Goodcabs Performance Dashboard: Powering Tier-II Growth

Domain - Transportation & Mobility

Sunday, Jun...

***Currency values are in INR (₹)**
& distance is measured in Km

Finance

Get **Revenue** data for any City, Passenger Type, or Day Type over a six-month period.

Sales

Analyze the **Revenue** & **Trips** breakdown by City & Passenger Type over a six-month period.

Marketing

Analyze the **Passenger** breakdown by City over a six-month period.

Operations

Analyze key **Operational Metrics** for City, Passenger Type & Day Type to assess performance.

Executive

A **top level dashboard** for executives consolidating top insights from all dimensions of business.

-Designed By Joyeta Pal

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Finance | Sales | Marketing | Operations | Executive | Home

FILTERS

Passenger Type

new | repeated

Day-Type

Weekday | Weekend

City

All

Month

February

Clear all slicers

Abbreviations:

PM: Previous Month

Note:

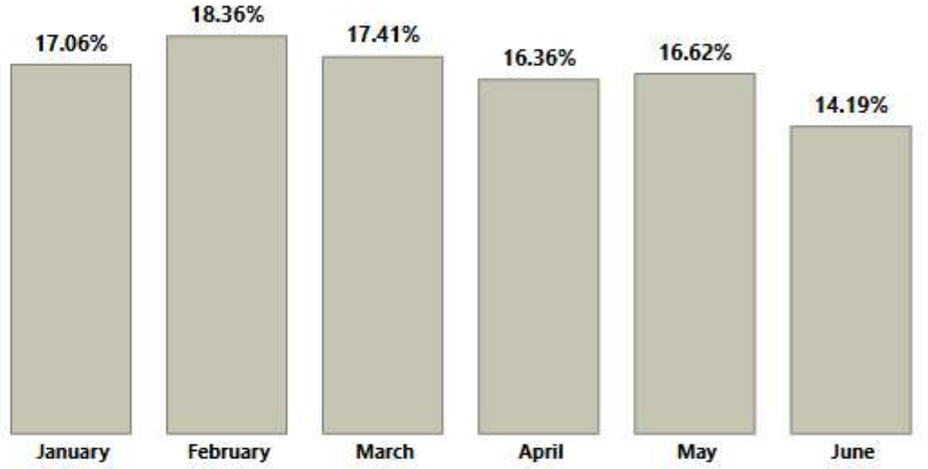
All values are in INR (₹)
Distance is measured in Km
Δ% and Chg% show Month Over Month Growth

Revenue	New Passenger Revenue	Repeat Passenger Revenue	Weekday Revenue	Weekend Revenue
19.86M	11.24M	8.62M	8.08M	11.78M
PM: 18.45M | Δ%: +7.61%	PM: 11.09M | Δ%: +1.39%	PM: 7.37M | Δ%: +16.98%	PM: 8.13M | Δ%: -0.62%	PM: 10.33M | Δ%: +14.10%

