



# GOODCABS

Domain: **Transportation & Mobility**

Function: **Operations**

By: Harika



# Agenda

- 1 Introduction
- 2 Data Model
- 3 Dashboard Preview

- 4 Primary Questions
- 5 Secondary Questions
- 6 Ad-hoc Requests



# Introduction

- Company was established two year ago.
- Focused on tier-2 cities.
- Vision: to support the local drivers to help them make a sustainable living in their hometowns while ensuring excellent service to passengers.
- Mission: With operations in ten tier-2 cities across India, Goodcabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction.



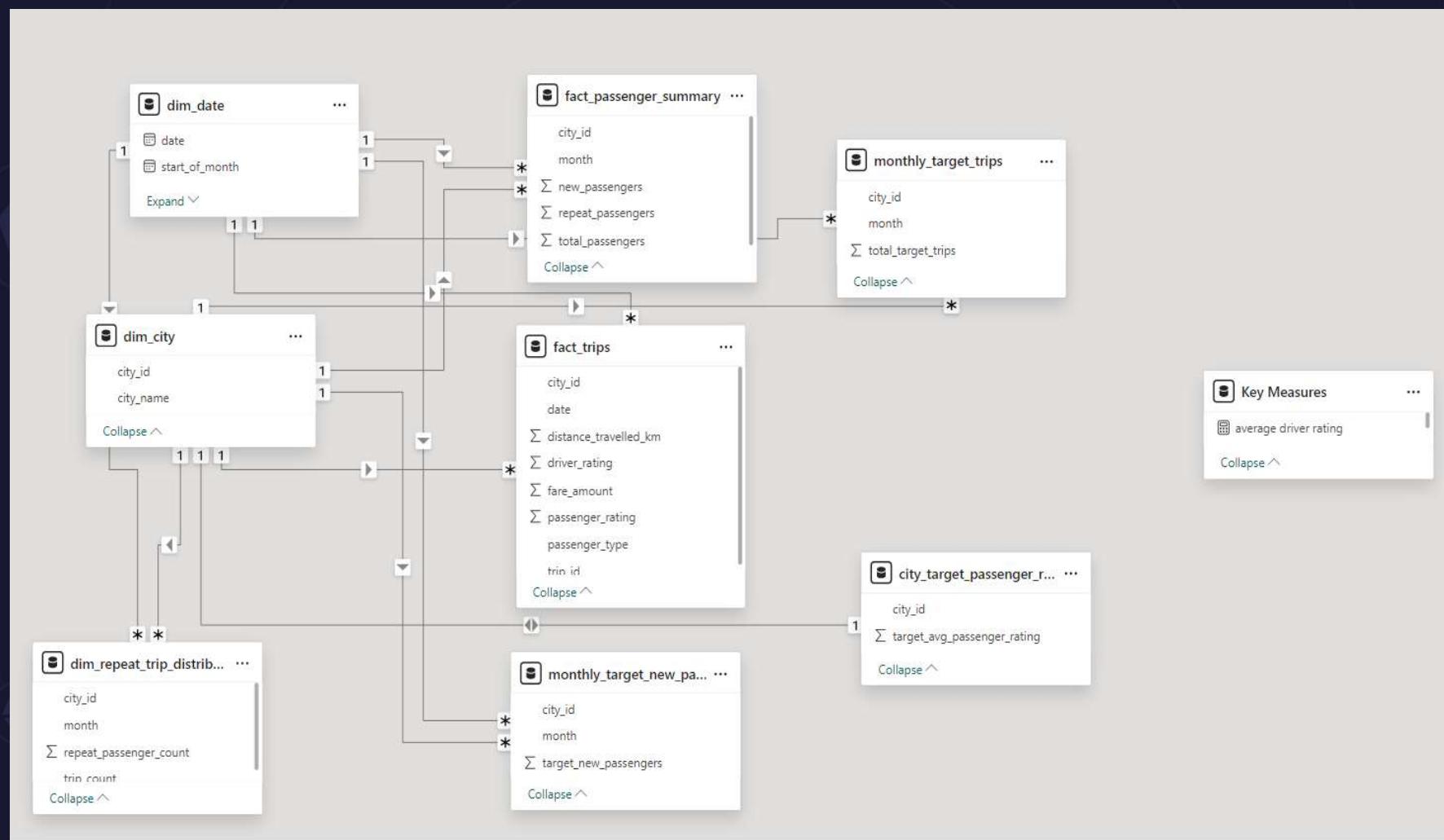
## Goal:

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.



# Data Model





# Dashboard Preview



# GOODCABS



## Overview

Overview of **cab performance**, **trip demands trends** by city and months, and **average rating** over time along **key metrics**.



## City Wise Analysis

Highlights the **Top/bottom cities**, **average fare per trip**, **driver & passenger rating** and **key metrics**.



## Passenger Analysis

Highlights the **New & repeated passengers** by month, **RPR% frequency analysis**, **top & bottom city by RPR%**, along with **key metrics**.

