



"Connecting Cities, Empowering Drivers" - GoodCabs





Date

1/1/2024

6/30/2024



Cities

All

Passengers

- ☐ New
- ☐ Repeated

Day Type

- Weekday
- Weekend



A high-level summary of trips, revenue, and city-wise performance to track overall business growth.

Business  
Overview

Demand  
Analysis

Customers  
Insights



₹ 108.19M  
Revenue

425.9K  
Total Trips

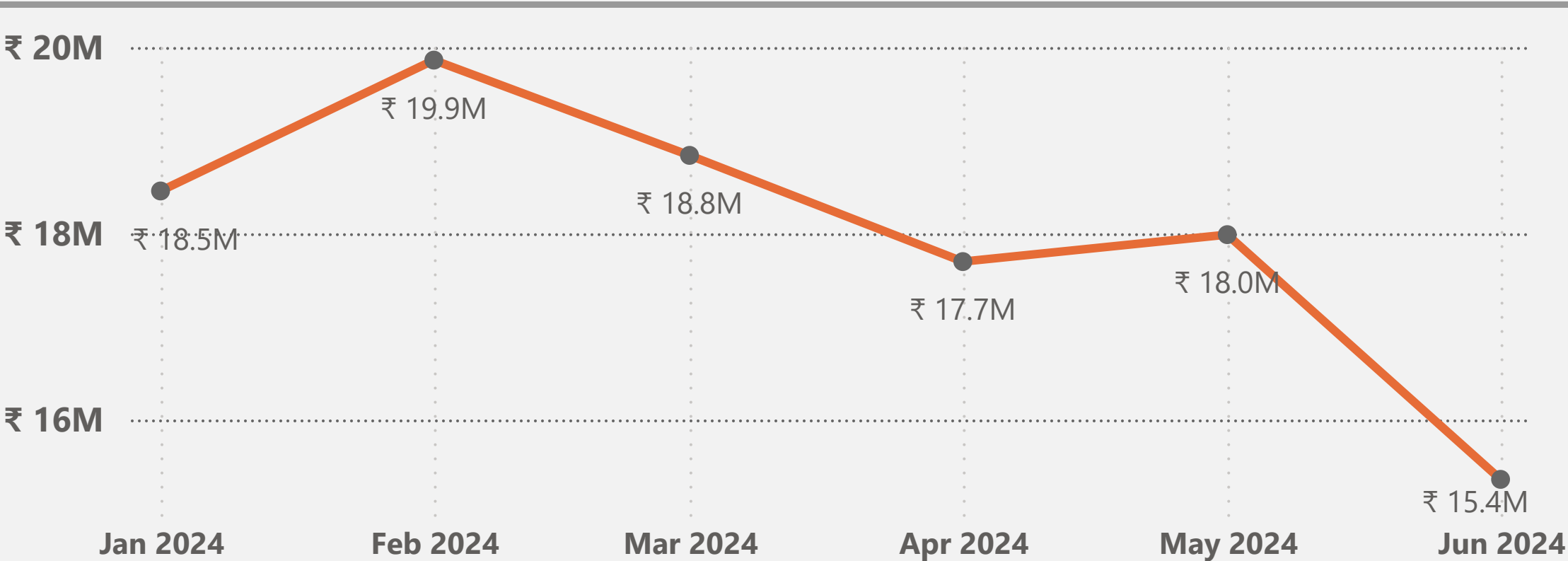
99.28%  
TTAR

95.62%  
NPTAR

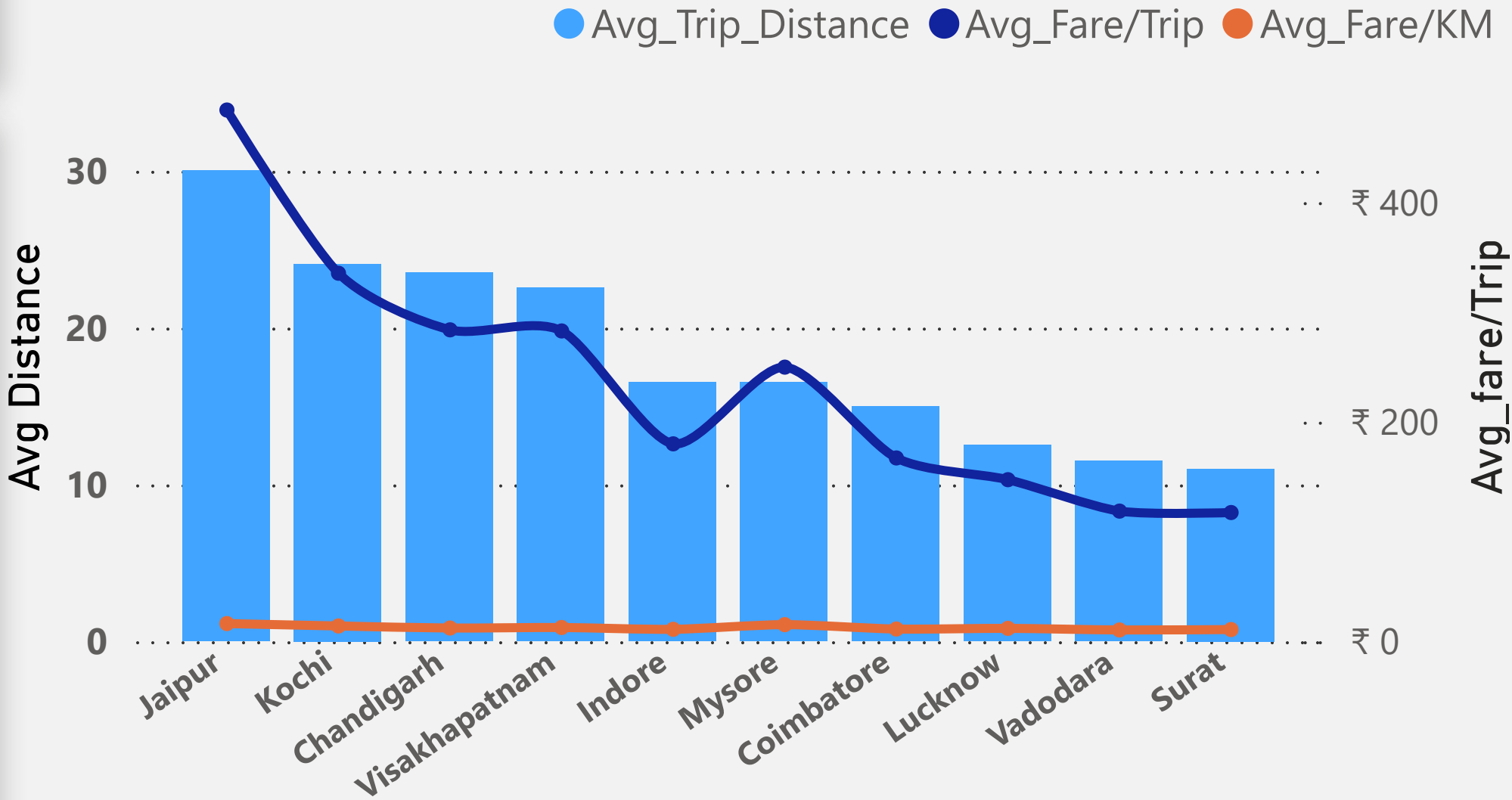
Revenue & Trip Contribution / City

Cities	Total_Trips	Trip%	Revenue%
Jaipur	77K	18.1%	34.4%
Lucknow	64K	15.1%	8.7%
Surat	55K	12.9%	5.9%
Kochi	51K	11.9%	15.7%
Indore	42K	10.0%	7.1%
Chandigarh	39K	9.2%	10.2%
Vadodara	32K	7.5%	3.5%
Visakhapatnam	28K	6.7%	7.4%
Coimbatore	21K	5.0%	3.3%
Mysore	16K	3.8%	3.7%

