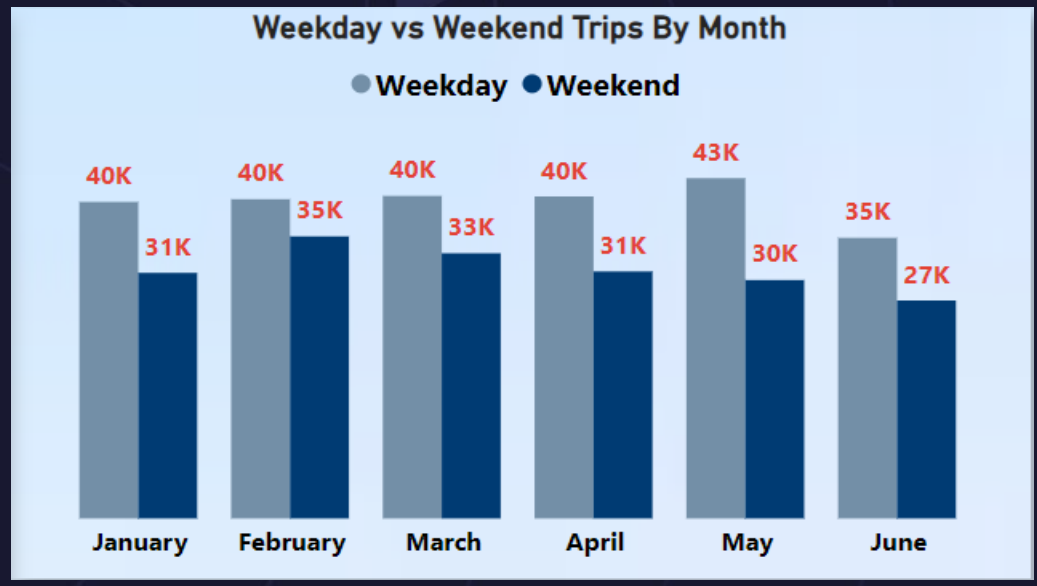
INSIGHT

- February emerges as the peak month for trips across all cities, particularly Jaipur and Lucknow, highlighting seasonal demand spikes. This trend can guide resource allocation, such as scaling up vehicle availability or driver incentives during high-demand months.
- Conversely, a significant drop in trips during June indicates low demand, suggesting an opportunity to introduce off-season promotions or ride discounts to stimulate demand during this period.

5. Weekend vs. Weekday Trip Demand by City

Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.





INSIGHT

- Lucknow and Surat exhibit high weekday trip demand, indicating a likely focus on business travel. This insight can inform marketing campaigns targeting corporate clients or daily commuters.
- In contrast, Jaipur, Kochi, and Mysore show a preference for weekend trips, pointing to tourism-driven demand. Strengthening partnerships with local tourist agencies or creating weekend packages could help capitalize on this trend.

6. Repeat Passenger Frequency and City Contribution Analysis

Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.

Repeat Passenger Frequency % By City

city_name	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%
Total	1.20%	30.06%	19.17%	14.09%	12.42%	10.77%	6.73%	3.88%	1.68%

INSIGHT

- Visakhapatnam, Jaipur, and Mysore have the highest percentage of repeat passengers taking two trips, signifying a tourism-oriented market. Tailored offerings, such as discounts for tourists or collaborations with travel agencies, could enhance these patterns.
- Surat, Vadodara, and Lucknow, with higher frequencies of 4–6 trips, suggest a business-driven market. Focusing on loyalty programs or corporate tie-ups in these cities could further drive repeat trips.

7. Monthly Target Achievement Analysis for Key Metrics

For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets_db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.