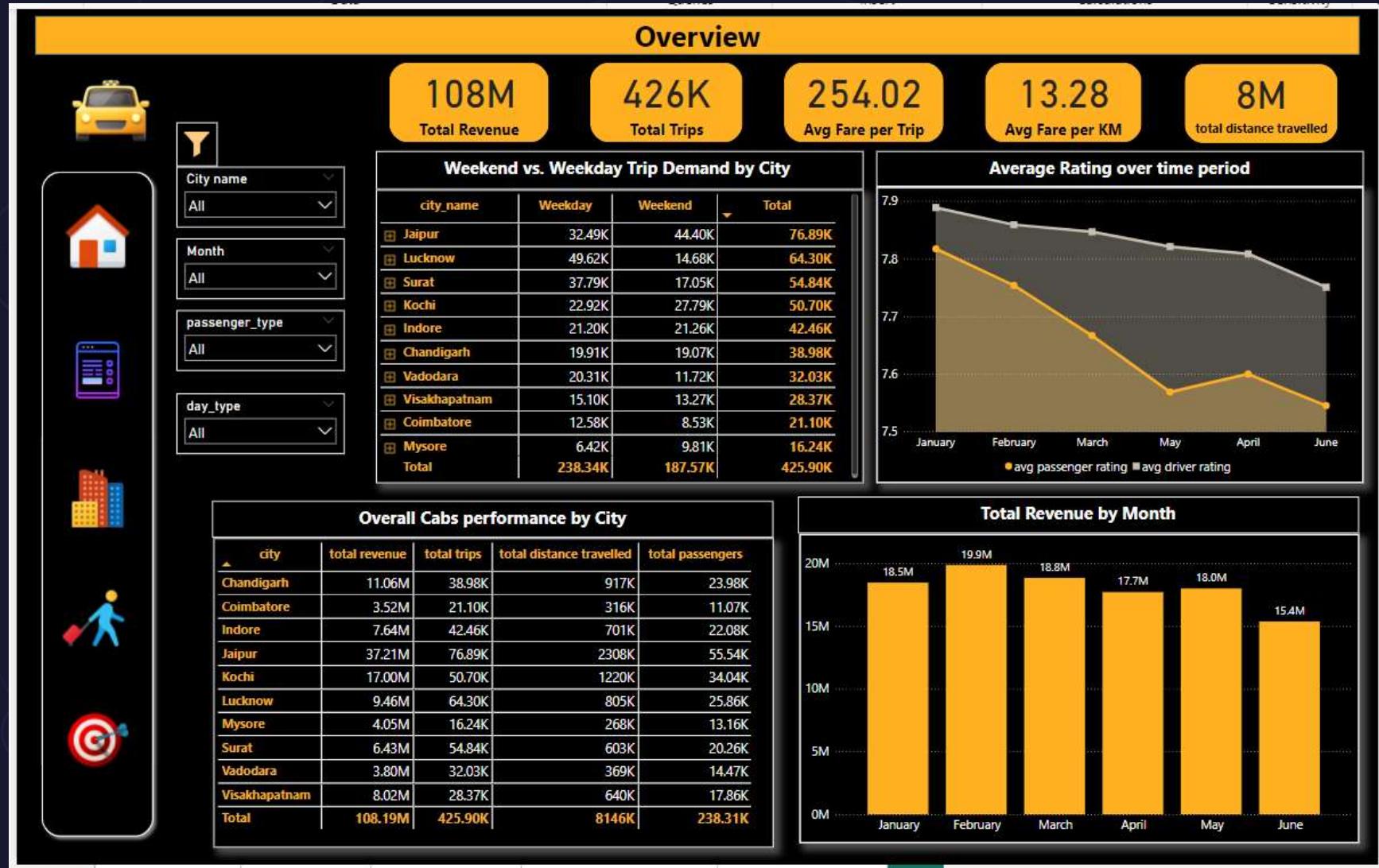


## Target Analysis

Analyzes **Target & Actual performance** by each city & month, along with **key metrics**.