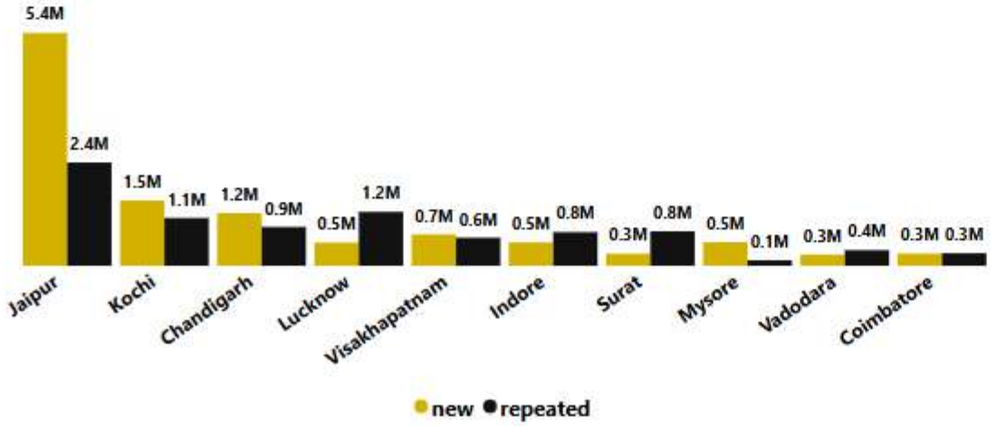
Revenue Performance Overview

City	Revenue	PM	Chg%	% Contribution to Overall Revenue
Chandigarh	2.11M	1.93M	9.00%	1.95%
Coimbatore	0.57M	0.61M	-6.62%	0.53%
Indore	1.32M	1.20M	9.67%	1.22%
Jaipur	7.75M	7.22M	7.25%	7.16%
Kochi	2.61M	2.47M	5.70%	2.41%
Lucknow	1.78M	1.60M	10.96%	1.64%
Mysore	0.67M	0.61M	9.21%	0.62%
Surat	1.07M	0.98M	9.48%	0.99%
Vadodara	0.62M	0.56M	9.87%	0.57%
Visakhapatnam	1.37M	1.26M	8.77%	1.27%
Total	19.86M	18.45M	7.61%	18.36%

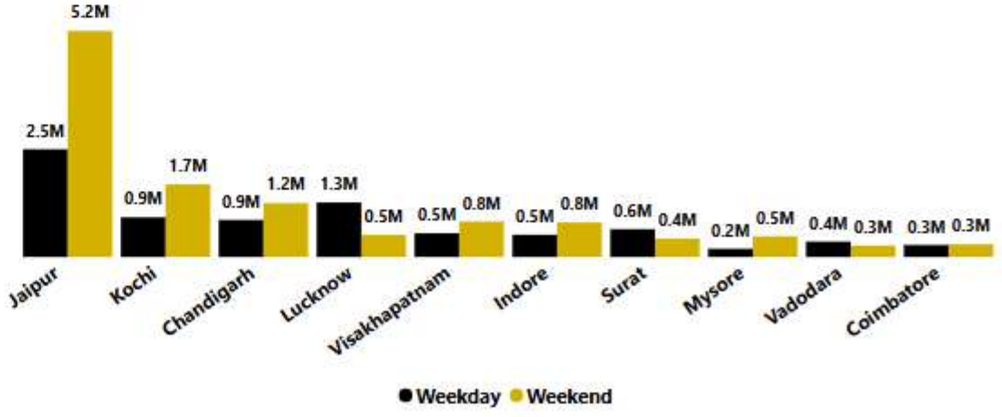
Monthly Revenue Percentage Contribution



Revenue Contribution by Passenger Type



Revenue Contribution by Day Type



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FILTERS

Benchmark: vs PM | vs Target

Passenger Type: new | repeated

Day-Type: Weekday | Weekend

City: All

Month: All

Clear all slicers

Abbreviations:

PM: Previous Month
BM: Benchmark

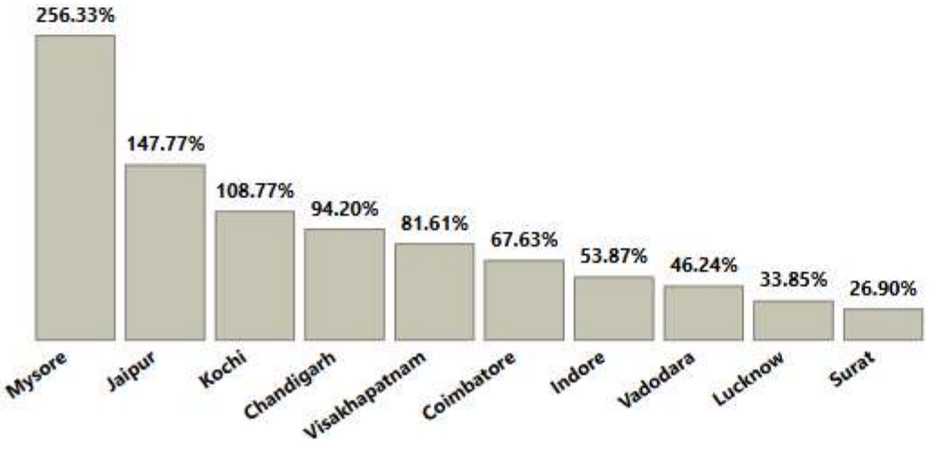
Note:
Currency in INR (₹)
Distance is measured in Km
Δ% & Chg% show Month Over Month Growth / Target Gap depending on the Benchmark selected

