

Driving Growth: Strategic Insights from Namma Yatri Data

Actionable Recommendations for
Operations & Growth

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Objective & Agenda

- **Objective:** Present key insights from Namma Yatri data to optimize operations, enhance satisfaction, and improve profitability.
- **Agenda:**
 - Business Challenges
 - Key Operational Findings
 - Revenue & Demand Insights
 - Strategic Recommendations
 - Conclusion & Next Steps



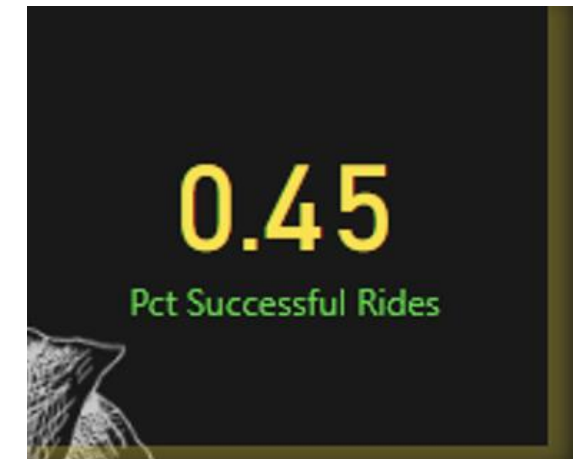
Current Landscape & Business Challenges

- Operating in a dynamic ride-hailing market.
- Need to optimize efficiency, enhance satisfaction (rider & driver), and ensure growth.
- Focus on managing cancellations, optimizing driver supply, understanding demand.



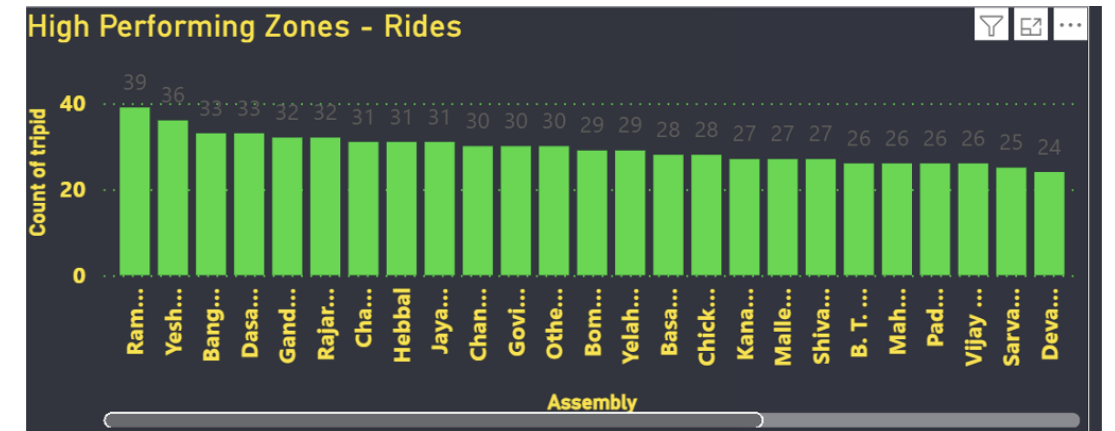
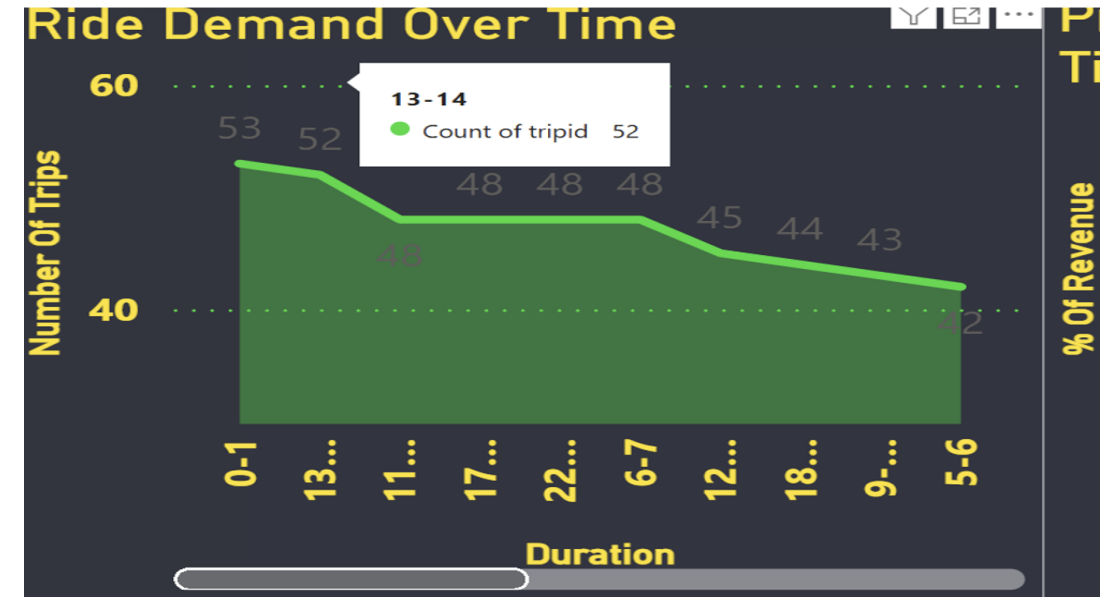
Critical Challenge: High Cancellation Rates