Metrics Performance By City

city_name	Trips	Target	Diff %	Passengers	Target	Diff %	Avg.PR	Target	Diff %
Mysore	16238	13500	20.28%	11681	12000	-2.66%	8.70	8.50	2.37%
Jaipur	76888	67500	13.91%	45856	54000	-15.08%	8.58	8.25	4.05%
Kochi	50702	49500	2.43%	26416	27000	-2.16%	8.52	8.50	0.19%
Visakhapatnam	28366	28500	-0.47%	12747	13500	-5.58%	8.43	8.50	-0.79%
Chandigarh	38981	39000	-0.05%	18908	21000	-9.96%	7.98	8.00	-0.29%
Coimbatore	21104	21000	0.50%	8514	7500	13.52%	7.88	8.25	-4.45%
Indore	42456	43500	-2.40%	14863	14100	5.41%	7.83	8.00	-2.15%
Vadodara	32026	37500	-14.60%	10127	9900	2.29%	6.61	7.50	-11.85%
Lucknow	64299	72000	-10.70%	16260	15600	4.23%	6.49	7.25	-10.49%
Surat	54843	57000	-3.78%	11626	10500	10.72%	6.42	7.00	-8.33%

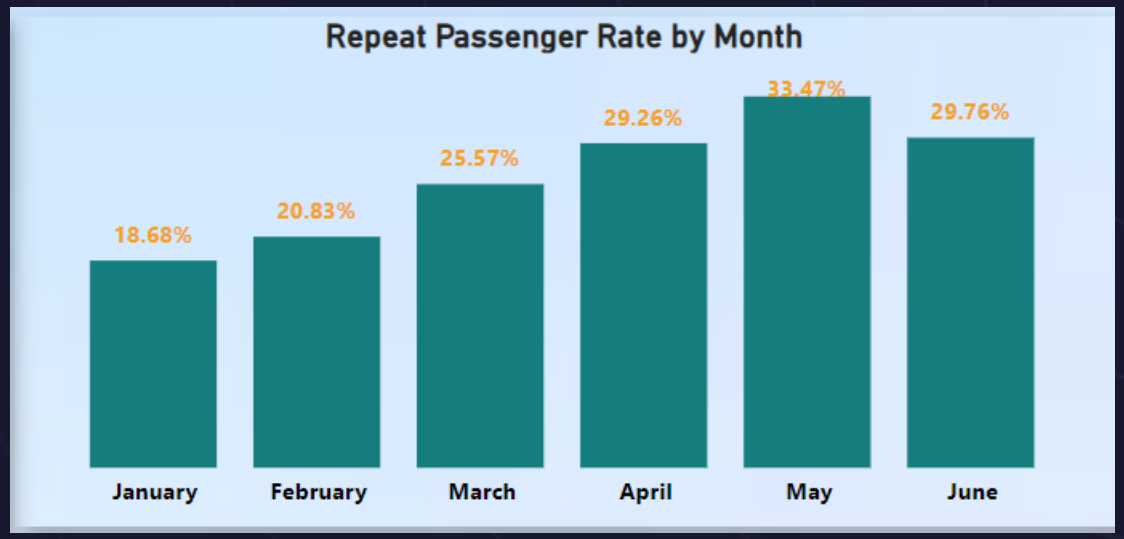
INSIGHT

- Mysore and Jaipur significantly exceeded target trips during January and February, showcasing their potential for further investment and resource allocation during peak seasons.
- Coimbatore and Surat excelled in new passenger targets, particularly in January and February, indicating strong marketing efforts or effective onboarding strategies in these months.
- Jaipur failed to meet new passenger targets, signaling a need to refine customer acquisition strategies or address potential barriers like competition or limited promotions.

8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

Passenger Metrics By City

city_name	TP	NP	RP	NPR	RPR	APR	NPAR
Mysore	16238	11681	1477	88.77%	11.23%	8.70	97.34%
Jaipur	76888	45856	9682	82.57%	17.43%	8.58	84.92%
Chandigarh	38981	18908	5070	78.86%	21.14%	7.98	90.04%
Kochi	50702	26416	7626	77.60%	22.40%	8.52	97.84%
Coimbatore	21104	8514	2551	76.95%	23.05%	7.88	113.52%
Visakhapatnam	28366	12747	5108	71.39%	28.61%	8.43	94.42%
Vadodara	32026	10127	4346	69.97%	30.03%	6.61	102.29%
Indore	42456	14863	7216	67.32%	32.68%	7.83	105.41%
Lucknow	64299	16260	9597	62.88%	37.12%	6.49	104.23%
Surat	54843	11626	8638	57.37%	42.63%	6.42	110.72%



INSIGHT

- Surat and Lucknow rank highest in Repeat Passenger Rates (RPR%), underscoring strong customer loyalty. These cities could benefit from the implementation of advanced loyalty programs or exclusive deals for frequent riders.
- Mysore and Jaipur have the lowest RPR%, highlighting a need to address service quality or customer engagement strategies to improve loyalty.
- May records the highest RPR%, suggesting enhanced customer satisfaction during this month. Conversely, January's low RPR% points to opportunities for seasonal campaigns or improved service engagement to boost loyalty at the start of the year.