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## City wise Analysis


**108M**

Total Revenue

**426K**

Total Trips

**254.02**

Avg Fare per Trip

**19.13**

Avg Trip Distance

**177K**

Total New Trips

**249K**

Total Repeated Trips



City name

Month

passenger\_type

day\_type

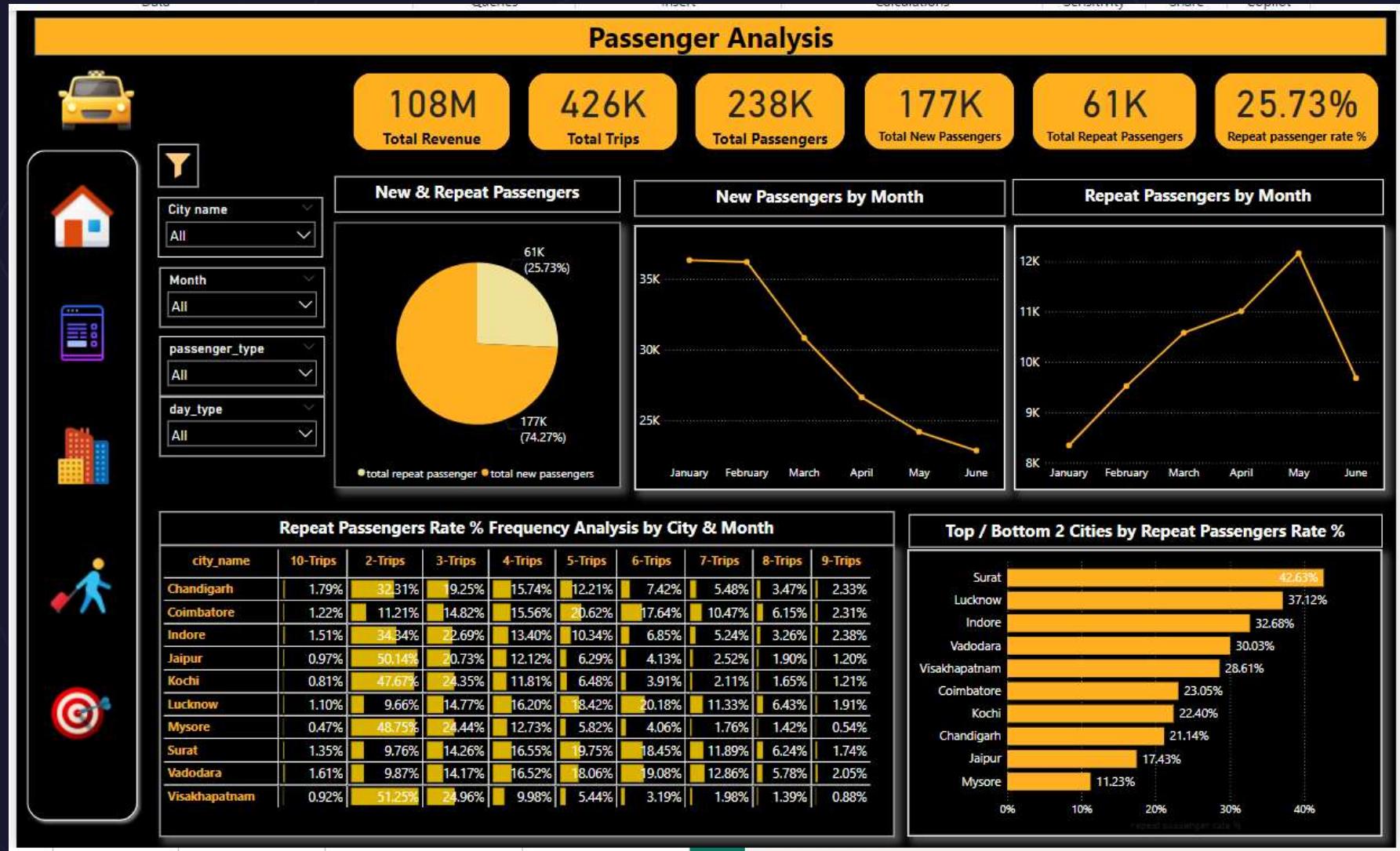


**Avg Driver & Passenger Rating**

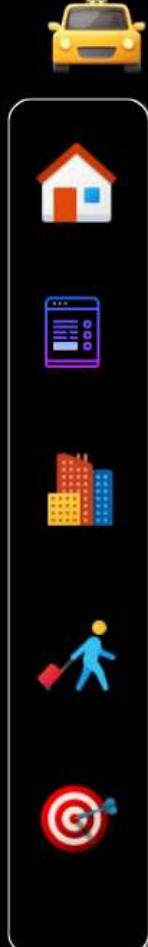
passenger_type	new		repeated		
	city_name	avg driver rating	avg passenger rating	avg driver rating	avg passenger rating
Visakhapatnam	8.98	▲ 8.98	8.99	8.99	— 7.99
Vadodara	7.00	— 7.98	6.48	6.48	▼ 5.98
Surat	6.99	— 7.98	6.48	6.48	▼ 6.00
Mysore	8.98	▲ 8.98	8.97	8.97	— 7.98
Lucknow	6.99	— 7.98	6.49	6.49	▼ 5.99
Kochi	8.99	▲ 8.99	8.99	8.99	▲ 8.00
Jaipur	8.99	▲ 8.99	8.98	8.98	— 7.99
Indore	7.97	▲ 8.49	7.48	7.48	— 7.47
Coimbatore	7.99	▲ 8.49	7.48	7.48	— 7.48
Chandigarh	7.99	▲ 8.49	7.47	7.47	— 7.49

**High / Low Demand Months by city**

city_name	January	February	March	April	May	June	Total
Jaipur	14.98K	15.87K	13.32K	11.41K	11.48K	9.84K	76.89K
Lucknow	10.86K	12.06K	11.22K	10.21K	9.71K	10.24K	64.30K
Surat	8.36K	9.07K	9.27K	9.83K	9.77K	8.54K	54.84K
Kochi	7.34K	7.69K	9.50K	9.76K	10.01K	6.40K	50.70K
Indore	6.74K	7.21K	7.02K	7.42K	7.79K	6.29K	42.46K
Chandigarh	6.81K	7.39K	6.57K	5.57K	6.62K	6.03K	38.98K
Vadodara	4.78K	5.23K	5.60K	5.94K	5.80K	4.69K	32.03K
Visakhapatnam	4.47K	4.79K	4.88K	4.94K	4.81K	4.48K	28.37K
Coimbatore	3.65K	3.40K	3.68K	3.66K	3.55K	3.16K	21.10K
Mysore	2.49K	2.67K	2.63K	2.60K	3.01K	2.84K	16.24K
Total	70.46K	75.38K	73.68K	71.34K	72.54K	62.51K	425.90K



### Target Analysis



<b>426K</b>	<b>177K</b>	<b>7.66</b>
Total Trips	Total New Passengers	Avg Passenger Rating
Target : 429K	Target: 185K	Target: 7.98
Difference : -0.72%	Difference: -4.38%	Difference -3.94%

