"Connecting Cities, Empowering Drivers" - GoodCabs

Table Of Content

- Company Overview
- Problem Statement
- Dashboard Preview
- Primary & Secondary Research Questions
- AD – Hoc Business Requests
- Recommendation
- Conclusion

GoodCabs : Driving Innovation in Tier-2 Mobility

Company Overview :

- Established two years ago, Goodcabs is a leading cab service company focused on tier-2 cities in India.
- It supports local drivers, enabling them to sustain livelihoods while ensuring exceptional passenger service.
- Operating in 10 tier-2 cities, Goodcabs is rapidly growing and has set ambitious targets for 2024.

Market Focus :

- Goodcabs caters to tier-2 cities, offering a unique blend of affordability, accessibility, and driver empowerment.
- The company is committed to bridging service gaps in underserved areas and boosting passenger satisfaction

Problem Statement

Purpose:

GoodCabs aims to enhance its operational excellence and passenger satisfaction by focusing on key performance indicators such as trip volume, customer retention, and trip distribution.

Problem Statement :

•Despite establishing a strong presence in tier-2 cities, Goodcabs faces challenges in achieving its ambitious 2024 targets.

•The company needs a detailed analysis of performance metrics, including trip volume, passenger satisfaction, and retention rates, to identify key growth opportunities and address operational inefficiencies.

GoodCabs:
India’s Tier - 2 Cities Market Study Dashboard

Presenting By – Harshita Ahra

PowerBI Dashboard View

Domain – Transportation & Mobility

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

Business Overview | Demand Analysis | Customers Insights

Date

1/1/2024

6/30/2024

Cities

All

Passengers

- New
- Repeated

Day Type

Weekday

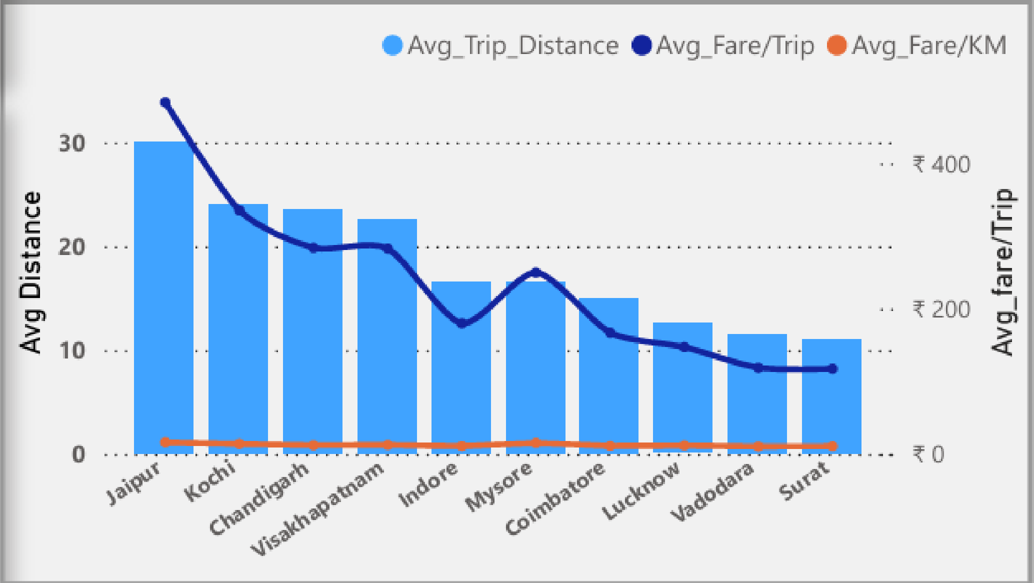
Weekend

₹ 108.19M	425.9K	99.28%	95.62%
Revenue	Total Trips	TTAR	NPTAR

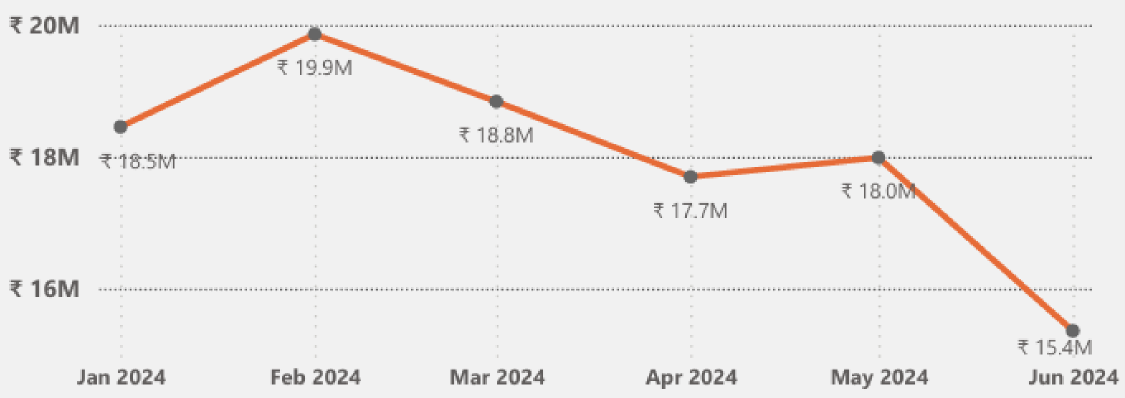
Revenue & Trip Contribution / City

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%

Avg Fare/Trip



Monthly Revenue Growth



Targets Vs Actuals

Month	January								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_P RT	Avg_P R	RTI
Chandigarh	4K	4K	-2.00%	7K	7K	-2.71%	8.0	8.1	0.9
Coimbatore	2K	2K	21.47%	4K	4K	4.31%	8.3	8.0	-3.
Indore	3K	3K	5.30%	7K	7K	-3.76%	8.0	7.9	-1.
Jaipur	12K	10K	-13.14%	13K	15K	15.20%	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.
Mysore	2K	2K	-2.15%	2K	2K	24.25%	8.5	8.8	3.4
Total	37K	36K	-1.01%	73K	70K	-2.81%	8.0	7.8	-2