Ad-Hoc Reports

Business Request-1:City-Level Fare and Trip Summary Report

```sql
WITH TotalTrips AS (
    SELECT
        COUNT(trip_id) AS total_trips
    FROM trips_db.fact_trips
)
SELECT
    c.city_name,
    COUNT(t.trip_id) AS "Total_trips",
    ROUND(SUM(t.fare_amount) / SUM(t.distance_travelled_km),2) AS "Avg_fare_per_km",
    ROUND(AVG(t.fare_amount),2) AS "Avg_fare_per_trip",
    ROUND((COUNT(t.trip_id) * 100.0 / tt.total_trips), 2) AS "%_contribution_to_total_trips"
FROM
    trips_db.fact_trips AS t
JOIN
    trips_db.dim_city AS c
ON
    t.city_id=c.city_id
CROSS JOIN
    TotalTrips tt
GROUP BY
    c.city_name, tt.total_trips
ORDER BY
    Total_trips DESC;
```

city_name	Total_trips	Avg_fare_per_km	Avg_fare_per_trip	%_contribution_to_total_trips
Jaipur	76888	16.12	483.92	18.05
Lucknow	64299	11.76	147.18	15.10
Surat	54843	10.66	117.27	12.88
Kochi	50702	13.93	335.25	11.90
Indore	42456	10.90	179.84	9.97
Chandigarh	38981	12.06	283.69	9.15
Vadodara	32026	10.29	118.57	7.52
Visakhapatnam	28366	12.53	282.67	6.66
Coimbatore	21104	11.15	166.98	4.96
Mysore	16238	15.14	249.71	3.81

Ad-Hoc Reports

Business Request-2:Monthly City-Level Trips Target Performance Report

```sql
SELECT
    cities.city_name AS "City",
    MONTHNAME(target_trips.month) AS "Month",
    trips.Total_trips AS Actual_trips,
    target_trips.total_target_trips,
    CASE
        WHEN trips.Total_trips > target_trips.total_target_trips THEN "Above_target"
        ELSE "Below_target"
    END AS Performance_status,
    ROUND( (trips.Total_trips - target_trips.total_target_trips) / target_trips.total_target_trips * 100,2) AS "%_difference"
FROM
    targets_db.monthly_target_trips AS target_trips
JOIN
    trips_db.dim_city AS cities
ON
    target_trips.city_id=cities.city_id
LEFT JOIN (
            SELECT
                city_id,
                MONTHNAME(date) AS Month_name,
                COUNT(DISTINCT trip_id) AS Total_trips
            FROM
                trips_db.fact_trips
            GROUP BY
                city_id,MONTHNAME(date)
            ) AS trips
ON
    target_trips.city_id = trips.city_id AND trips.Month_name = MONTHNAME(target_trips.month);
```

City	Month	Actual_trips	total_target_trips	Performance_status	%_difference
Visakhapatnam	January	4468	4500	Below_target	-0.71
Chandigarh	January	6810	7000	Below_target	-2.71
Surat	January	8358	9000	Below_target	-7.13
Vadodara	January	4775	6000	Below_target	-20.42
Mysore	January	2485	2000	Above_target	24.25
Kochi	January	7344	7500	Below_target	-2.08
Indore	January	6737	7000	Below_target	-3.76
Jaipur	January	14976	13000	Above_target	15.20
Coimbatore	January	3651	3500	Above_target	4.31
Lucknow	January	10858	13000	Below_target	-16.48
Visakhapatnam	February	4793	4500	Above_target	6.51
Chandigarh	February	7387	7000	Above_target	5.53
Surat	February	9069	9000	Above_target	0.77
Vadodara	February	5228	6000	Below_target	-12.87
Mysore	February	2668	2000	Above_target	33.40
Kochi	February	7688	7500	Above_target	2.51
Indore	February	7210	7000	Above_target	3.00
Jaipur	February	15872	13000	Above_target	22.09
Coimbatore	February	3404	3500	Below_target	-2.74