### Passenger Analysis

Highest / Lowest Repeat Passenger Rate % by City and Month

city_name	January	February	March	April	May	June	Total
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%	42.63%
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70%	37.12%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%	32.68%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.43%	38.90%	30.03%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.58%	28.61%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%	23.05%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%	22.40%
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%	21.14%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%	17.43%
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%	11.23%
Total	18.68%	20.83%	25.57%	29.26%	33.47%	29.76%	25.73%

Target & Actual Performance Analysis by City and Month									
City name	total trips	total target trips	Performance diff %	total new passengers	total target new passengers	Performance diff %	average passenger rating	avg target passenger rating	Performance diff %
Coimbatore	21.10K	21.00K	0.50%	8.51K	7.50K	13.52%	7.88	8.25	-4.45%
Surat	54.84K	57.00K	-3.78%	11.63K	10.50K	10.72%	6.42	7.00	-8.33%
Indore	42.46K	43.50K	-2.40%	14.86K	14.10K	5.41%	7.83	8.00	-2.15%
Lucknow	64.30K	72.00K	-10.70%	16.26K	15.60K	4.23%	6.49	7.25	-10.49%
Vadodara	32.03K	37.50K	-14.60%	10.13K	9.90K	2.29%	6.61	7.50	-11.85%
Kochi	50.70K	49.50K	2.43%	26.42K	27.00K	-2.16%	8.52	8.50	0.19%
Mysore	16.24K	13.50K	20.28%	11.68K	12.00K	-2.66%	8.70	8.50	2.37%
Visakhapatnam	28.37K	28.50K	-0.47%	12.75K	13.50K	-5.58%	8.43	8.50	-0.79%
Chandigarh	38.98K	39.00K	-0.05%	18.91K	21.00K	-9.96%	7.98	8.00	-0.29%
Jaipur	76.89K	67.50K	13.91%	45.86K	54.00K	-15.08%	8.58	8.25	4.05%
<b>Total</b>	<b>425.90K</b>	<b>429.00K</b>	<b>-0.72%</b>	<b>177.00K</b>	<b>185.10K</b>	<b>-4.38%</b>	<b>7.66</b>	<b>7.98</b>	<b>-3.94%</b>

● Above Target
● Below Target



Primary Questions.



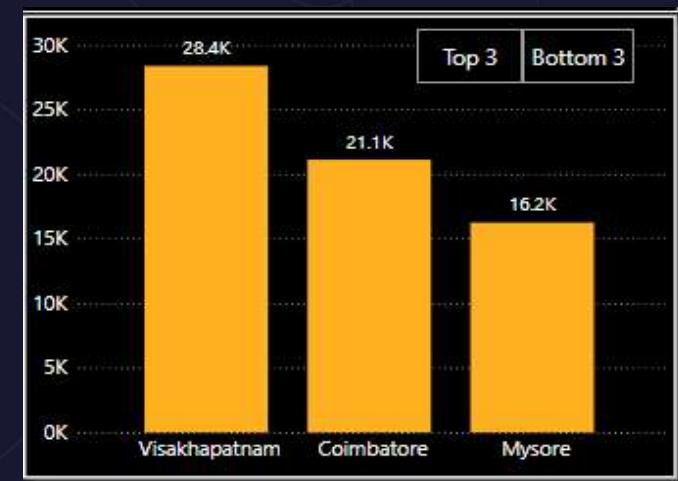


1. Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.

Top 3 Cities

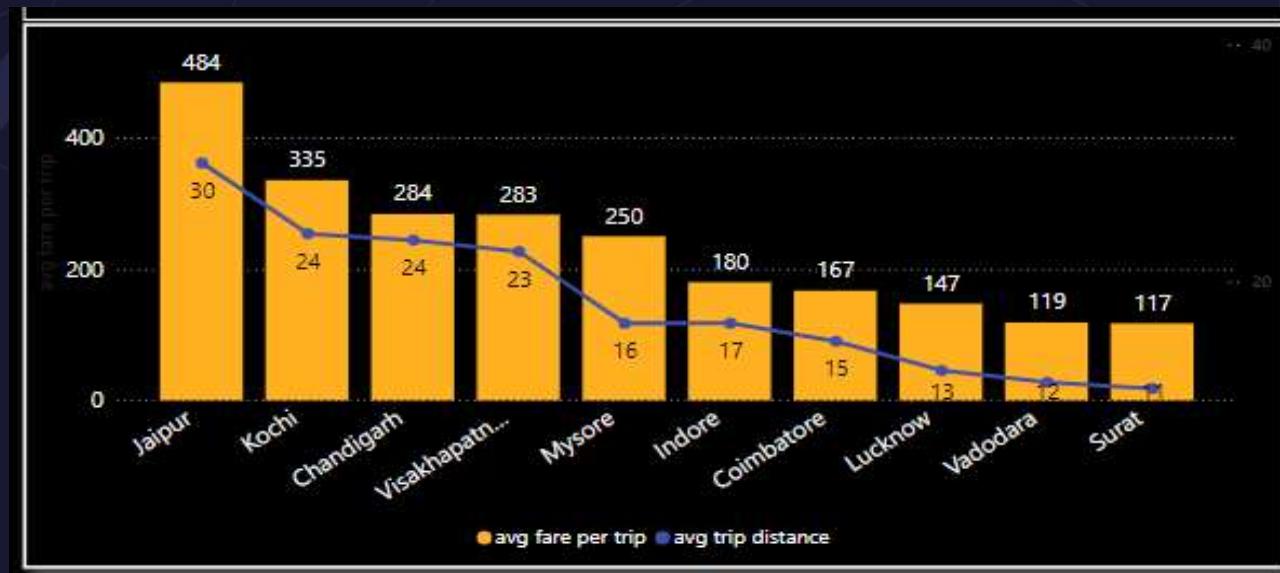


Bottom 3 Cities





2. 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.