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

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

Customers Insights | Business Overview | Demand Analysis

Date

1/1/2024

6/30/2024

Cities

All

Passengers

- New
- Repeated

Day Type

Weekday

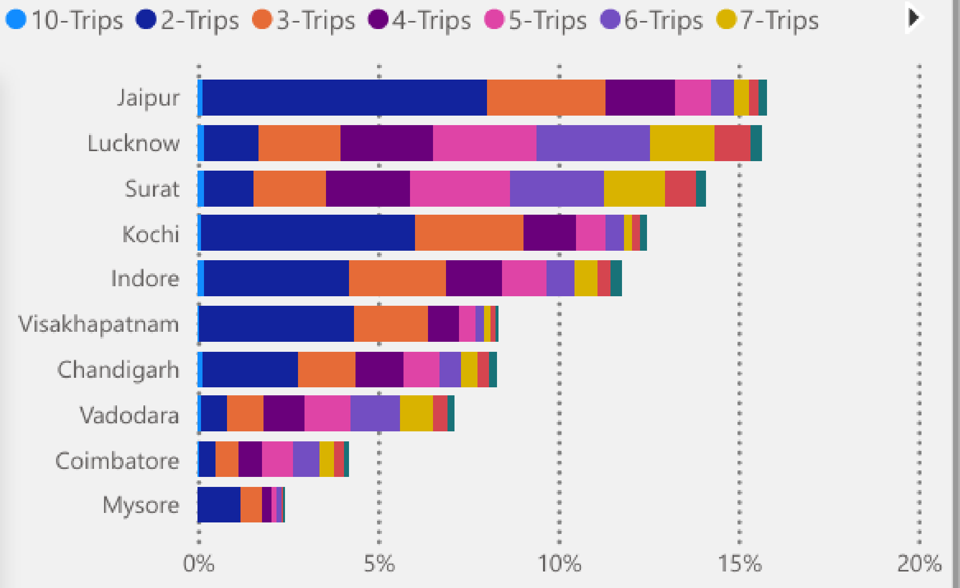
Weekend

238K	74.27%	25.73%	95.62%
Total Passengers	New Passengers	Repeated Passe…	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%

Repeated Trip Frequency By RP

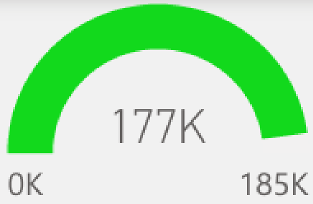


New Customer Target

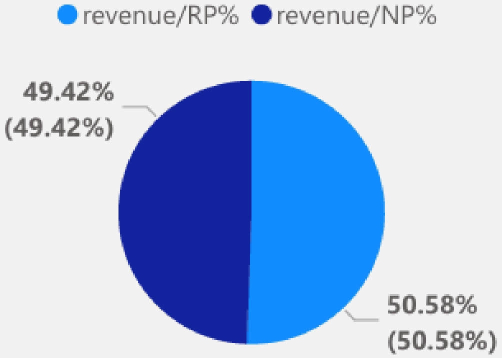
12.75K !

Goal: 13.5K (-0.75K)

Visakhapatnam



Revenue Contribution By Trip Type



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

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

Demand Analysis

Customers Insights

Business Overview

Date

1/1/2024

6/30/2024

Cities

All

Passengers

- [ ] New
- [ ] Repeated

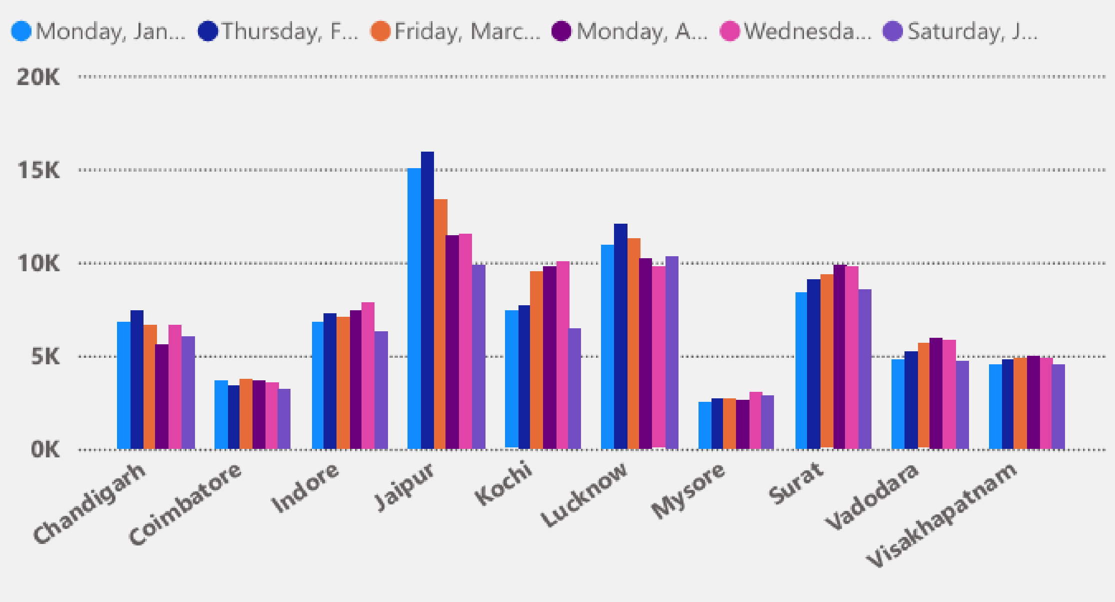
Day Type

Weekday

Weekend

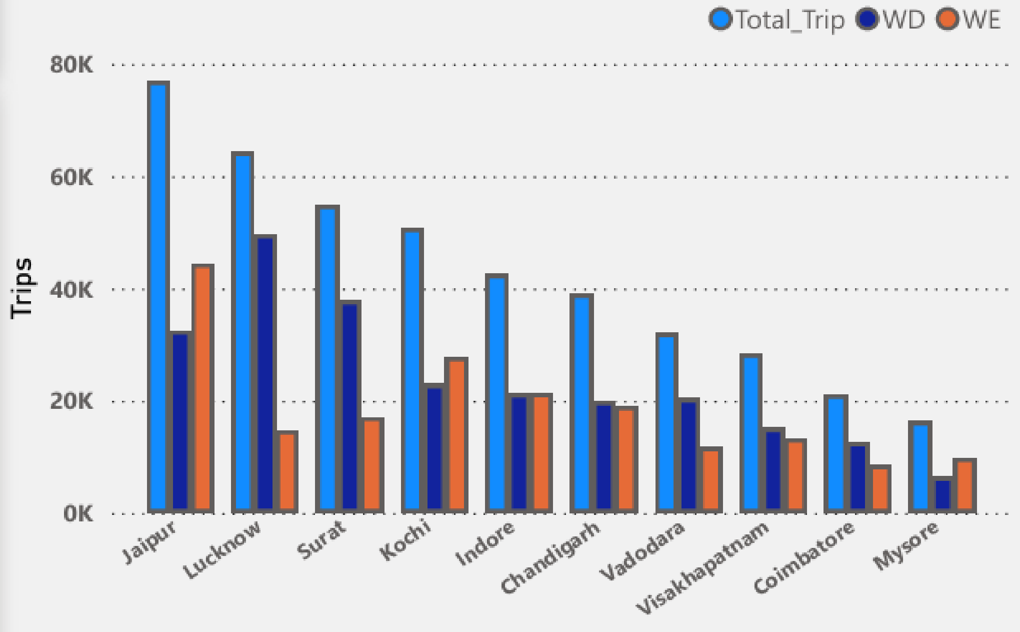
425.9K	55.96%	44.04%	99.28%
Total Trips	Weekday Trips	Weekend Trips	TTAR

