



Revenue



426K

Total\_Trips

13.28

AvgFarePerKM

254.02

AvgFarePerTrip

7.66

Avg\_passenger\_rating

177K

249K

25.73 %

71.11 %

7.83

Total\_newpassengers

Total\_repeatedpassenger

Repeat\_Passenger\_Rate

New\_vs\_repeated\_ratio

Avg\_driver\_rating

Apr	Feb	Jan	Jun	Mar	May
Chandigarh	Indore	Kochi	Mysore	Vadodara	
Coimbatore	Jaipur	Lucknow	Surat	Visakhapatnam	

### Revenue by month

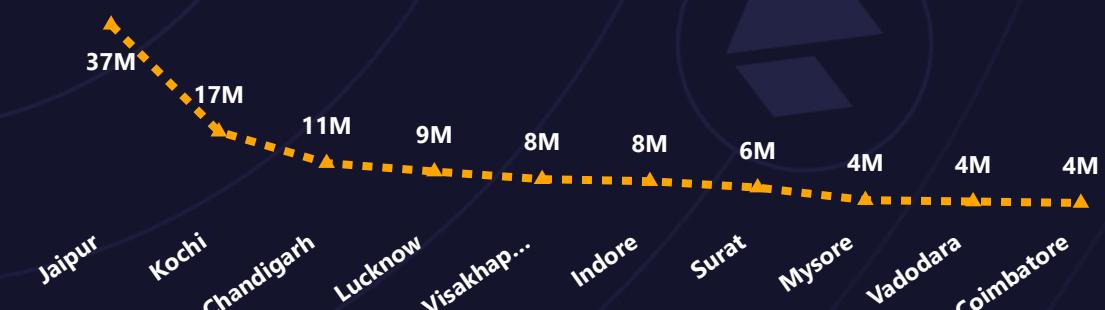
8146320 KM  
Total\_Distanc...45 KM  
MaxTripDista...5 KM  
MinTripDistance

99.28 %  
Total\_TripsTargetRate  
95.62 %  
NewPassengerTargetRate  
96.06 %  
AveragePassengerRating...

### Revenue by passenger\_type



### Revenue by City



## BQ1. City-Level Fare and Trip Summary Report

Generate a report that displays the total trips, average fare per km, average fare per trip, and the percentage contribution of each city's trips to the overall trips. This report will help in assessing trip volume, pricing efficiency, and each city's contribution to the overall trip count.

**Fields:** `city_name`, `total_trips`, `avg_fare_per_km`, `avg_fare_per_trip`, `%_contribution_to_total_trips`

city_name	TotalTrips	AverageFarePerKm	AverageFarePerTrip	PercentageContributionTotalTrips
Chandigarh	38981	12.06	283.69	9.00%
Coimbatore	21104	11.15	166.98	5.00%
Indore	42456	10.90	179.84	10.00%
Jaipur	76888	16.12	483.92	18.00%
Kochi	50702	13.93	335.25	12.00%
Lucknow	64299	11.76	147.18	15.00%
Mysore	16238	15.14	249.71	4.00%
Surat	54843	10.66	117.27	13.00%
Vadodara	32026	10.29	118.57	8.00%
Visakhapatnam	28366	12.53	282.67	7.00%

## BQ1. Monthly City-Level Trips Target Performance Report

Generate a report that evaluates the target performance for trips at the monthly and city level. For each city and month, compare the actual trips with the target trips and categorise the performance as follows:

If actual trips are greater than target trips, mark it as "Above Target".

If actual trips are less than or equal to target trips, mark it as "Below Target".

Additionally, calculate the percentage difference between actual and target trips to quantify the performance gap.