- Jaipur has highest average fare per trip, while Surat has lowest average fare per trip.



3. 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.

passenger_type	new		repeated		
	city_name	avg driver rating	avg passenger rating	avg driver rating	avg passenger rating
	Visakhapatnam	8.98	▲ 8.98	▲ 8.99	▬ 7.99
	Vadodara	7.00	▬ 7.98	▬ 6.48	▼ 5.98
	Surat	6.99	▬ 7.98	▬ 6.48	▼ 6.00
	Mysore	8.98	▲ 8.98	▲ 8.97	▬ 7.98
	Lucknow	6.99	▬ 7.98	▬ 6.49	▼ 5.99
	Kochi	8.99	▲ 8.99	▲ 8.99	▲ 8.00
	Jaipur	8.99	▲ 8.99	▲ 8.98	▬ 7.99
	Indore	7.97	▲ 8.49	▬ 7.48	▬ 7.47
	Coimbatore	7.99	▲ 8.49	▬ 7.48	▬ 7.48
	Chandigarh	7.99	▲ 8.49	▬ 7.47	▬ 7.49

#### Driver Ratings:

##### New Passengers:

- Kochi & Jaipur has highest rating.
- Surat & Lucknow has lowest rating.

##### Repeated Passengers:

- Visakhapatnam & Kochi has highest rating.
- Vadodara & Surat has lowest rating.

#### Passenger Ratings:

##### New Passengers:

- Kochi & Jaipur has highest rating.
- Vadodara, Surat & Lucknow has lowest rating.

##### Repeated Passengers:

- Kochi , Visakhapatnam & Jaipur has highest rating.
- Surat & Vadodara has lowest rating.

4. For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand).



city_name	January	February	March	April	May	June	Total
Jaipur	14.98K	15.87K	13.32K	11.41K	11.48K	9.84K	76.89K
Lucknow	10.86K	12.06K	11.22K	10.21K	9.71K	10.24K	64.30K
Surat	8.36K	9.07K	9.27K	9.83K	9.77K	8.54K	54.84K
Kochi	7.34K	7.69K	9.50K	9.76K	10.01K	6.40K	50.70K
Indore	6.74K	7.21K	7.02K	7.42K	7.79K	6.29K	42.46K
Chandigarh	6.81K	7.39K	6.57K	5.57K	6.62K	6.03K	38.98K
Vadodara	4.78K	5.23K	5.60K	5.94K	5.80K	4.69K	32.03K
Visakhapatnam	4.47K	4.79K	4.88K	4.94K	4.81K	4.48K	28.37K
Coimbatore	3.65K	3.40K	3.68K	3.66K	3.55K	3.16K	21.10K
Mysore	2.49K	2.67K	2.63K	2.60K	3.01K	2.84K	16.24K
<b>Total</b>	<b>70.46K</b>	<b>75.38K</b>	<b>73.68K</b>	<b>71.34K</b>	<b>72.54K</b>	<b>62.51K</b>	<b>425.90K</b>

→

City	High Demand	Low Demand
Jaipur	Feb, Jan	June
Lucknow	Feb	May
Surat	April	June, Jan
Kochi	May, April	June
Indore	May	June
Chandigarh	Feb	April
Vadodara	April	June
Visakhapatnam	April	Jan
Coimbatore	March	June
Mysore	May	Jan



5. 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.

city_name	Weekday	Weekend	Total
Jaipur	32.49K	44.40K	76.89K
Lucknow	49.62K	14.68K	64.30K
Surat	37.79K	17.05K	54.84K
Kochi	22.92K	27.79K	50.70K
Indore	21.20K	21.26K	42.46K
Chandigarh	19.91K	19.07K	38.98K
Vadodara	20.31K	11.72K	32.03K
Visakhapatnam	15.10K	13.27K	28.37K
Coimbatore	12.58K	8.53K	21.10K
Mysore	6.42K	9.81K	16.24K
Total	238.34K	187.57K	425.90K



city_name	Weekday	Weekend	Total
Jaipur	32.49K	44.40K	76.89K
February	6.29K	9.58K	15.87K
January	6.49K	8.48K	14.98K
March	5.38K	7.94K	13.32K
May	5.31K	6.16K	11.48K
April	4.89K	6.52K	11.41K
June	4.12K	5.72K	9.84K
Lucknow	49.62K	14.68K	64.30K
Surat	37.79K	17.05K	54.84K
Kochi	22.92K	27.79K	50.70K
Total	238.34K	187.57K	425.90K

#### Weekend Cities:

- Jaipur
- Kochi
- Indore
- Chandigarh

#### Weekday Cities:

- Lucknow
- Surat
- Jaipur
- Kochi



6. Analyze 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.

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%

Visakhapatnam, Jaipur, Kochi, & Mysore cities are contributing to the higher trip frequencies among repeat passengers.

Tourism based cities shows a increase in Repeat trip frequency during the peak tourism months, while business focused cities exhibit consistent repeat trip frequencies due to professional commuting and local travelling demands.

7. 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.