Total Trips	New Trips	Repeated Trips	New vs Repeat Passenger Trip Ratio
425.90K	177.00K	248.91K	71.11%
BM: 429.00K | Δ%: -0.72%	Not Available	Not Available	Not Available

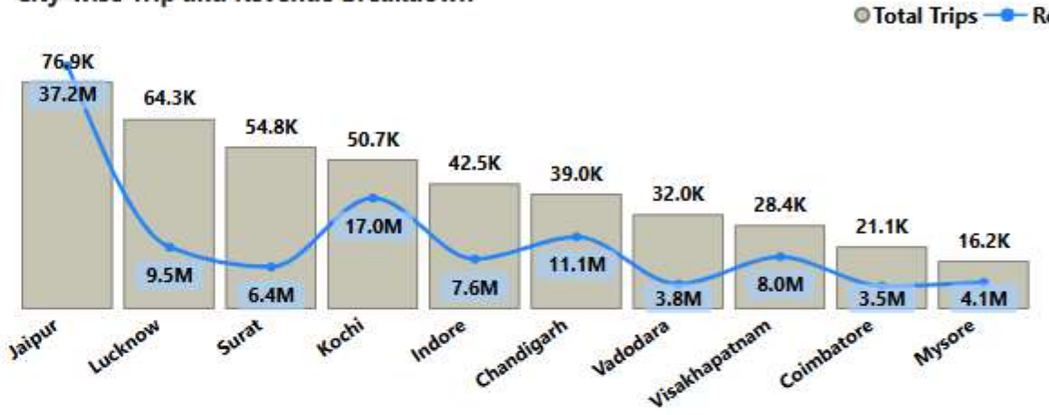
Trip Performance Overview

City	Trip Count	BM	Chg	Chg %	Trip Contribution %
Chandigarh	38.98K	39.00K	-19	-0.05 ▼	9.15%
Coimbatore	21.10K	21.00K	104	0.50 ▲	4.96%
Indore	42.46K	43.50K	-1044	-2.40 ▼	9.97%
Jaipur	76.89K	67.50K	9388	13.91 ▲	18.05%
Kochi	50.70K	49.50K	1202	2.43 ▲	11.90%
Lucknow	64.30K	72.00K	-7701	-10.70 ▼	15.10%
Mysore	16.24K	13.50K	2738	20.28 ▲	3.81%
Surat	54.84K	57.00K	-2157	-3.78 ▼	12.88%
Vadodara	32.03K	37.50K	-5474	-14.60 ▼	7.52%
Visakhapatnam	28.37K	28.50K	-134	-0.47 ▼	6.66%