**Fields: city\_name, month\_name, actual\_trips, target\_trips, performance\_status, %\_difference**

city_name	month_name	ActualTrips	TargetTrips	performance_status	%_difference
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%

April	January	March
February	June	May
Chandigarh		Lucknow
Coimbatore		Mysore
Indore		Surat
Jaipur		Vadodara
Kochi		Visakhapatnam

### BQ3. City-Level Repeat Passenger Trip Frequency Report

Generate a report that shows the percentage distribution of repeat passengers by the number of trips they have taken in each city. calculate the percentage of repeat passengers who took 2 trips, 3 trips, and so on, up to 10 trips.

Each column should represent a trip count category, displaying the percentage of repeat passengers who fall into that category out of the total repeat passengers for that city.

This report will help identify cities with high repeat trip frequency, which can indicate strong customer loyalty or frequent usage patterns.

**Fields:** `city_name, 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, 10-Trips`

<code>city_name</code>	<code>2-Trips</code>	<code>3-Trips</code>	<code>4-Trips</code>	<code>5-Trips</code>	<code>6-Trips</code>	<code>7-Trips</code>	<code>8-Trips</code>	<code>9-Trips</code>	<code>10-Trips</code>
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%

#### BQ4. Identify Cities with Highest and Lowest Total New Passengers

Generate a report that calculates the total new passengers for each city and ranks them based on this value. Identify the top 3 cities with the highest number of new passengers as well as the bottom 3 cities with the lowest number of new passengers, categorising them as "Top 3" or "Bottom3" accordingly.

Fields: **city\_name, total\_new\_passengers, city\_category("Top 3" or "Bottom3")**

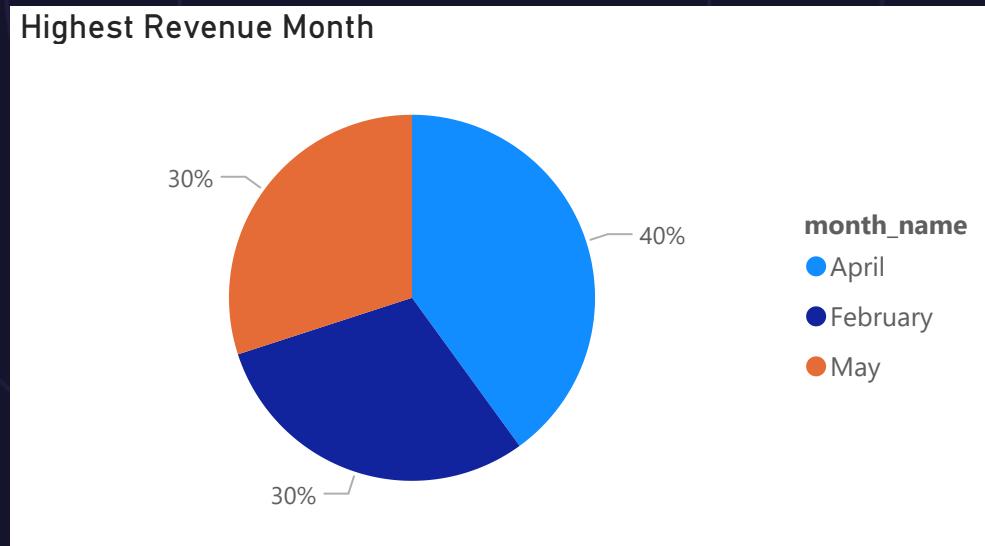
city_name	total_new_passengers	city_category
Chandigarh	18908	Top city3
Kochi	26416	Top city2
Jaipur	45856	Top city1
Surat	11626	bottom city3
Vadodara	10127	bottom city2
Coimbatore	8514	bottom city1

## BQ5. Identify Month with Highest Revenue For each City

Generate a report that identifies the month with the highest revenue for each city. For each city, display the month\_name, the revenue amount for that month, and the percentage contribution of that month's revenue to the city's total revenue.

Fields: `city_name, highest_revenue_month, revenue, percentage_contribution`

Chandigarh	Indore	Kochi	Mysore
Coimbatore	Jaipur	Lucknow	Surat



## BQ6. Repeat Passenger Rate Analysis

Generate a report that calculates two metrics.