Monthly Trips Contribution By Cities

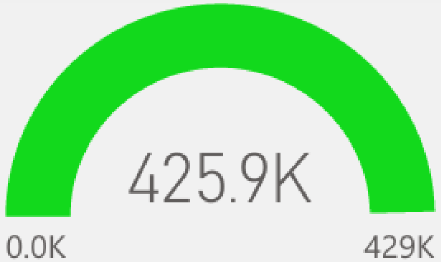


WeekDay Vs Weekend Trips

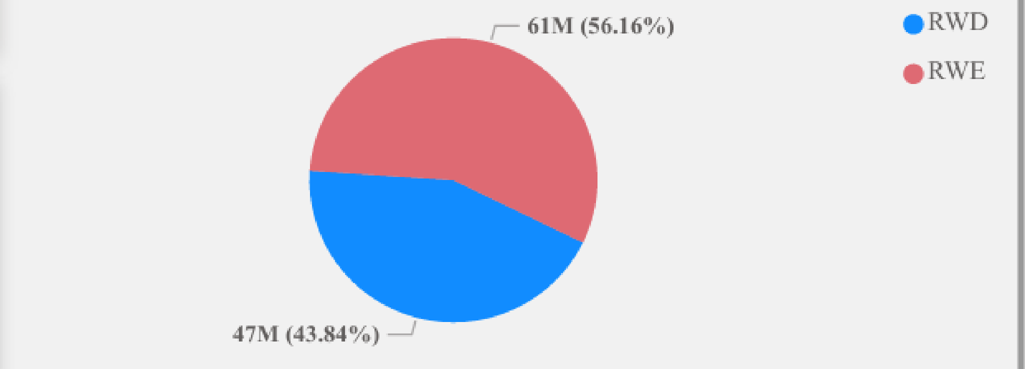
Cities Months



Trip Target Achieved /City



Revenue Contribution / Day Type



WD - WeekDay   WE - WeekEnd   TTAR - Trip Target Achieved Rate   TD - Trip Distance

Primary Research Questions

1. Top 3 & Bottom 3 Performing Cities

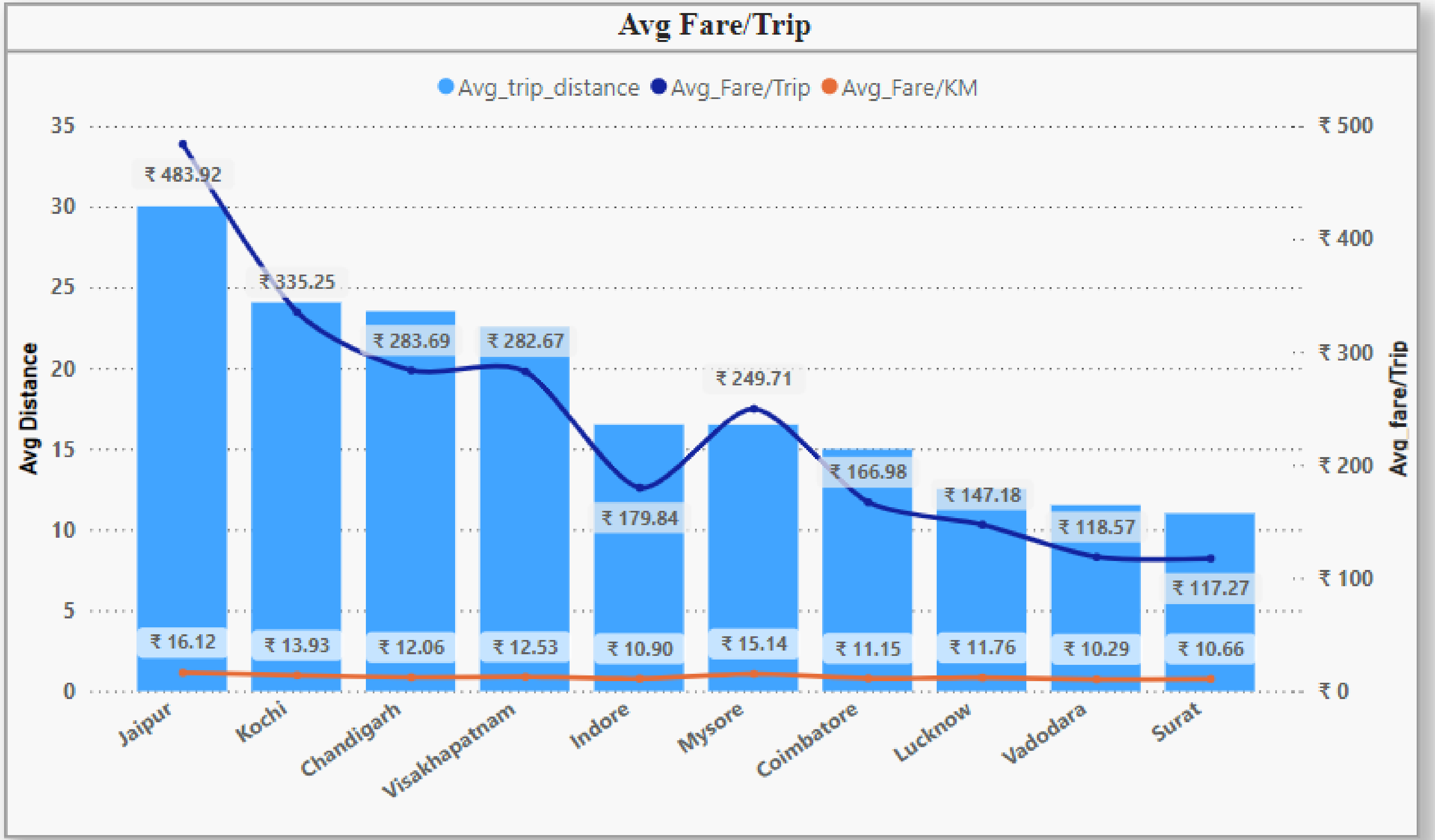
Top 3 Performing City

Cities	Total_Trips	Trip%	TP	NPR	RPR	Revenue%
Jaipur	77K	18.1%	56K	82.57%	17.43%	34.4%
Lucknow	64K	15.1%	26K	62.88%	37.12%	8.7%
Surat	55K	12.9%	20K	57.37%	42.63%	5.9%