- **41% of trips are mutually cancelled** – a major bottleneck.
- Only **45% of all rides are successful**.
- **Impact:** Lost revenue, frustrated users/drivers, reduced efficiency.



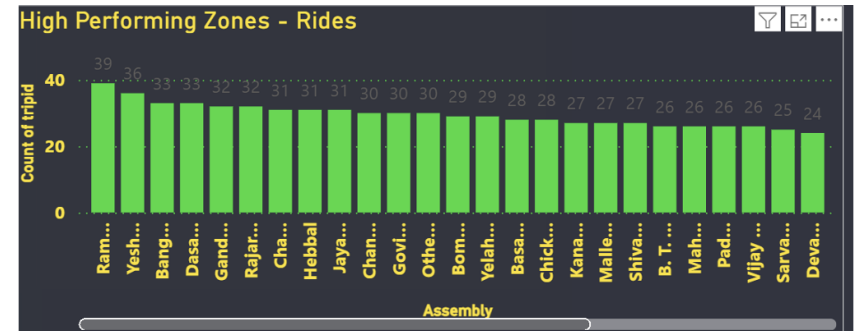
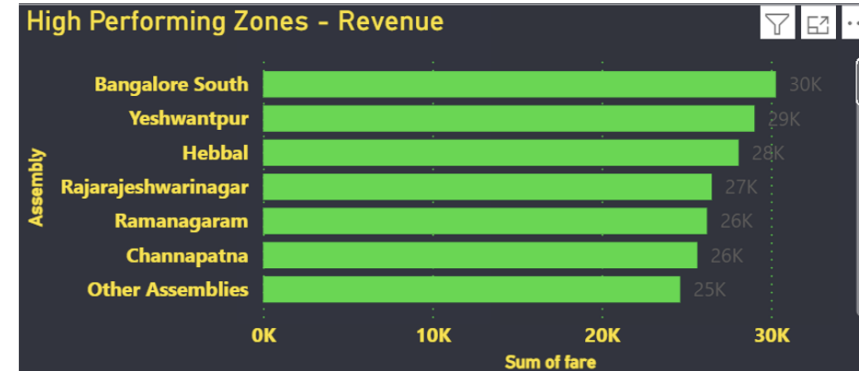
Optimize Operations: Demand & Revenue Peaks

- **Peak Demand & Revenue:** "0-1 AM" (midnight) and "1-2 PM".
- "0-1 AM" hour generates highest revenue (45K).
- **Impact:** Essential for precise driver deployment and surge pricing.



Strategic Focus: High-Performing Zones

- **Top Trip Volume:** "Ramanagaram" (~39 trips).
- **Top Revenue:** "Bangalore South" (~30K).
- **Insight:** Volume \neq Revenue. Critical for targeted efforts.



High Customer Intent: 83.4% Completion After Quote Search

- Users who searched_for_quotes had 83.4% **ride completion**.
- **Impact:** Strong conversion point, suggests high user commitment and trust in feature.
- **Note:** This is for a specific segment, not overall completion.