M1. Monthly Repeat Passenger Rate: Calculate the repeat passenger rate for each city and month by comparing the number of repeat passengers to the total passengers.

M2. City-Wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behaviour for each city.

**Fields: city\_name, month, total\_passengers,repeat\_passengers, monthly\_repeat\_passengers\_rate, city\_repeat\_passenger\_rate**

Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam
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city_name	month_name	TotalPassengers	RepeatPassengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
▲					
Chandigarh	April	3285	789	24.02%	21.14%
Chandigarh	February	4957	853	17.21%	21.14%
Chandigarh	January	4640	720	15.52%	21.14%
Chandigarh	June	3297	867	26.30%	21.14%
Chandigarh	March	4100	872	21.27%	21.14%
Chandigarh	May	3699	969	26.20%	21.14%
Coimbatore	April	1722	480	27.87%	23.05%
Coimbatore	February	1993	346	17.36%	23.05%

month_na...
<input type="checkbox"/> April
<input type="checkbox"/> February
<input type="checkbox"/> January
<input type="checkbox"/> June
<input type="checkbox"/> March
<input type="checkbox"/> May

## Q1. Top and bottom performing cities

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

### Top 3 Cities By Tripcount

Jaipur

77K

Lucknow

64K

Surat

55K

### Bottom 3 Cities By Tripcount

Visakhapatnam