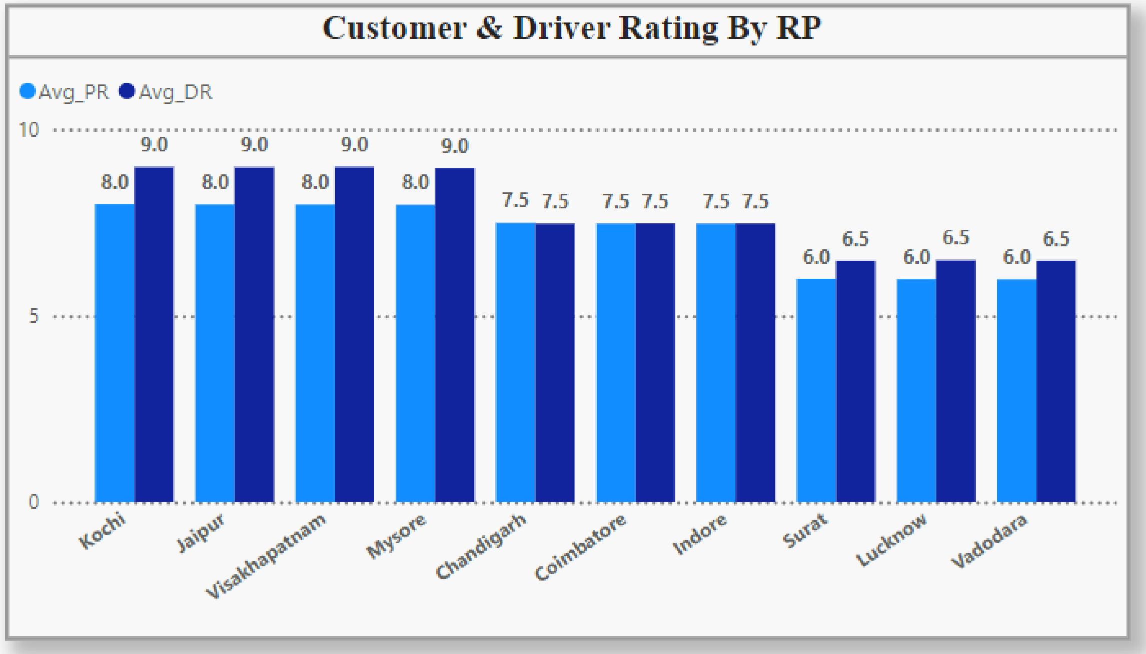
Bottom 3 Performing City

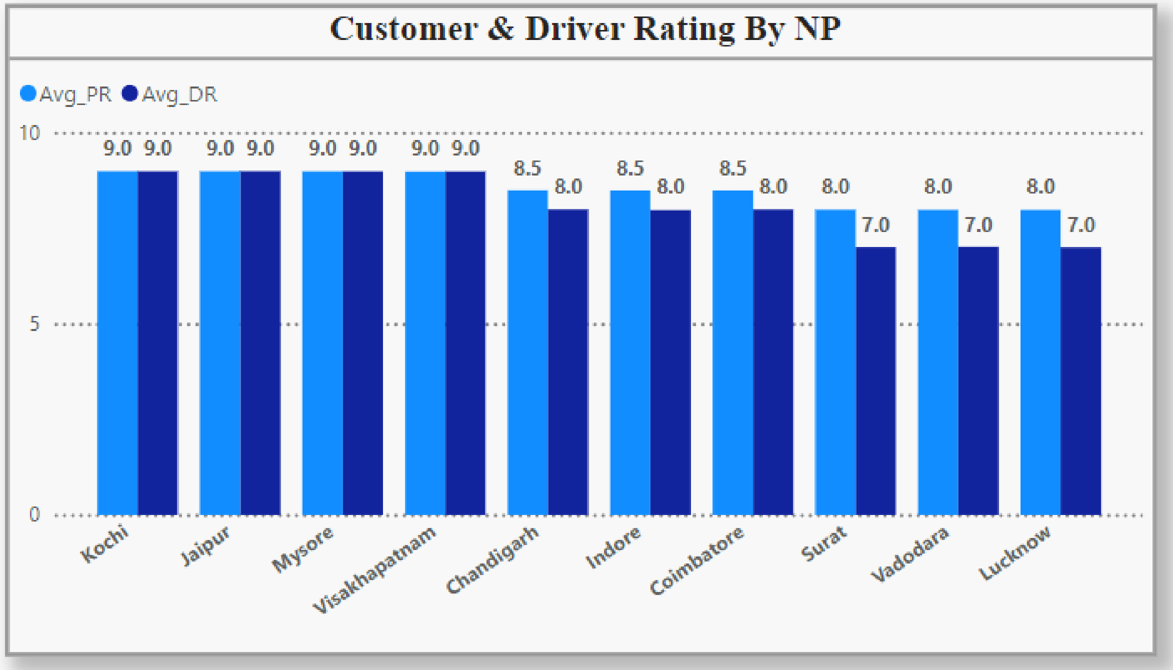
Cities	Total_Trips	Trip%	TP	NPR	RPR	Revenue%
Mysore	16K	3.8%	13K	88.77%	11.23%	3.7%
Coimbatore	21K	5.0%	11K	76.95%	23.05%	3.3%
Visakhapatnam	28K	6.7%	18K	71.39%	28.61%	7.4%