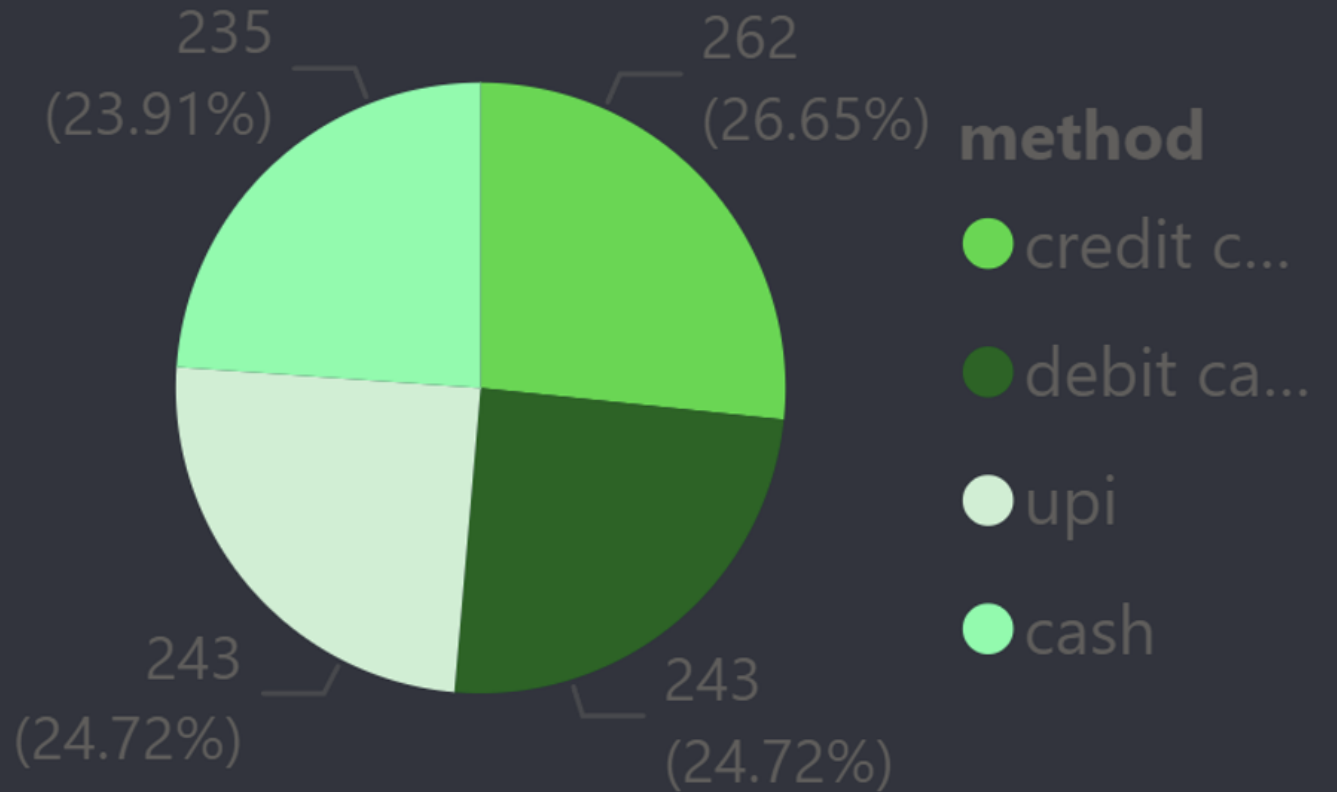
Count of searches_for_quotes by end_ride



User Preferences: Digital Payment Dominance

- **Digital Preferred:** Credit Card (26.65%), UPI (24.72%), Debit Card (24.72%).
- Cash (23.91%) is less popular.
- **Impact:** Emphasizes need for robust digital payment infrastructure.

Popularity of Different Payment Methods



Recommendations: Operational Efficiency

1. Reduce Mutual Cancellations:

Investigate root causes (driver behavior, communication), implement incentives.

2. Dynamic Driver Allocation:

Deploy drivers strategically based on peak hours and high-performing zones.

3. Improve Overall Success Rate:

Streamline booking-to-completion funnel.





Recommendations: Marketing & Growth

- 1. Targeted Marketing:** Focus promotions on high-value zones (Bangalore South, Ramanagaram).
- 2. Promote Quote Search:** Highlight its reliability in marketing campaigns.
- 3. Incentivize Digital Payments:** Offer rewards for using digital methods.

Conclusion & Next Steps

- **Summary:** Actionable insights to improve efficiency and growth. High mutual cancellations are key.
- **Key Takeaway:** Data-driven decisions are vital for success.
- **Next Steps:** Pilot new strategies, A/B test solutions, continuously monitor KPIs.