Ad-Hoc Reports

Business Request-3: City-Level Repeat Passenger Trip Frequent Report

```sql
SELECT
    cities.city_name,
    ROUND(SUM(CASE WHEN td.trip_count = "2-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "2-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "3-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "3-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "4-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "4-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "5-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "5-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "6-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "6-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "7-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "7-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "8-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "8-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "9-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "9-Trips",
    ROUND(SUM(CASE WHEN td.trip_count = "10-Trips" THEN td.repeat_passenger_count ELSE 0 END) / SUM(td.repeat_passenger_count) * 100 ,2) AS "10-Trips"
FROM
    trips_db.dim_repeat_trip_distribution AS td
JOIN
    trips_db.dim_city AS cities
ON
    td.city_id=cities.city_id
GROUP BY 1;
```

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

Ad-Hoc Reports

Business Request-4: Identify the Cities with Highest and Lowest New Passengers

```sql
-- Top 3 Cities
SELECT
    cities.city_name,
    SUM(tp.new_passengers) AS new_passengers,
    ROW_NUMBER() OVER(ORDER BY SUM(tp.new_passengers) DESC) AS "Top 3"
FROM
    trips_db.fact_passenger_summary tp
JOIN
    trips_db.dim_city cities
ON
    tp.city_id = cities.city_id
GROUP BY
    cities.city_name
LIMIT 3;

-- Bottom 3 Cities
SELECT
    cities.city_name,
    SUM(tp.new_passengers) AS new_passengers,
    ROW_NUMBER() OVER(ORDER BY SUM(tp.new_passengers)) AS "Bottom 3"
FROM
    trips_db.fact_passenger_summary tp
JOIN
    trips_db.dim_city cities
ON
    tp.city_id = cities.city_id
GROUP BY
    cities.city_name
LIMIT 3;
```

city_name	new_passengers	Top 3
Jaipur	45856	1
Kochi	26416	2
Chandigarh	18908	3

city_name	new_passengers	Bottom 3
Coimbatore	8514	1
Vadodara	10127	2
Surat	11626	3

Ad-Hoc Reports

Business Request-5: Identify Month with Highest Revenue for each city

```sql
SELECT
        city_name AS City,
        Month_name AS Highest_Revenue_Month,
        revenue ,
        ROUND((revenue/total_revenue)*100,2) AS "Contribution_percentage_(%)"
FROM (  SELECT
        cities.city_id,
        cities.city_name,
        MONTHNAME(ft.date) AS Month_name,
        SUM(fare_amount) AS revenue,
        RANK() OVER(PARTITION BY cities.city_name ORDER BY SUM(fare_amount) DESC) AS ranks
        FROM
            trips_db.fact_trips AS ft
        JOIN
            trips_db.dim_city AS cities
        ON
            ft.city_id=cities.city_id
        GROUP BY
            cities.city_id,cities.city_name,Month_name
        ) AS rt
JOIN     (
        SELECT
        city_id,
        SUM(fare_amount) AS total_revenue
        FROM trips_db.fact_trips
        GROUP BY city_id ) AS ct
ON rt.city_id=ct.city_id
WHERE rt.ranks=1;
```

City	Highest_Revenue_Month	revenue	Contribution_percentage_(%)
Chandigarh	February	2108290	19.07
Coimbatore	April	612431	17.38
Indore	May	1380996	18.09
Jaipur	February	7747202	20.82
Kochi	May	3333746	19.61
Lucknow	February	1777269	18.78
Mysore	May	745170	18.38
Surat	April	1154909	17.96
Vadodara	April	706250	18.60
Visakhapatnam	April	1390682	17.34