2. Average Fare Per Trip By City

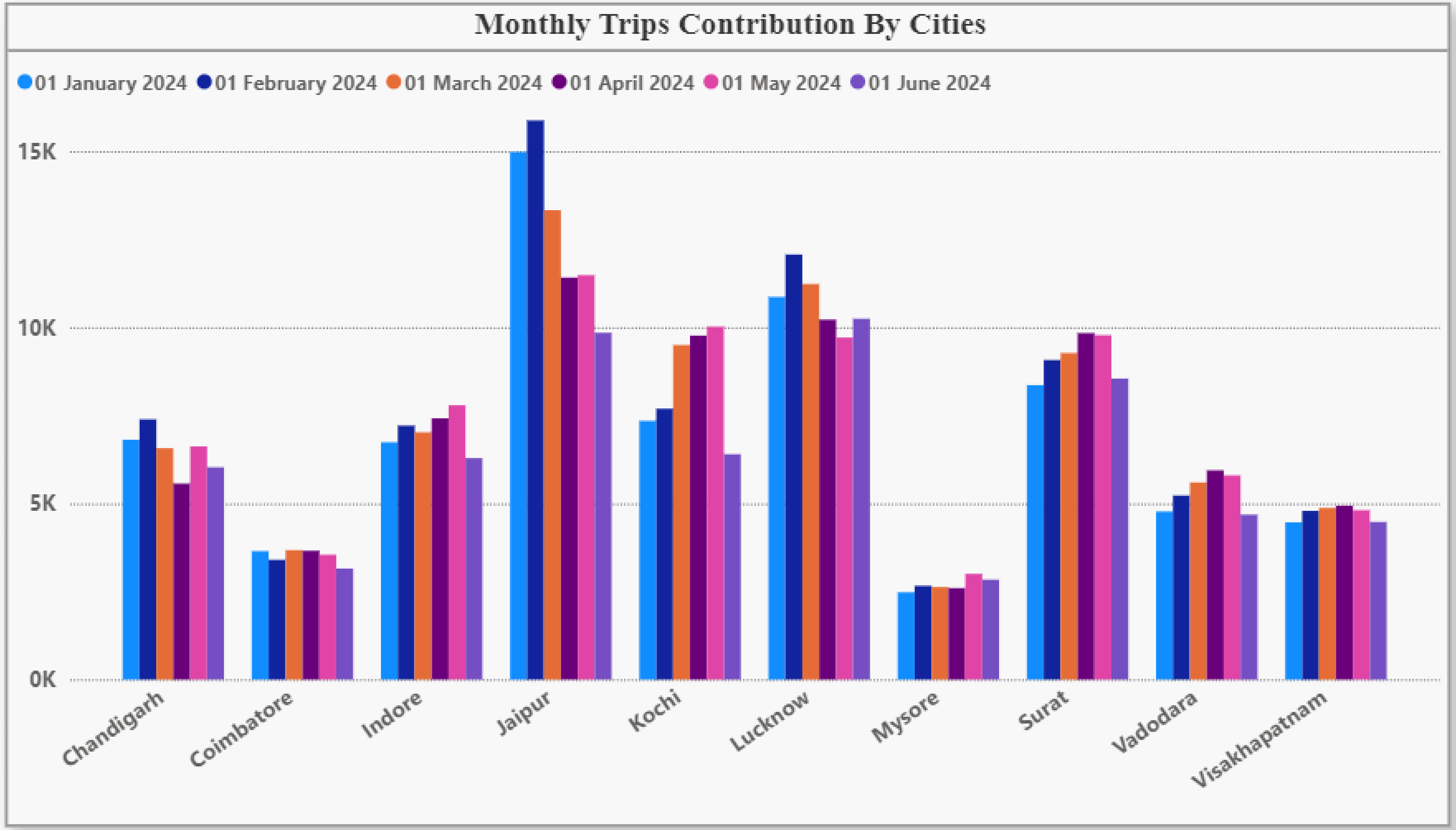


3. Average Rating By Cities & Passenger Types

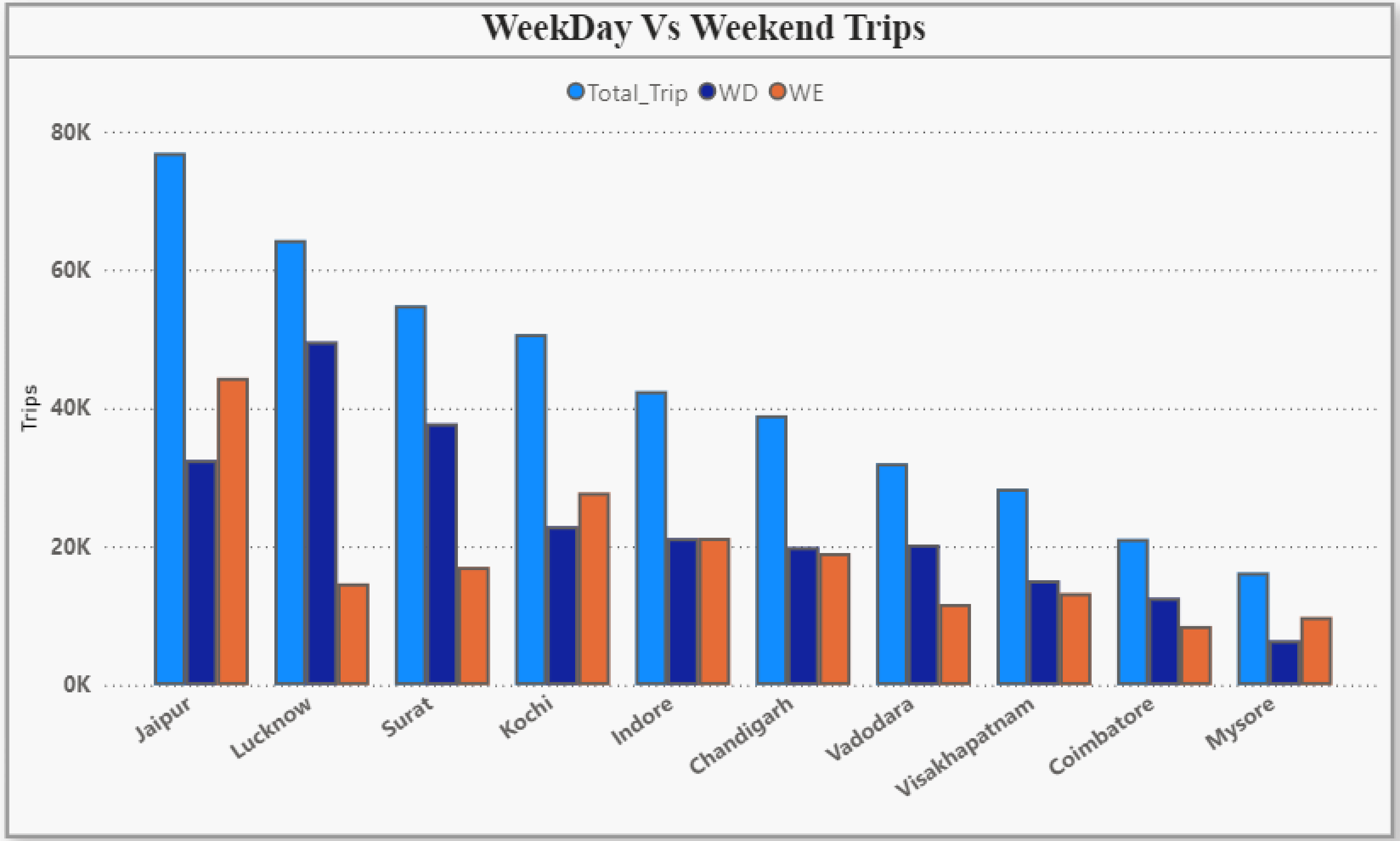




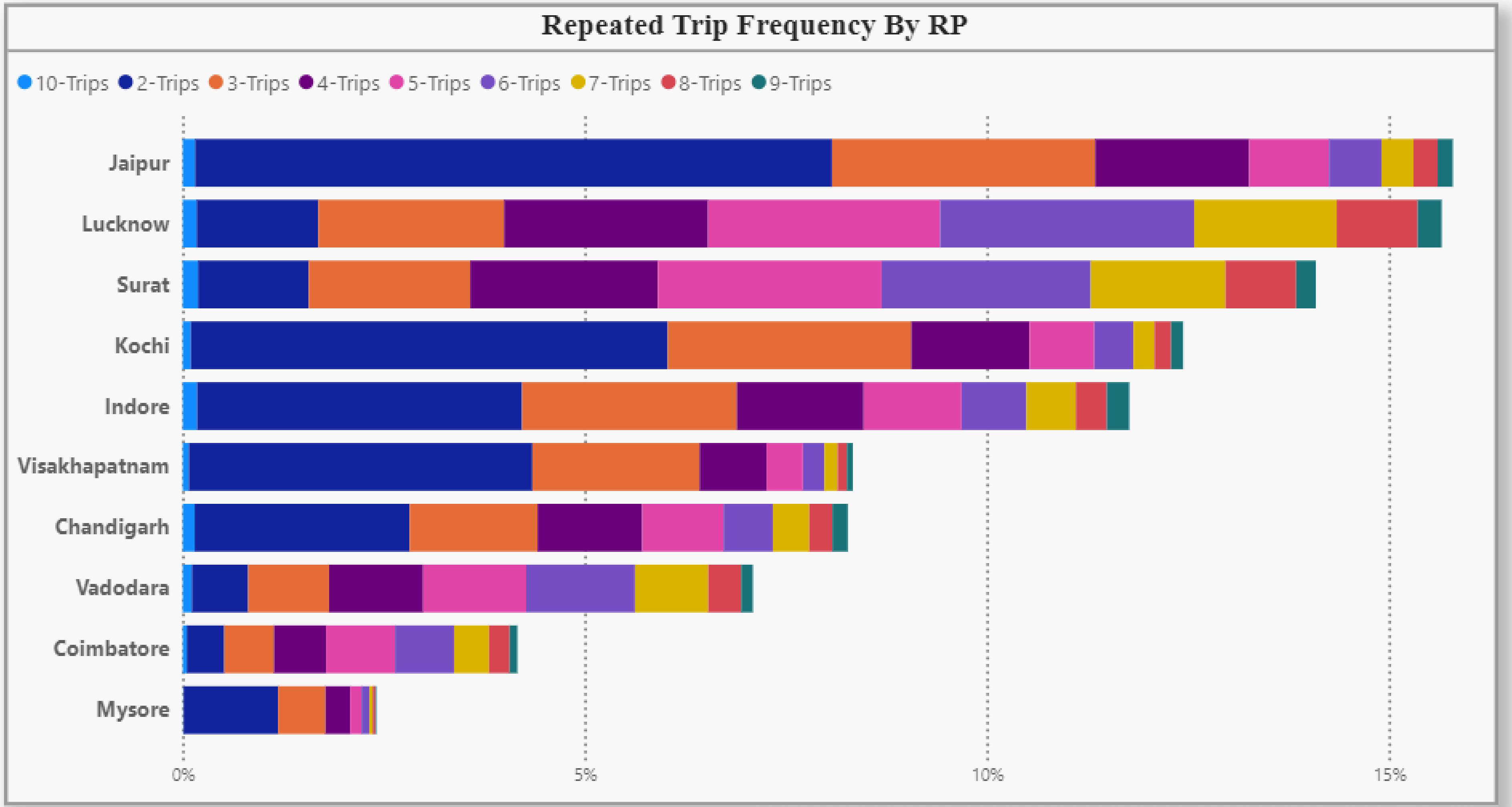
4. Peak & Low Demand Months By City



5. Weekend Vs Weekday Trip Demand By Cities



6. Repeat Passenger Frequency & City Contribution Analysis



7. Monthly Targets Achievements Analysis For Key Matrix

Targets Vs Actuals

Month	January								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_ PRT	Avg_ PR	RTD%
Chandigarh	4K	4K	-2.00%	7K	7K	-2.71%	8.0	8.1	0.9%
Coimbatore	2K	2K	21.47%	4K	4K	4.31%	8.3	8.0	-3.2%
Indore	3K	3K	5.30%	7K	7K	-3.76%	8.0	7.9	-1.1%
Jaipur	12K	10K	-13.14%	13K	15K	15.20%	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	-8.7%
Mysore	2K	2K	-2.15%	2K	2K	24.25%	8.5	8.8	3.4%
Surat	2K	2K	21.60%	9K	8K	-7.13%	7.0	6.6	-6.0%
Vadodara	2K	2K	16.06%	6K	5K	-20.42%	7.5	6.9	-8.7%
Visakhapatnam	3K	3K	0.52%	5K	4K	-0.71%	8.5	8.6	0.6%
Total	37K	36K	-1.01%	73K	70K	-2.81%	8.0	7.8	-2.0%

Targets Vs Actuals

Month	February								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_ PRT	Avg _PR	RTD%
Chandigarh	4K	4K	2.60%	7K	7K	5.53%	8.0	8.0	0.3%
Coimbatore	2K	2K	9.80%	4K	3K	-2.74%	8.3	8.0	-3.6%
Indore	3K	3K	6.59%	7K	7K	3.00%	8.0	7.9	-1.3%
Jaipur	12K	11K	-10.09%	13K	16K	22.09%	8.3	8.7	5.1%
Kochi	5K	4K	-12.66%	8K	8K	2.51%	8.5	8.6	0.7%
Lucknow	3K	4K	10.28%	13K	12K	-7.23%	7.3	6.6	-9.3%
Mysore	2K	2K	5.35%	2K	3K	33.40%	8.5	8.8	3.5%
Surat	2K	2K	12.70%	9K	9K	0.77%	7.0	6.5	-7.2%