28K

Coimbatore

21K

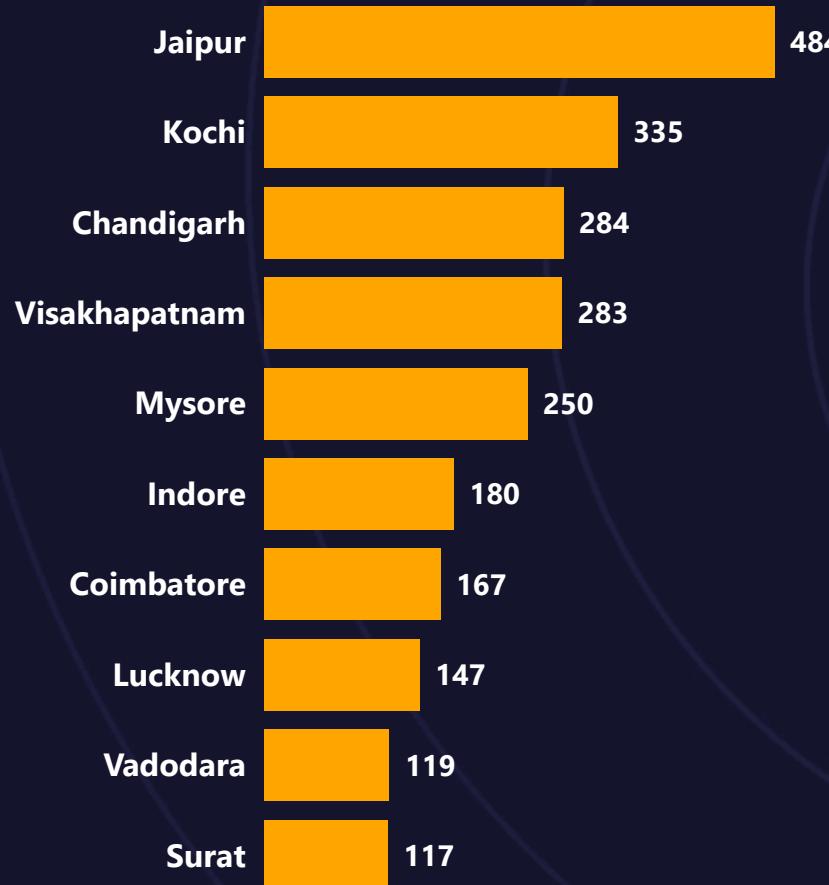
Mysore

16K

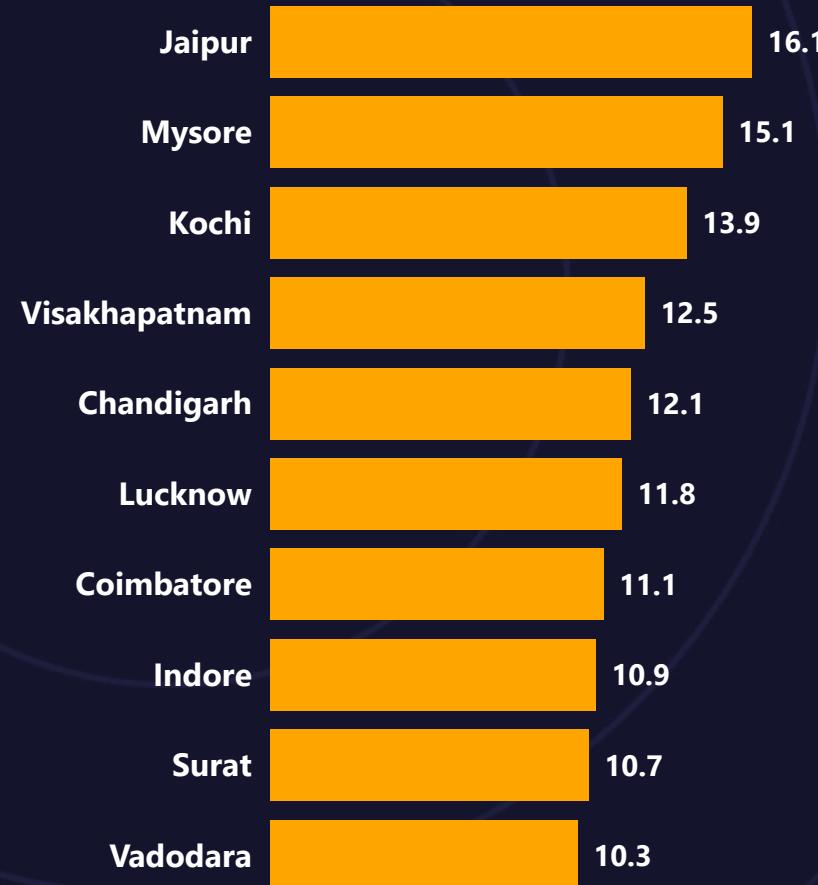
## Q2. Average Fare per Trip by City

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

Avg\_Fare\_Per\_Trip

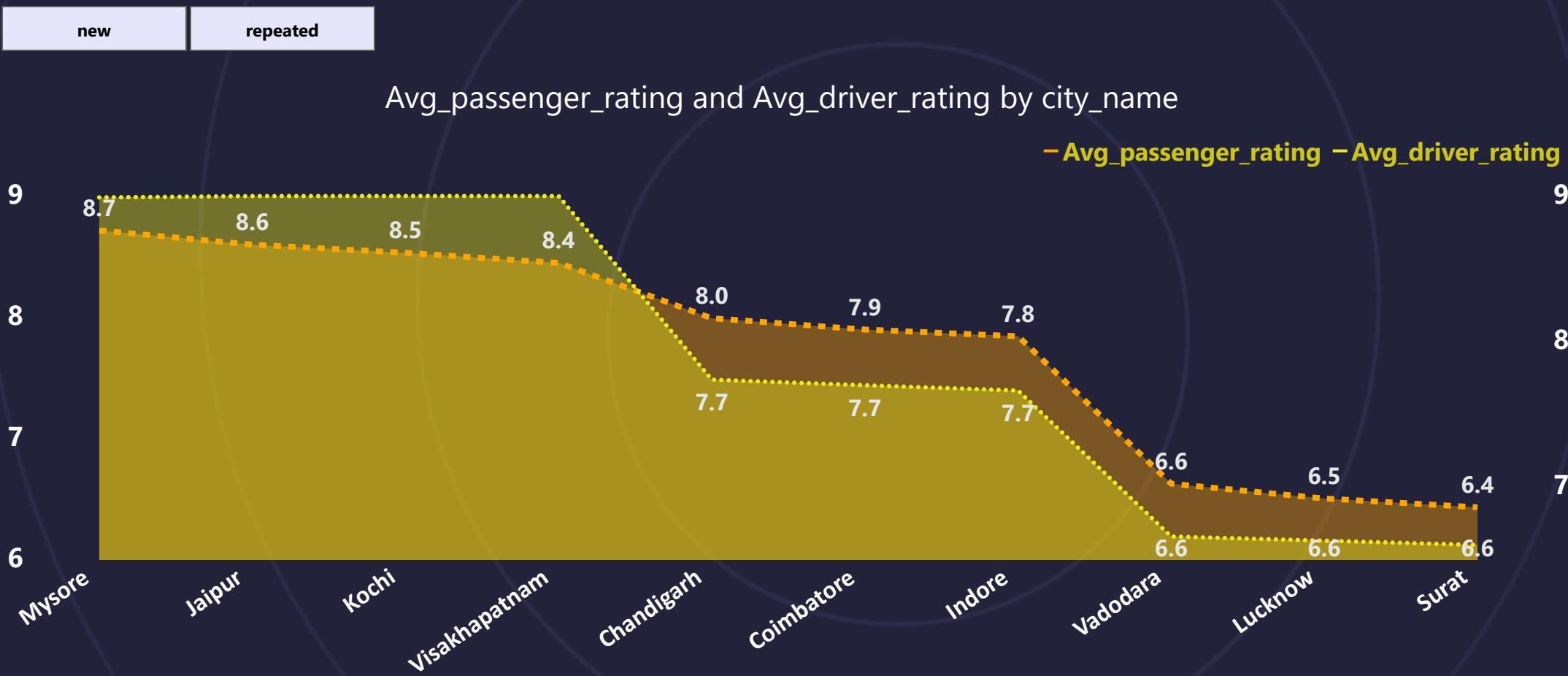


Avg\_Fare\_Per\_KM



### Q3. 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



## Q4. 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.



## Q5. Weekend vs. Weekday Trip Demand by City

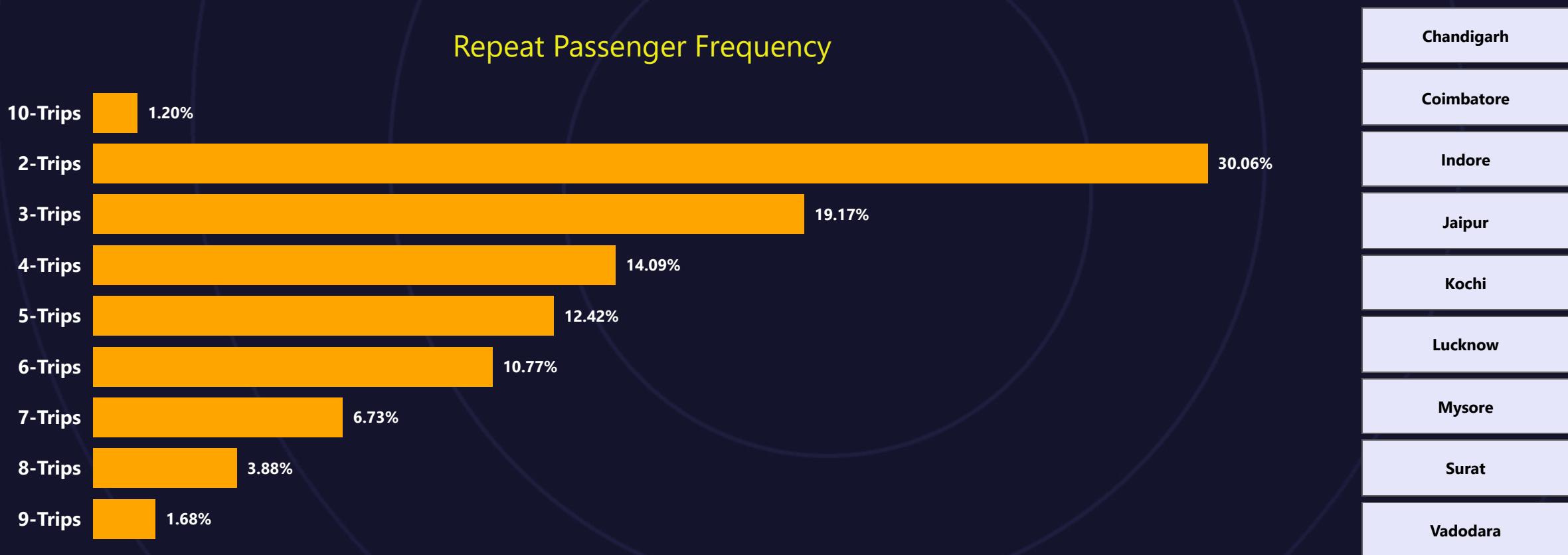
Compare the total trips taken on weekdays versus weekends for each city over six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations