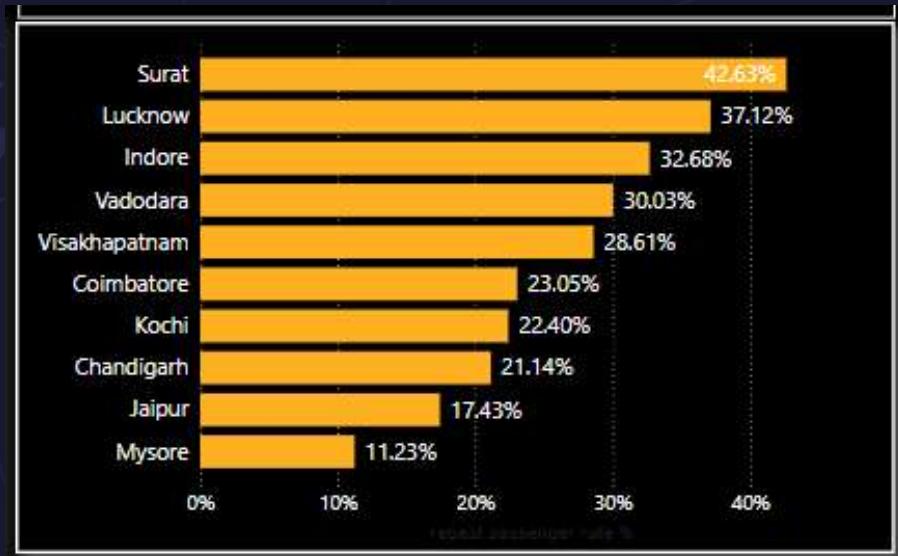
City name	total trips	total target trips	Performance diff %	total new passengers	total target new passengers	Performance diff %	average passenger rating	avg target passenger rating	Performance diff %
Coimbatore	21.10K	21.00K	0.50%	8.51K	7.50K	13.52%	7.88	8.25	-4.45%
Surat	54.84K	57.00K	-3.78%	11.63K	10.50K	10.72%	6.42	7.00	-8.33%
Indore	42.46K	43.50K	-2.40%	14.86K	14.10K	5.41%	7.83	8.00	-2.15%
Lucknow	64.30K	72.00K	-10.70%	16.26K	15.60K	4.23%	6.49	7.25	-10.49%
Vadodara	32.03K	37.50K	-14.60%	10.13K	9.90K	2.29%	6.61	7.50	-11.85%
Kochi	50.70K	49.50K	2.43%	26.42K	27.00K	-2.16%	8.52	8.50	0.19%
Mysore	16.24K	13.50K	20.28%	11.68K	12.00K	-2.66%	8.70	8.50	2.37%
Visakhapatnam	28.37K	28.50K	-0.47%	12.75K	13.50K	-5.58%	8.43	8.50	-0.79%
Chandigarh	38.98K	39.00K	-0.05%	18.91K	21.00K	-9.96%	7.98	8.00	-0.29%
Jaipur	76.89K	67.50K	13.91%	45.86K	54.00K	-15.08%	8.58	8.25	4.05%
Total	425.90K	429.00K	-0.72%	177.00K	185.10K	-4.38%	7.66	7.98	-3.94%

Above Target

Below Target



8 a. Analyze the Repeat Passenger Rate (RPR%) for each city across the six-month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.



Surat & Lucknow has the highest RPR%.

Jaipur & Mysore has the lowest RPR%.



8 b. Similarly, analyze the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.

city_name	January	February	March	April	May	June	Total
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17%	42.63%
Lucknow	29.23%	31.98%	33.93%	39.36%	47.66%	46.70%	37.12%
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88%	32.68%
Vadodara	20.66%	22.13%	30.10%	34.49%	38.48%	38.90%	30.03%
Visakhapatnam	20.55%	24.92%	29.84%	34.97%	32.91%	29.68%	28.61%
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69%	23.05%
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84%	22.40%
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30%	21.14%
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98%	17.43%
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93%	11.23%
Total	18.68%	20.83%	25.57%	29.26%	33.47%	29.76%	25.73%

May month has the highest RPR%.

January month has the lowest RPR%.



Secondary Questions:





## 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:** It depends on cab maintenance, driver behavior, punctuality, user-friendly booking, real-time tracking, and payment options. These factors enhance the user experience and tend to result in higher repeat passengers.

**Competitive Pricing:** It depends on affordable pricing, transparent fare structures, and promotional discounts. However, cab fares may surge during peak hours, prompting passengers to choose alternatives like autos or buses, especially in tourism-based cities like Jaipur & Mysore.

**City Demographics:** High-density cities like Lucknow, Surat, Indore, Vadodara, and Visakhapatnam are likely to generate more frequent cab trips. Working professionals in cities like Surat, Indore, and Vadodara prefer to use cab rides, and this leads to frequent repeat trips due to daily commuting.

**Socioeconomic:** Few cities like Mysore have seasonal tourists, and often experience high demand during peak travel seasons. During these times, repeat trip frequencies also increase as many tourists are likely to rely on cabs for sightseeing.

**Lifestyle Patterns:** High-income customers will prefer to opt for convenience transport and are willing to pay for premium services, leading to repeat cab usage, whereas low-income areas opt for affordable and budget-friendly services. It also depends on factors like the availability of public transport, commuting areas, and tourism seasonality.



## 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?

### Tourism Demand Impact:

- **Tourism Seasons:** Cities like Jaipur, Kochi, & Mysore for Dasara have high tourism demand during peak season (winter) and lower demand in the other seasons. They rely mainly on cab services for traveling across the cities.
- **Local Events:** Festivals, and Fairs are likely to attract more tourists and this spikes demand for transport.