Vadodara	2K	2K	19.22%	6K	5K	-12.87%	7.5	6.8	-9.3%
Visakhapatnam	3K	2K	-4.80%	5K	5K	6.51%	8.5	8.5	-0.4%
Total	37K	36K	-1.36%	73K	75K	3.97%	8.0	7.8	-2.8%

7. Monthly Targets Achievements Analysis For Key Matrix

Targets Vs Actuals

Month	March								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	4K	3K	-19.30%	7K	7K	-6.16%	8.0	8.0	-0.1%
Coimbatore	2K	2K	2.53%	4K	4K	5.14%	8.3	7.9	-4.2%
Indore	3K	3K	1.56%	7K	7K	0.27%	8.0	7.9	-1.8%
Jaipur	12K	7K	-38.19%	13K	13K	2.44%	8.3	8.5	3.4%
Kochi	5K	5K	-2.70%	8K	9K	26.60%	8.5	8.5	-0.0%
Lucknow	3K	3K	-1.28%	13K	11K	-13.66%	7.3	6.5	-9.7%
Mysore	2K	2K	-0.70%	2K	3K	31.65%	8.5	8.7	2.8%
Surat	2K	2K	-2.70%	9K	9K	2.97%	7.0	6.4	-8.6%
Vadodara	2K	2K	-2.06%	6K	6K	-6.70%	7.5	6.6	-12.1%
Visakhapatnam	3K	2K	-13.20%	5K	5K	8.38%	8.5	8.4	-0.9%
Total	37K	31K	-16.04%	73K	74K	1.63%	8.0	7.7	-3.9%

Targets Vs Actuals

Month	April								
Cities	NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_PRT	Avg_PR	RTD%
Chandigarh	3K	2K	-16.80%	6K	6K	-7.23%	8.0	7.9	-0.7%
Coimbatore	1K	1K	24.20%	4K	4K	4.60%	8.3	7.8	-4.9%
Indore	2K	2K	17.55%	8K	7K	-1.13%	8.0	7.8	-2.7%
Jaipur	6K	6K	2.00%	10K	11K	20.06%	8.3	8.5	3.3%
Kochi	4K	5K	23.48%	9K	10K	8.47%	8.5	8.5	-0.1%
Lucknow	2K	2K	15.55%	11K	10K	-7.16%	7.3	6.5	-11.0%
Mysore	2K	2K	-8.20%	3K	3K	4.12%	8.5	8.7	2.1%
Surat	2K	2K	22.87%	10K	10K	-1.69%	7.0	6.4	-9.0%
Vadodara	2K	2K	9.13%	7K	6K	-8.60%	7.5	6.5	-12.7%
Visakhapatnam	2K	2K	-7.75%	5K	5K	-1.24%	8.5	8.4	-1.5%
Total	25K	27K	6.48%	71K	71K	1.18%	8.0	7.6	-4.7%