Monthly Revenue Growth



Avg Fare/Trip



Targets Vs Actuals

Month Cities	January								
	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_P RT	Avg_P R	RTD
Chandigarh	4K	4K	-2.00%	7K	7K	-2.71%	8.0	8.1	0.9
Coimbatore	2K	2K	21.43%	4K	4K	4.31%	8.3	8.0	-3.0
Indore	3K	3K	5.30%	7K	7K	-3.76%	8.0	7.9	-1.0
Jaipur	12K	10K	-13.14%	13K	15K	15.38%	8.3	8.7	5.3
Kochi	5K	5K	-2.70%	8K	7K	-2.08%	8.5	8.7	2.0
Lucknow	3K	3K	8.28%	13K	11K	-16.48%	7.3	6.6	-8.0
Mysore	2K	2K	-2.14%	2K	2K	21.95%	8.5	8.8	3.0
Total	37K	36K	-1.01%	73K	70K	-2.81%	8.0	7.8	-2.0

NP - New Passenger | TT - Trip Target | NPT - New Passenger Target | TTA - Trip Target Achieved | NPTA - New Passenger Target Achieved | PTD Passenger Target Difference



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Analysis of passenger behavior, satisfaction, and retention trends to enhance customer experience.

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238K  
Total Passengers

74.27%  
New Passengers

25.73%  
Repeated Passe...

95.62%  
NPTAR

### New Vs Repeated Trips

Cities	Total_Trips	NTR	RTR
Mysore	16.2K	71.94%	28.06%
Jaipur	76.9K	59.64%	40.36%
Kochi	50.7K	52.10%	47.90%
Chandigarh	39.0K	48.51%	51.49%
Visakhapatnam	28.4K	44.94%	55.06%
Coimbatore	21.1K	40.34%	59.66%
Indore	42.5K	35.01%	64.99%
Vadodara	32.0K	31.62%	68.38%
Lucknow	64.3K	25.29%	74.71%
Total	425.9K	41.56%	58.44%

### New Customer Target

12.75K!

Goal: 13.5K (-0.75K)