## Q6. Repeat passenger frequency and city contribution analysis

Analyse the frequency of trips taken by the 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.



## Q7. 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.

Chandigarh	Coimbatore	Indore	Jaipur	Kochi	Lucknow	Mysore	Surat	Vadodara	Visakhapatnam
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month_name	Total_Trips	TotalTrips_Achievement	TotalTrips_PercentageDifference	Total_newpassengers	NewPassengers_Achievement	NewPassengers_PercentageDifference	Avg_passenger_rating	AvgPassengerRating_Achievement	AvgPassengerRating_PercentageDifference
Jan	70462	Missed	-83.58 %	36329	Missed	-80.37 %	7.82	Missed	-1.98 %
Feb	75379	Missed	-82.43 %	36201	Missed	-80.44 %	7.75	Missed	-2.78 %
Mar	73679	Missed	-82.83 %	30814	Missed	-83.35 %	7.67	Missed	-3.87 %
Apr	71335	Missed	-83.37 %	26620	Missed	-85.62 %	7.60	Missed	-4.71 %
May	72543	Missed	-83.09 %	24182	Missed	-86.94 %	7.57	Missed	-5.1 %
Jun	62505	Missed	-85.43 %	22852	Missed	-87.65 %	7.54	Missed	-5.39 %
<b>Total</b>	<b>425903</b>	<b>Missed</b>	<b>-0.72 %</b>	<b>176998</b>	<b>Missed</b>	<b>-4.38 %</b>	<b>7.66</b>	<b>Missed</b>	<b>-3.94 %</b>

## Q8. Highest and Lowest Repeat Passenger Rate(RPR%) by City and Month -

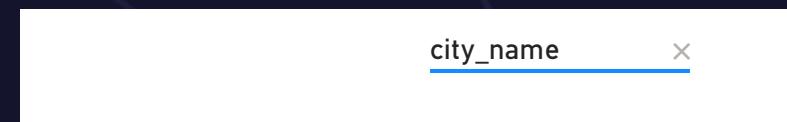
Analyse the Repeat Passenger Rate(RPR%) for each city across the six-month period. Identify the Top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.

Similarly analyse 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.

Top 2 city by Repeat Passenger Rate



Bottom 2 city by Repeat Passenger ...



RepeatPassengerR...  
25.73

city_name	RPR%
Surat	42.63
Lucknow	37.12
Indore	32.68
Vadodara	30.03
Visakhapatnam	28.61