7. Monthly Targets Achievements Analysis For Key Matrix

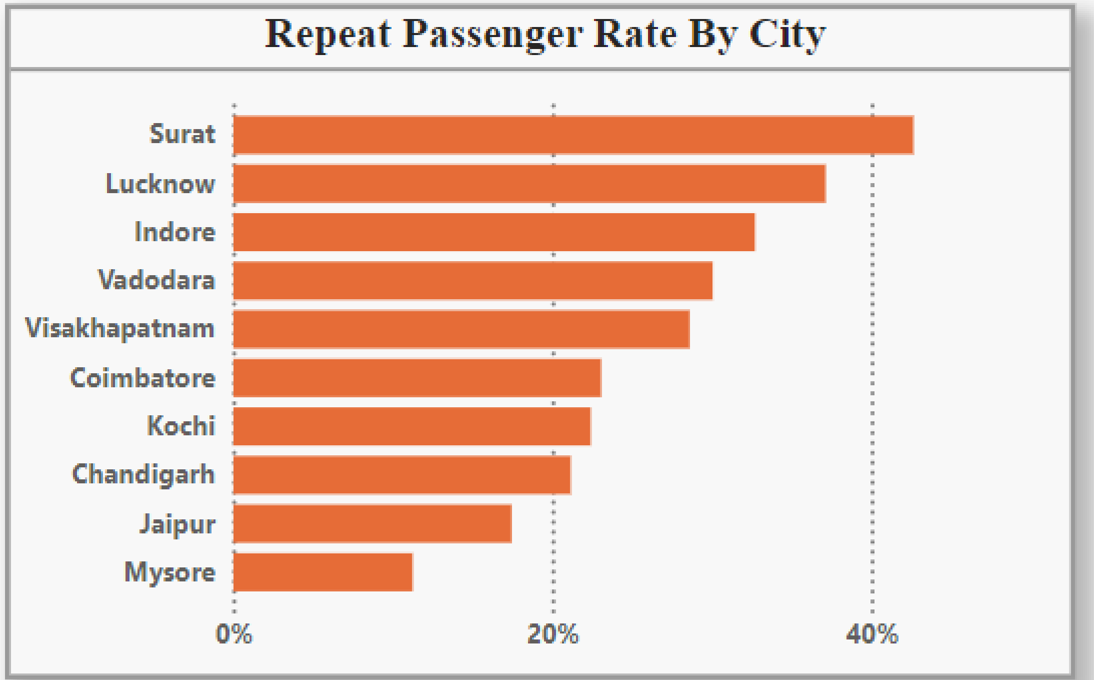
Targets Vs Actuals

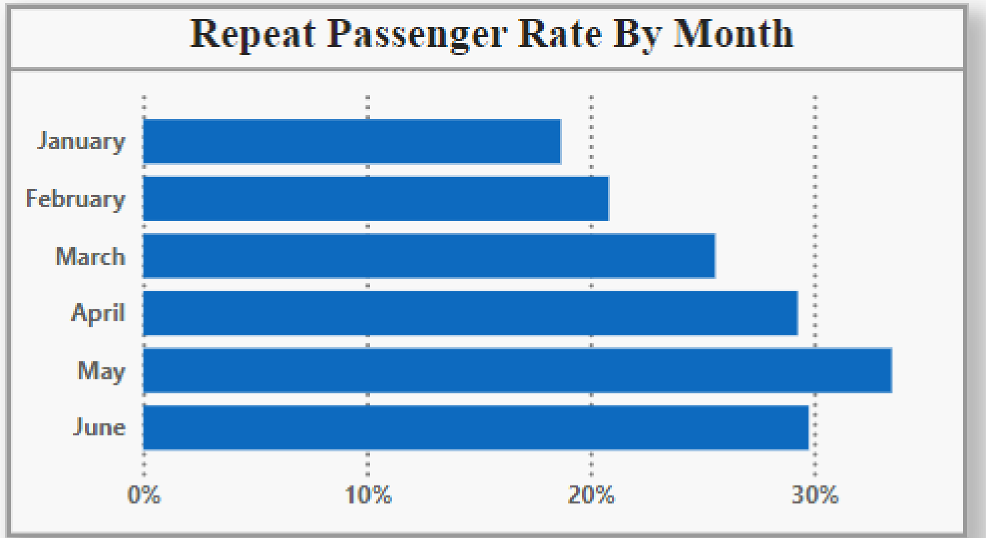
Month / Cities	May NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_ PRT	Avg_ PR	RTD%
Chandigarh	3K	3K	-9.00%	6K	7K	10.33%	8.0	7.9	-1.1%
Coimbatore	1K	1K	3.90%	4K	4K	1.43%	8.3	7.8	-6.0%
Indore	2K	2K	1.40%	8K	8K	3.83%	8.0	7.7	-3.2%
Jaipur	6K	5K	-11.13%	10K	11K	20.79%	8.3	8.5	2.6%
Kochi	4K	4K	9.23%	9K	10K	11.27%	8.5	8.4	-0.8%
Lucknow	2K	2K	-8.75%	11K	10K	-11.77%	7.3	6.4	-12.3%
Mysore	2K	2K	-3.95%	3K	3K	20.28%	8.5	8.6	1.3%
Surat	2K	2K	7.40%	10K	10K	-2.26%	7.0	6.3	-9.6%
Vadodara	2K	1K	-7.47%	7K	6K	-10.78%	7.5	6.5	-13.8%
Visakhapatnam	2K	2K	-3.05%	5K	5K	-3.76%	8.5	8.4	-1.3%
Total	25K	24K	-3.27%	71K	73K	2.90%	8.0	7.6	-5.1%

Targets Vs Actuals

Month / Cities	June NPT	NP	PTD%	TT	Total Trips	TTD%	Avg_ PRT	Avg _PR	RTD%
Chandigarh	3K	2K	-19.00%	6K	6K	0.48%	8.0	7.9	-1.3%
Coimbatore	1K	1K	22.60%	4K	3K	-9.77%	8.3	7.9	-4.8%
Indore	2K	2K	1.05%	8K	6K	-16.16%	8.0	7.8	-2.8%
Jaipur	6K	6K	-3.75%	10K	10K	3.60%	8.3	8.6	4.0%
Kochi	4K	3K	-24.73%	9K	6K	-28.90%	8.5	8.5	-0.3%
Lucknow	2K	2K	-1.45%	11K	10K	-6.91%	7.3	6.3	-12.4%
Mysore	2K	2K	-6.30%	3K	3K	13.68%	8.5	8.6	1.4%
Surat	2K	2K	2.67%	10K	9K	-14.56%	7.0	6.4	-9.2%
Vadodara	2K	1K	-26.40%	7K	5K	-27.92%	7.5	6.4	-14.2%
Visakhapatnam	2K	2K	-5.00%	5K	4K	-10.44%	8.5	8.4	-1.2%
Total	25K	23K	-8.59%	71K	63K	-11.34%	8.0	7.5	-5.4%

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





Secondary Research Questions

1. 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?