Visakhapatnam

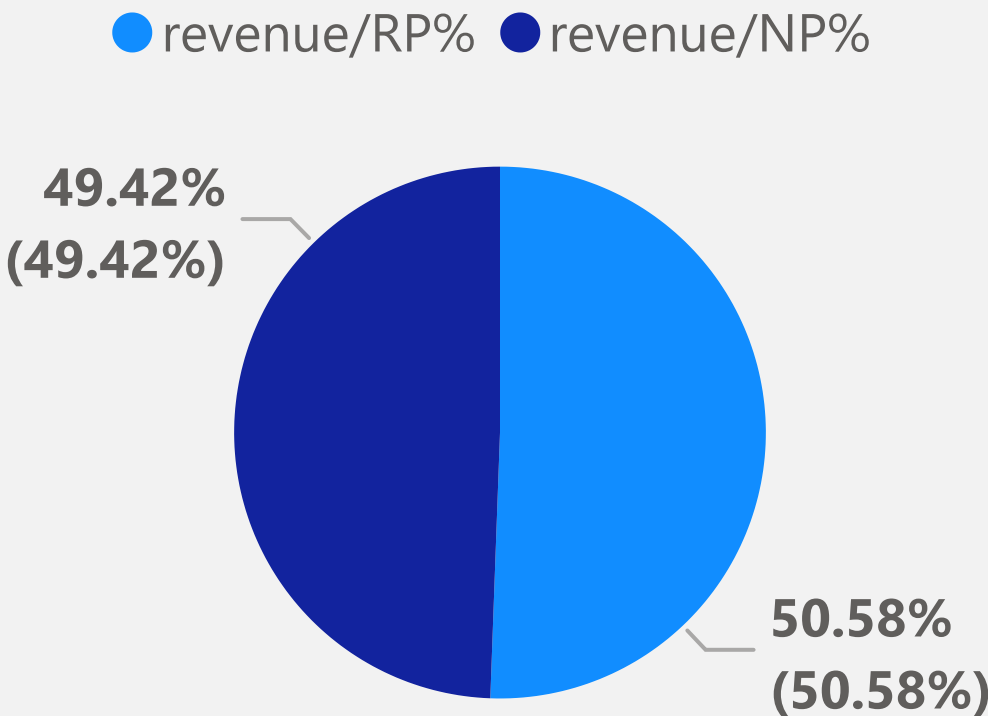


0K

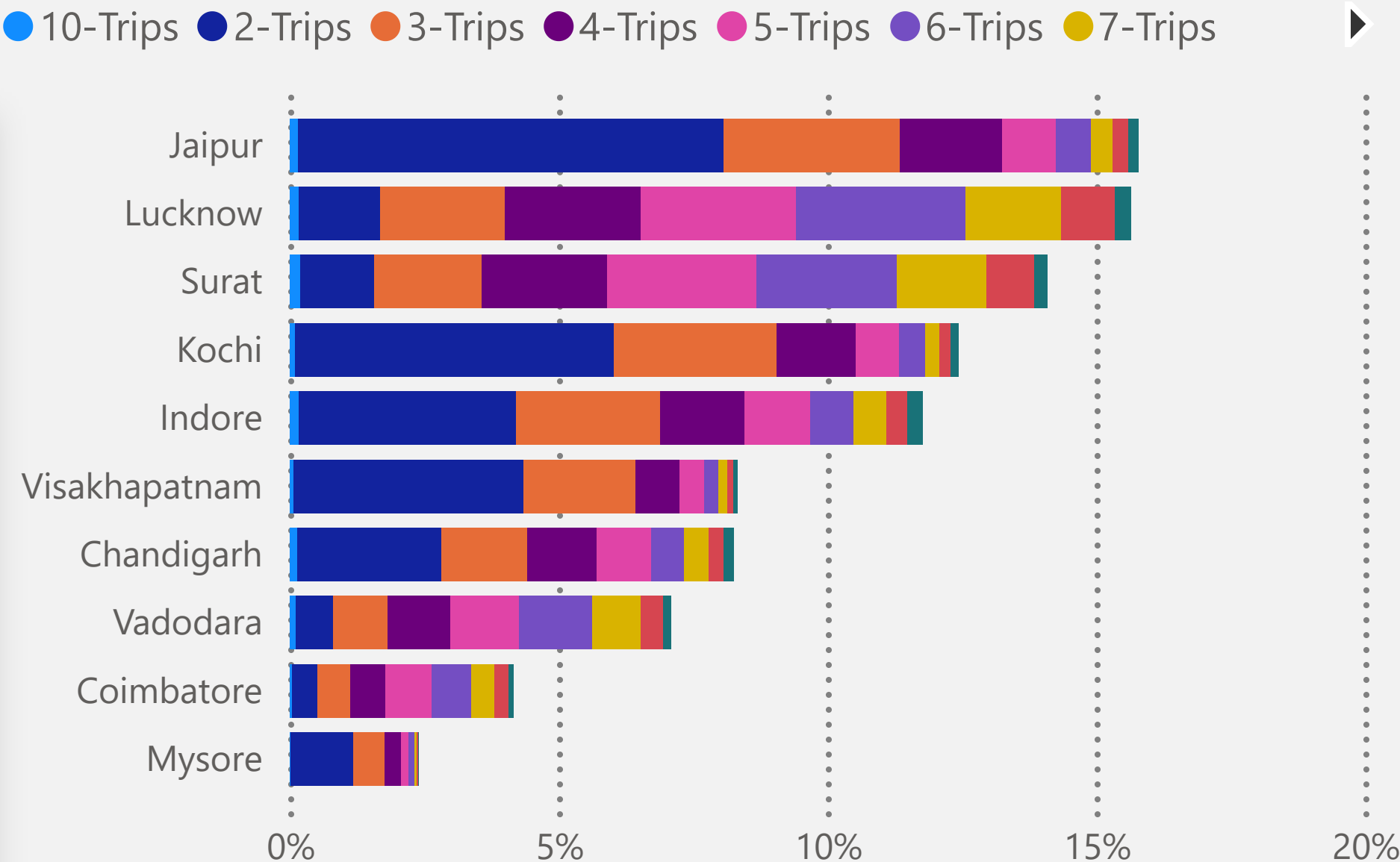
177K

185K

### Revenue Contribution By Trip Type



### Repeated Trip Frequency By RP



### Passenger & Driver Rating Targets

Month	Avg_DR	Avg_PR	Avg_PRT	TargetVSActual%
January	7.89	7.82	7.98	-2.0%
February	7.86	7.75	7.98	-2.8%
March	7.85	7.67	7.98	-3.9%
April	7.81	7.60	7.98	-4.7%
May	7.82	7.57	7.98	-5.1%
June	7.75	7.54	7.98	-5.4%