Ad-Hoc Reports

Business Request 6: Repeat Passenger Rate Analysis

```sql
WITH CTE AS (
            SELECT
               cities.city_id,
               cities.city_name,
               MONTHNAME(ps.month) AS Month_name,
               SUM(ps.total_passengers) AS total_passengers,
               SUM(ps.repeat_passengers) AS repeat_passengers,
               ROUND(SUM(ps.repeat_passengers)/SUM(ps.total_passengers)*100 ,2) AS Monthly_repeat_passenger_rate,
               city_repeat_passenger_rate
            FROM
               trips_db.fact_passenger_summary AS ps
            JOIN
               trips_db.dim_city AS cities
            ON ps.city_id = cities.city_id
            JOIN
            (
             SELECT
               city_id,
               ROUND(SUM(repeat_passengers)/SUM(total_passengers)*100,2) AS city_repeat_passenger
             FROM
               trips_db.fact_passenger_summary
             GROUP BY
               city_id
            ) crp
            ON ps.city_id = crp.city_id
            GROUP BY
               cities.city_id,cities.city_name,MONTHNAME(ps.month)
            )
SELECT city_name,Month_name,total_passengers,repeat_passengers,Monthly_repeat_passenger_rate,city_
FROM CTE;
```

city_name	Month_name	total_passengers	repeat_passengers	Monthly_repeat_passenger_rate	city_repeat_passenger_rate
Visakhapatnam	January	3163	650	20.55	28.61
Visakhapatnam	February	3170	790	24.92	28.61
Visakhapatnam	March	3093	923	29.84	28.61
Visakhapatnam	April	2837	992	34.97	28.61
Visakhapatnam	May	2890	951	32.91	28.61
Visakhapatnam	June	2702	802	29.68	28.61
Chandigarh	January	4640	720	15.52	21.14
Chandigarh	February	4957	853	17.21	21.14
Chandigarh	March	4100	872	21.27	21.14
Chandigarh	April	3285	789	24.02	21.14
Chandigarh	May	3699	969	26.20	21.14
Chandigarh	June	3297	867	26.30	21.14
Surat	January	3616	1184	32.74	42.63
Surat	February	3567	1313	36.81	42.63
Surat	March	3440	1494	43.43	42.63
Surat	April	3394	1551	45.70	42.63
Surat	May	3217	1606	49.92	42.63
Surat	June	3030	1490	49.17	42.63
Vadodara	January	2633	544	20.66	30.03

SECONDARY ANALYSIS

1. Factors Influencing Repeat Passenger Rates

What factors (such as quality of service, competitive pricing, or city demographics) might contribute to higher or lower repeat passenger rates in different cities? Are there correlations with socioeconomic or lifestyle patterns in these cities?

- Quality of Service: Cities with higher ratings (e.g., Mysore and Jaipur) often correlate with higher customer satisfaction. Investing in driver training, vehicle maintenance, and ensuring punctuality could elevate repeat passenger rates in underperforming cities.
- Competitive Pricing: Ensure that pricing aligns with customer expectations while maintaining profitability. Variations between cities (e.g., Mysore and Indore) suggest the need for localized pricing strategies.
- City Demographics and Lifestyle Patterns:
  - Socioeconomic factors: Cities with higher disposable income or a younger demographic (e.g., business hubs like Lucknow) may exhibit greater repeat passenger rates due to frequent commuting needs.
  - Cultural preferences: Tourism-focused cities like Jaipur and Kochi may have irregular patterns, influenced by seasonal tourist influx. A tailored approach during peak seasons could improve loyalty.

2. Tourism vs. Business Demand Impact

How do tourism seasons or local events (festivals, conferences) impact Goodcabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?

- Leverage Tourism Seasons: Design promotional campaigns around festivals or events. For instance, Jaipur’s peak demand in February could be further amplified by collaborations with tourist agencies or discounted family packages.
- **Target Business Clients:** For cities like Lucknow and Surat, which display higher weekday demand, corporate tie-ups and business commuter packages could drive sustained growth.
- **Event-based Marketing:** Identify key local events (e.g., fairs, conferences, or exhibitions) and offer tailored services such as shuttles, group discounts, or premium rides.