- **Trip Fare**
  Affordable and competitive pricing is a significant factor. Passengers are more likely to rebook if the fares align with their budget and provide good value compared to alternatives. In cities with lower average incomes, passengers may prioritize cost-effective services, making pricing a critical element.
- **Availability of Rides**
  Consistent ride availability significantly impacts repeat usage. In some areas, passengers may face delays or cancellations due to a lack of nearby drivers, leading to frustration and reduced loyalty to the platform.
- **Pickup Timing and Efficiency**
  The time it takes for a driver to reach the passenger is crucial. In cities with dense traffic or poor route optimization, longer wait times can deter passengers. A faster and more reliable service encourages repeat bookings.
- **Driver and Ride Ratings**
  Quality of service, including driver behavior, cleanliness of the vehicle, and overall trip experience, plays a vital role. Cities with higher ratings for service quality often see more frequent repeat customers.
- **Correlations with Socioeconomic or Lifestyle Patterns**
  City Demographics: Wealthier cities may prioritize premium services, while lower-income areas might focus on affordability.
  Lifestyle Preferences: Urban areas with high-paced lifestyles might value time efficiency over cost, while suburban areas might prioritize affordability and reliability.

By addressing these factors—especially affordability, availability, efficiency, and quality of service—ride services can enhance customer satisfaction and boost repeat passenger rates across different city demographics.

3. 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?

- **Adopt Electric Vehicles:** Introduce a small EV fleet in Tier-2 cities with existing EV infrastructure to reduce fuel costs, maintenance expenses, and align with sustainability trends.
- **Leverage Green Branding:** Position GoodCabs as an eco-friendly option to attract environmentally conscious riders by offering "Green Ride" services and promoting carbon savings.
- **Build Partnerships:** Collaborate with EV charging network providers and renewable energy firms to ensure accessible infrastructure and sustainable energy usage.
- **Enhance Customer Engagement:** Develop app features highlighting eco-friendly ride options and incentivize repeat passengers with green ride rewards to boost customer loyalty.

4. 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?

Goodcabs has significant opportunities to boost demand and loyalty through partnerships. For example, collaborating with **10 high-footfall hotels** in cities like Jaipur and Mysore could generate an additional **15,000 rides per month**.

Similarly, working with **5 major event venues or malls** in each city, especially during events, could add around **5,000 rides monthly** per city.

Introducing a **loyalty program** could increase repeat passenger rates by **20%**. For Surat, with a current repeat rate of 40%, this could mean an extra **8,000 rides per month**. Lastly, forming tie-ups with **corporates**, generating **100 rides daily per client**, could add around **15,000 rides per month** in cities like Lucknow and Indore. These initiatives can drive growth, especially in tourism-heavy and business-centric areas.

4. 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 Detailed Information:**

1. Track **ride frequency**, **pickup times**, and **demographics** for personalized services.
2. Collect **customer feedback** and **ride duration trends** to optimize routes and improve service.

✓ **Operational Efficiency Data:**

1. Monitor **driver performance**, **maintenance schedules**, and **fuel/charging efficiency**.
2. Track **trip completion time**, **delays**, and **cab type usage** (Premium vs. Light / 2-Wheeler /4-Wheeler) for better fleet management.

✓ **Market & Financial Data:**

1. Set **revenue forecasts** and track performance for financial alignment.
2. Analyze **competitor pricing**, **local events**, and **economic indicators** to anticipate demand.

✓ **Cancellation & Marketing Data:**

1. Track **cancellation rates** and **reasons** for service improvement.
2. Evaluate **marketing strategies** and **customer acquisition channels** to optimize growth.

Ad - Hoc Business Request

1. City Level Fare & Trip Summary Report

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

2. City Level Repeated 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

4. Identify the Cities with Highest Revenue Month & % Contribution

city_name	highest_revenue_month	revenue	percentage_contribution
Visakhapatnam	April	1390682	17.34
Chandigarh	February	2108290	19.07
Surat	April	1154909	17.96
Vadodara	April	706250	18.60
Mysore	May	745170	18.38
Kochi	May	3333746	19.61
Indore	May	1380996	18.09
Jaipur	February	7747202	20.82
Coimbatore	April	612431	17.38
Lucknow	February	1777269	18.78

3. Identify the Cities With the Highest & Lowest Total New Passengers

city_name	TP	category
Jaipur	45856	top3
Kochi	26416	top3
Chandigarh	18908	top3
Coimbatore	8514	bottom3
Vadodara	10127	bottom3
Surat	11626	bottom3

Recommendation

Optimize Pricing Strategies:

- Reduce fares in high-potential, low-repeat-rate cities like Mysore and Jaipur to attract budget-conscious repeat passengers.
- Implement dynamic pricing during peak demand periods to maximize revenue without deterring frequent riders.

Invest in Sustainability Initiatives:

- Introduce electric vehicles (EVs) in cities with existing EV infrastructure to reduce operational costs and enhance green branding.
- Promote “Green Ride” options to appeal to environmentally conscious customers and differentiate from competitors.

Strengthen Partnerships:

- Collaborate with high-footfall businesses like hotels, malls, and event venues to boost ride demand.
- Form corporate tie-ups in business-centric cities like Lucknow and Indore to generate steady demand.

Enhance Customer Engagement:

- Launch a loyalty program offering incentives like free rides or discounts to frequent passengers.
- Personalize services by leveraging customer behavior data to improve satisfaction and retention.

Focus on Service Quality Improvements:

- Enhance driver training programs to consistently deliver high-quality service, particularly in cities with moderate ratings (6–7 range).
- Actively collect and act on passenger feedback to refine service offerings.

Conclusion

GoodCabs has demonstrated commendable progress toward its ambitious 2024 goals, achieving **99.29% of the trip target** and **95.62% of the passenger target** by June. This success underscores the company's robust operational strategies and its ability to capitalize on the mobility needs of Tier-2 cities.
The strong performance in cities like Surat, Lucknow, and Indore, driven by affordable fares and high repeat passenger rates, has been instrumental in this achievement. However, cities like Mysore and Jaipur, despite higher revenue per trip, require interventions to improve repeat passenger rates, likely impacted by higher fares and reliance on one-time tourist demand.

As GoodCabs approaches its year-end targets, there is room for further improvement. Strategic focus on optimizing pricing, enhancing service quality in moderate-performing cities, and driving passenger retention through loyalty programs will be essential. Additionally, adopting sustainable practices like EV integration and expanding partnerships with local businesses can unlock new growth opportunities and solidify its leadership in the Tier-2 city mobility market.
GoodCabs is well-positioned to exceed its year-end goals while reinforcing its commitment to operational excellence and customer satisfaction.

Thank You