NPTAR - New Passenger Target Rate

NTR - New Trip Rate

RTR - Repeated Trip Rate

PR - Passenger Rating

PRT - Passenger Rating Target





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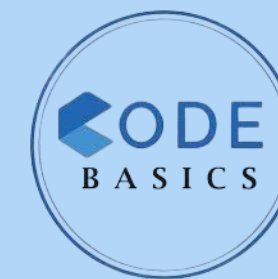


Insights into trip demand patterns across time, cities, and day types to optimize operations.

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425.9K  
Total Trips

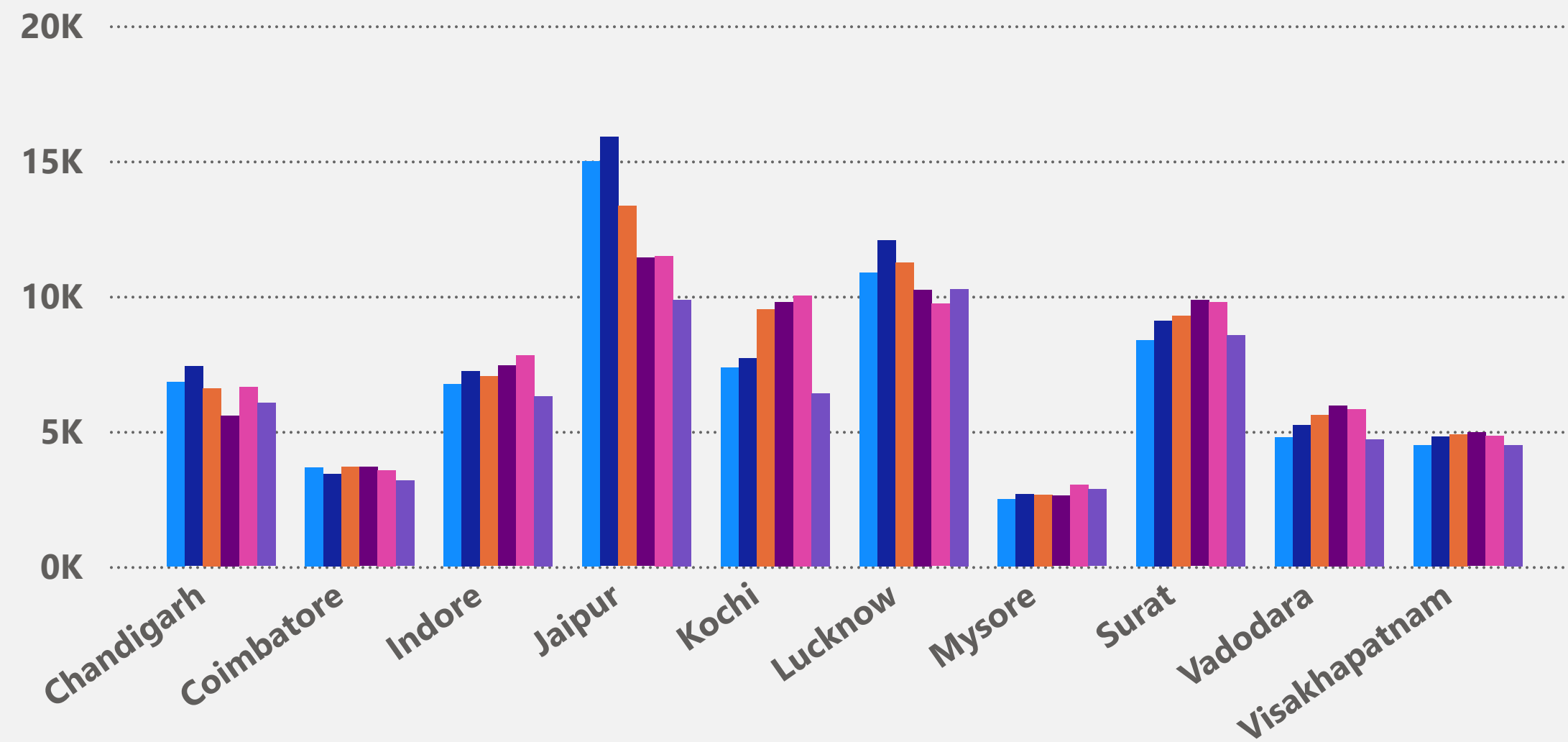
55.96%  
Weekday Trips

44.04%  
Weekend Trips

99.28%  
TTAR

### Monthly Trips Contribution By Cities

Monday, Jan... Thursday, F... Friday, Marc... Monday, A... Wednesday... Saturday, J...