3. Emerging Mobility Trends and Goodcabs' Adaptation

• What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

- Electric Vehicle (EV) Integration:
  - Introduce a pilot fleet of EVs in environmentally conscious cities or those with government incentives for green mobility.
  - Highlight eco-friendly rides to attract environmentally aware customers.
- Sustainability Initiatives: Offer carbon offset options or discounts for shared rides to appeal to green-conscious passengers.
- Tech Adoption: Integrate real-time trip tracking, enhanced app features, or digital payment options to align with growing tech-savvy customer expectations.
- Government Collaboration: Partner with local governments to align with smart city projects or EV subsidy programs.

4. Partnership Opportunities with Local Businesses

Are there opportunities for Goodcabs to partner with local businesses (such as hotels, malls, or event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism- heavy or high-footfall areas?

Tourism-oriented Cities: Partner with hotels, tour operators, and airports in cities like Jaipur and Kochi to create bundled offerings (e.g., cab + hotel discounts).

High-footfall Areas: Establish partnerships with malls, event venues, or corporate hubs to offer exclusive ride discounts or parking promotions.

Promotional Alliances: Collaborate with local festivals or events (e.g., Jaipur Literature Festival) for sponsored rides or priority booking options.

Loyalty Incentives: Co-develop reward programs with local businesses where customers earn benefits (e.g., hotel vouchers or mall discounts) for repeated rides.

5. Data Collection for Enhanced Data-Driven Decisions

To make Goodcabs more data-driven and improve its performance across key metrics (such as repeat passenger rate, customer satisfaction, new passengers and trip volume), what additional data should Goodcabs collect? Consider data that could provide deeper insights into customer behaviour, operational efficiency, and market trends.

- **Customer Behavior Information:**
  - ✓ Collect granular data on passenger preferences, such as trip purpose (tourism, business) and booking time (advance vs. last-minute) and reason for cancellation to identify bottle necks.
  - ✓ Feedback and survey data on service quality and pricing perception.
- **Operational Efficiency:**
  - ✓ Monitor real-time metrics on driver performance, vehicle utilization, and maintenance schedules.
  - ✓ Analyze trip cancellations and delays for process improvements.
- **Market Trends:**
  - ✓ Integrate external data sources like weather patterns, local event schedules, and competitor pricing.
  - ✓ Track EV adoption rates and regulatory changes in tier-2 cities.
- **Tech Usage:**
  - ✓ Implement a data management platform that consolidates all metrics and provides predictive analytics for demand forecasting and service optimization.

RECOMMENDATIONS

1. **Enhance Service Quality in Low-Performing Cities**
   - Focus on improving driver training, vehicle maintenance, and customer experience in Visakhapatnam, Coimbatore, and Mysore, where total trips are the lowest.
   - Implement feedback-driven service enhancements in Surat, Lucknow, and Vadodara, where customer satisfaction ratings are low.
2. **Refine Pricing Strategies Across Cities**
   - Adjust fares in cities like Mysore and Indore, where fare efficiency varies despite similar average trip distances.
   - Introduce competitive pricing for cities with low average fares per trip (e.g., Vadodara and Surat) to boost demand and align pricing with customer expectations.
3. **Capitalize on Seasonal Trends and Demand Variations**
   - Allocate additional resources and drivers to cities like Jaipur and Lucknow during peak demand months (February–April) to accommodate the seasonal surge.
   - Develop promotional campaigns for June, focusing on discounts or loyalty rewards to mitigate low demand.
4. **Targeted Marketing and Packages for Tourism and Business Cities**
   - Offer tourism-specific packages (e.g., discounted multi-day passes) in cities like Visakhapatnam, Jaipur, and Kochi, where trips are tourism-driven.
   - Develop corporate tie-ups and commuter-friendly packages for business hubs like Surat, Vadodara, and Lucknow, where repeat passengers take frequent trips.
5. **Boost Repeat Passenger Loyalty and Target Achievement Rates**
   - Enhance loyalty programs in cities with low RPR% (e.g., Mysore and Jaipur) to incentivize repeat bookings.
   - Provide targeted promotions to improve metrics in underperforming cities like Vadodara and Lucknow, particularly for trips and new passenger acquisition.

THANK YOU