### Business Demand Impact:

- **Travel:** Cities like Surat, and Lucknow see high demands on weekdays for daily commuting needs, conferences, and meetings.
- **Local Events:** Conferences and business meetups increase the demand for transportation.

### Marketing Strategies:

- **Event-based promotions:** offering discounts during peak hours.
- **Partnership:** can collaborate with hotels, and resorts for getting rides.
- **Ads:** Launching marketing campaigns related to the local festivals, fairs, and business events, as they surge the demand for rides.
- **Visibility:** Can deploy more cabs near the event locations for easy commuting to their residence areas, airports, and railway stations.



### 3. Emerging Mobility Trends and Goodcabs' Adaptation

What emerging mobility trends (such as electric vehicle adoption, and 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?

Yes, Good Cabs should consider integrating with eco-friendly initiatives and electric vehicles.

- It will help to stay competitive.
- Lowers fuel usage and reduces maintenance cost, this can improve long-term profitability.
- These initiatives resonate in sustainability and this factor is important for consumers leaving tier-cities.

**There are many Mobility trends like:**

- Electric and Autonomous Vehicles.
- Green energy use.
- Shared Mobility Services.
- Ride-sharing and carpooling initiatives.
- Government Initiatives.



#### 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?

1. Hotels: Offers exclusive pick-up and drop services, Goodcabs can have their booking links on the hotel's websites.
2. Malls: Goodcabs can install small stalls for cab booking and other inquiries, providing discounts on rides during seasons.
3. Event Venues: Can collaborate with event organizers to offer rides for the passengers.
4. Tourist Attractions: collaborate with travel agencies for sightseeing packages.

- This helps in increasing the trip volumes, and can also provide shuttle services for the heavy tourism areas.
- Can gain customer loyalty by providing discounts and this helps in building stronger customer relationships.
- By partnering up with local businesses, Goodcabs can significantly boost their demand, strengthen their brand, increase visibility, and maintain a reliable position.



## 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.

To make Goodcabs more data-driven and improve its performance across key metrics, it is essential to collect and analyze the following areas:

- ❑ **Customer behavior data** includes customer demographics, trip patterns, customer feedback, and ratings.
- ❑ **Operational efficiency data** contains driver performance, response time, and ride efficiency.
- ❑ **Market Trends data** includes competitor analysis, local events, seasonal trends, and regulatory changes.

### Data collection strategies:

- Gather customer and driver feedback through surveys.
- Use in-app tracking to analyze user behavior, browsing patterns, ride booking, and preferred payment methods.



Ad-hoc Requests.



## Business Request 1:

City level fare and Trip summary report

	city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	pct_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% <span style="border: 1px solid black; padding: 2px;">9.97%</span>
	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%

- :- Jaipur has recorded highest total trips.
- :- Mysore has recorded lowest trips.



## Business Request 2:

Monthly city-level trips target performance report.

Result Grid					
	city_name	month_name	actual_trips	total_target_trips	performance_status
▶	Chandigarh	April	5566	6000	Below Target -7.23%
	Chandigarh	February	7387	7000	Above Target 5.53%
	Chandigarh	January	6810	7000	Below Target -2.71%
	Chandigarh	June	6029	6000	Above Target 0.48%
	Chandigarh	March	6569	7000	Below Target -6.16%
	Chandigarh	May	6620	6000	Above Target 10.33%
	Coimbatore	April	3661	3500	Above Target 4.60%
	Coimbatore	February	3404	3500	Below Target -2.74%
	Coimbatore	January	3651	3500	Above Target 4.31%
	Coimbatore	June	3158	3500	Below Target -9.77%
	Coimbatore	March	3680	3500	Above Target 5.14%
	Coimbatore	May	3550	3500	Above Target 1.43%
	Indore	April	7415	7500	Below Target -1.13%
	Indore	February	7210	7000	Above Target 3.00%
	Indore	January	6737	7000	Below Target -3.76%
	Indore	June	6288	7500	Below Target -16.16%

City name	Above target	Below target
Chandigarh	Feb, May, June	Jan, March, April
Coimbatore	Jan, March, April, May	Feb, June
Indore	Feb, March, May	Jan, April, June
Jaipur	Jan, Feb, March, April, May, June	_
Kochi	Feb, March, April, May	Jan, June
Lucknow	_	Jan, Feb, March, April, May, June
Mysore	Jan, Feb, March, April, May, June	_
Surat	Feb, March	Jan, April, May, June
Vadodara	Jan, Feb, March, April, May, June	_
Visakhapatnam	Feb, March	Jan, April, May, June



## Business Request 3:

City level repeat passenger trip frequency report.

city_name	2_trips	3_trips	4_trips	5_trips	6_trips	7_trips	8_trips	9_trips	10_trips
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%
Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%