### Trip Target Achieved /City

28.37K!

Goal: 28.5K (-0.13K)

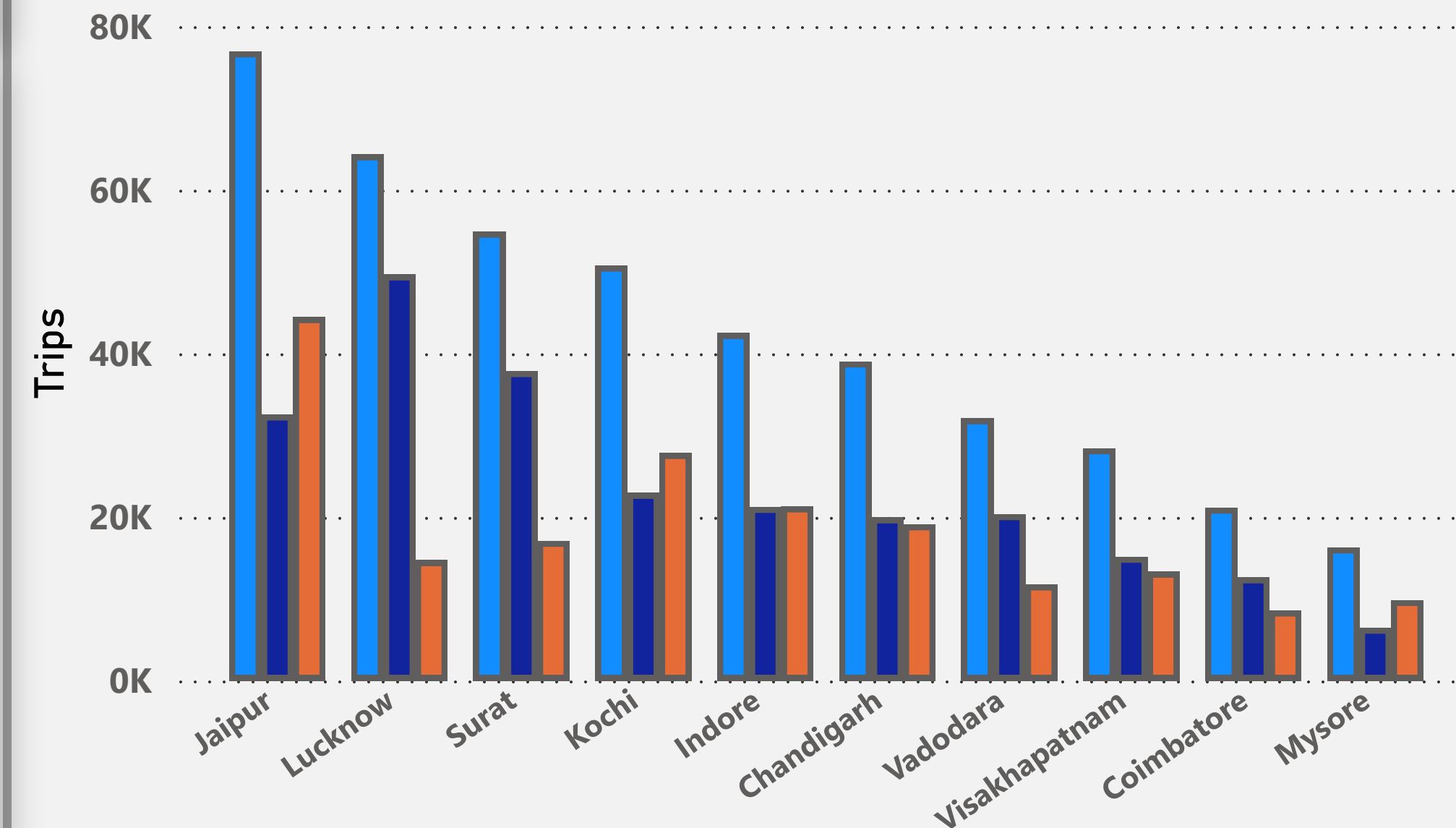
Visakhapatnam



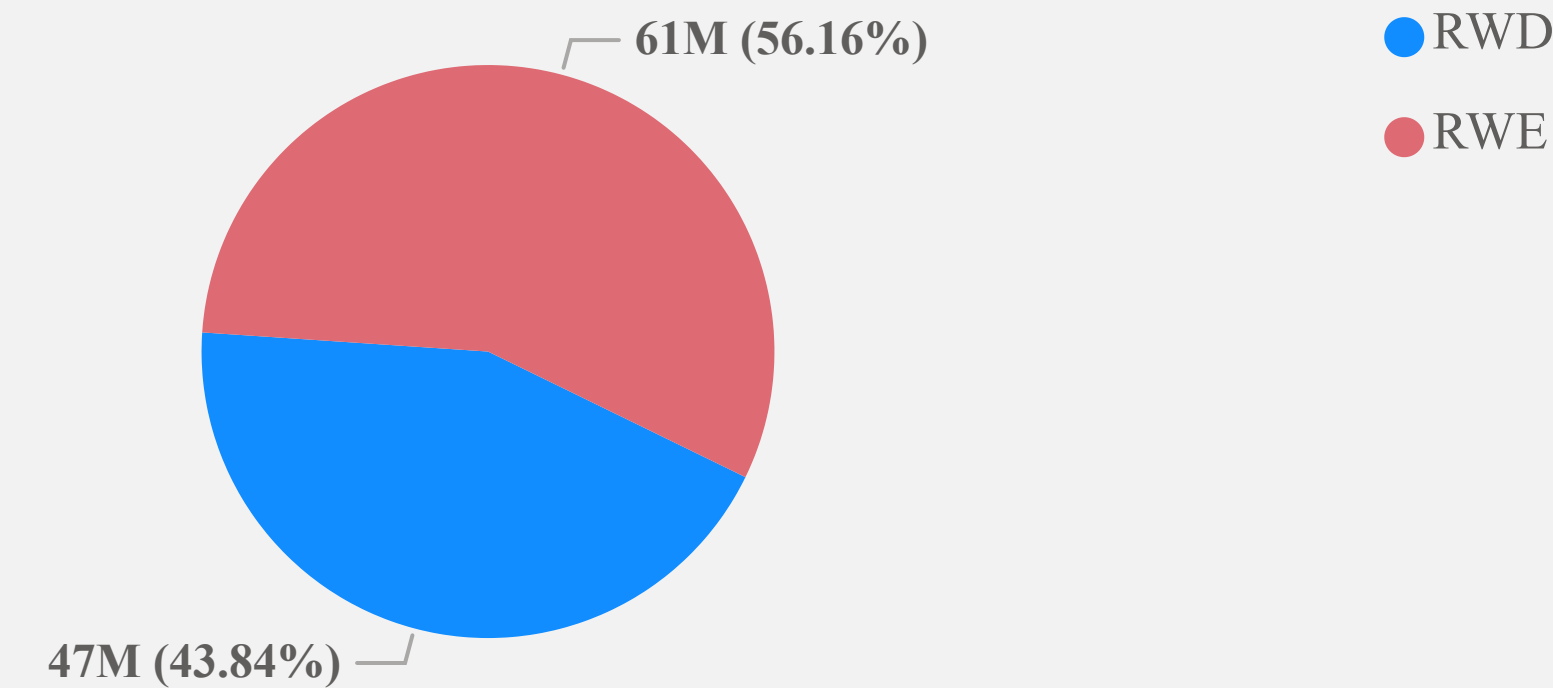
### WeekDay Vs Weekend Trips

Cities ☒ Months

Total\_Trip WD WE



### Revenue Contribution / Day Type



WD - WeekDav

WE - WeekEnd

TTAR - Trip Targaet Achieved Rate

TD - Trip Distance