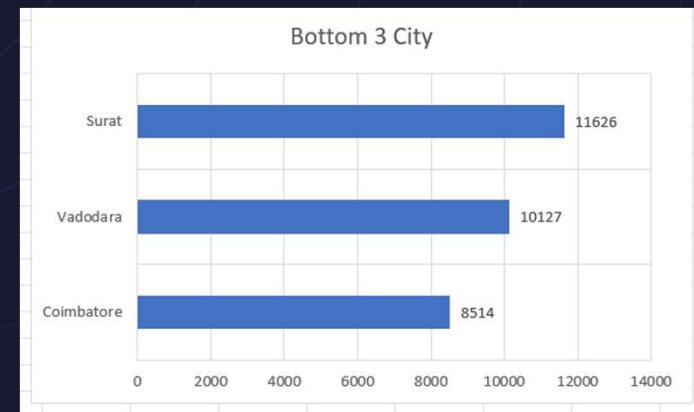
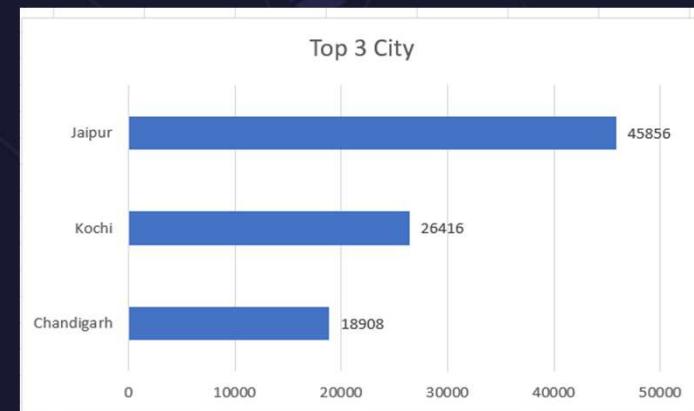


## Business Request 4:

Identify cities with highest and lowest total new passengers

Result Grid | Filter Rows: \_\_\_\_\_ | Export:

	city_name	total_new_passengers	city_category
▶	Coimbatore	8514	Bottom 3
	Vadodara	10127	Bottom 3
	Surat	11626	Bottom 3
	Chandigarh	18908	Top 3
	Kochi	26416	Top 3
	Jaipur	45856	Top 3



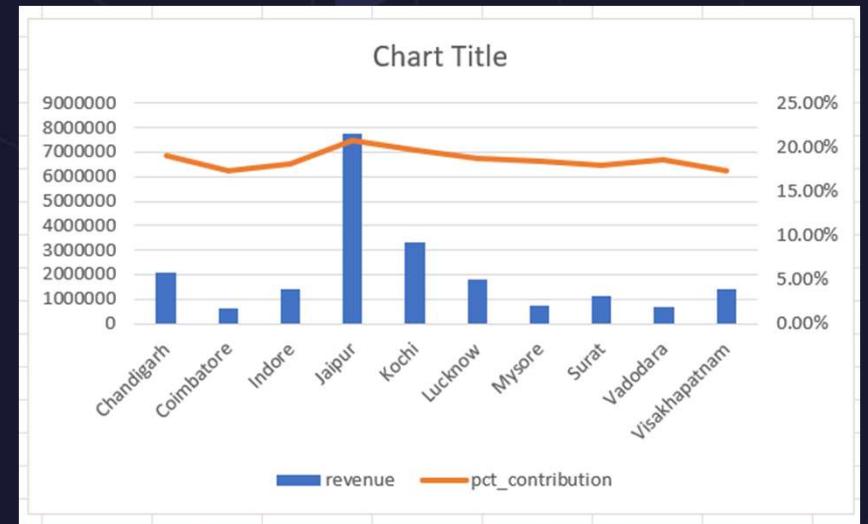


## Business Request 5:

Identify month with highest revenue for each city.

Result Grid | Filter Rows: Export: Wrap Cell Content

city_name	highest_revenue_month	revenue	pct_contribution
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%



- Jaipur has highest revenue in the month February.
- Coimbatore has lowest revenue in April Month.

## Business Request 6:



### Repeat passenger rate analysis

Result Grid		Filter Rows:	Export:	Wrap Cell Content:	
city_name	month_name	total_passengers	repeat_passenger	pct_monthly_repeat_passenger_rate	pct_city_repeat_passenger_rate
Visakhapatnam	January	98053	20150	20.55%	28.61%
Visakhapatnam	February	91930	22910	24.92%	28.61%
Visakhapatnam	March	95883	28613	29.84%	28.61%
Visakhapatnam	April	85110	29760	34.97%	28.61%
Visakhapatnam	May	89590	29481	32.91%	28.61%
Visakhapatnam	June	81060	24060	29.68%	28.61%
Chandigarh	January	143840	22320	15.52%	21.14%
Chandigarh	February	143753	24737	17.21%	21.14%
Chandigarh	March	127100	27032	21.27%	21.14%
Chandigarh	April	98550	23670	24.02%	21.14%
Chandigarh	May	114669	30039	26.20%	21.14%
Chandigarh	June	98910	26010	26.30%	21.14%
Surat	January	112096	36704	32.74%	42.63%
Surat	February	103443	38077	36.81%	42.63%
Surat	March	106640	46314	43.43%	42.63%
Surat	April	101820	46530	45.70%	42.63%
Surat	May	99727	49786	49.92%	42.63%
Surat	June	90900	44700	49.17%	42.63%
Vadodara	January	81623	16864	20.66%	30.03%
Vadodara	February	79924	17690	22.13%	30.03%
Vadodara	March	78182	23529	30.10%	30.03%
Vadodara	April	74970	25860	34.49%	30.03%
Vadodara	May	69936	26908	38.48%	30.03%
Vadodara	June	54210	21090	38.90%	30.03%
Mysore	January	65999	5332	8.08%	11.23%
Mysore	February	66448	5207	7.80%	11.23%

Result 1 x



Thank You