City-wise New vs Repeat Passenger Trip Ratio

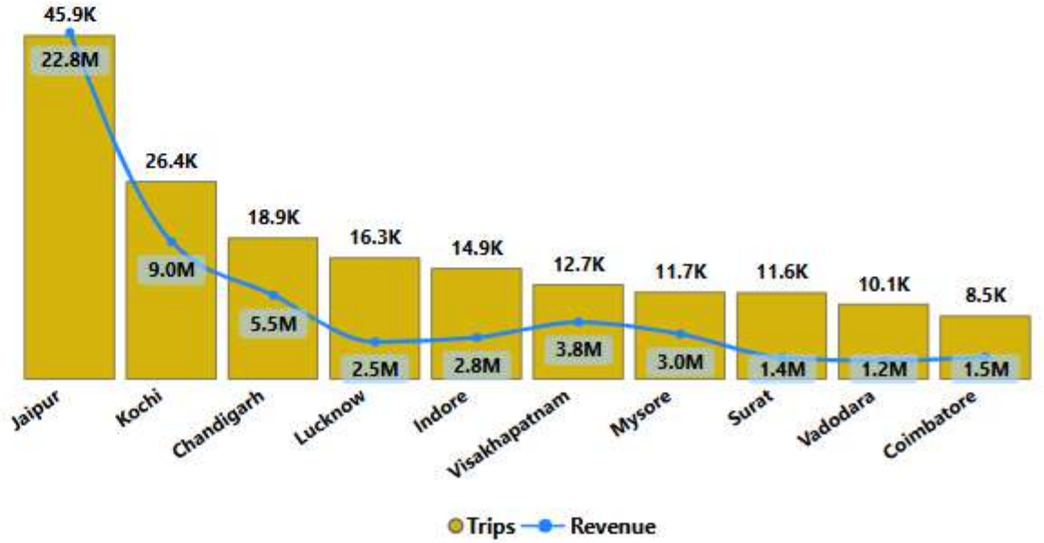


City-wise Trip and Revenue Breakdown



Trip and Revenue Contribution by New Passengers

Show Repeat Passengers' Contribution



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FILTERS

Benchmark

vs PM | vs Target

City

All

Month

All

Clear all slicers

Abbreviations:

PM: Previous Month
BM: Benchmark
RPR: Repeat Passenger Rate

Note:

Currency in INR (₹)
Distance is measured in Km
Δ% and Chg% show Month Over Month Growth / Target Gap depending on the Benchmark selected

Total Passengers	New Passengers	Repeat Passengers	RPR %
238.31K	177.00K	61.31K	25.73%
Not Available	BM: 185.10K | Δ%: -4.38%	Not Available	Not Available

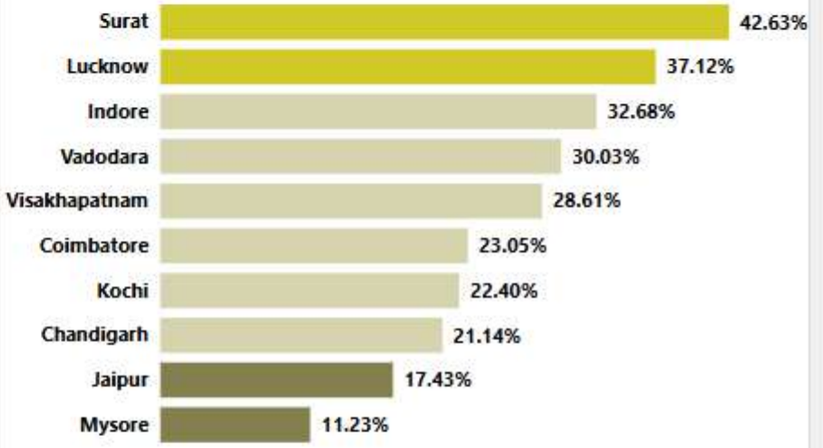
Passenger Performance Overview

City	Total Passengers	New Passengers	Repeat Passengers
Visakhapatnam	17.86K	12.75K	5.11K
Vadodara	14.47K	10.13K	4.35K
Surat	20.26K	11.63K	8.64K
Mysore	13.16K	11.68K	1.48K
Lucknow	25.86K	16.26K	9.60K
Kochi	34.04K	26.42K	7.63K
Jaipur	55.54K	45.86K	9.68K
Indore	22.08K	14.86K	7.22K
Coimbatore	11.07K	8.51K	2.55K
Chandigarh	23.98K	18.91K	5.07K

New Passenger Performance

City	Total New Passengers	BM	Chg %
Visakhapatnam	12.75K	13.50K	-5.58
Vadodara	10.13K	9.90K	2.29
Surat	11.63K	10.50K	10.72
Mysore	11.68K	12.00K	-2.66
Lucknow	16.26K	15.60K	4.23
Kochi	26.42K	27.00K	-2.16
Jaipur	45.86K	54.00K	-15.08
Indore	14.86K	14.10K	5.41
Coimbatore	8.51K	7.50K	13.52
Chandigarh	18.91K	21.00K	-9.96

City-wise RPR Performance



Repeat Passenger Trip Frequency

City	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%

Monthly Repeat Passenger Rate (RPR%)

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FILTERS

Benchmark: vs PM | vs Target

Passenger Type: new | repeated

Day-Type: Weekday | Weekend

City: All

Month: All

Clear all slicers

Abbreviations:

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Note:
Currency in INR (₹)
Distance is measured in Km
Δ% and Chg% show Month Over Month Growth/ Target Gap depending on the Benchmark selected

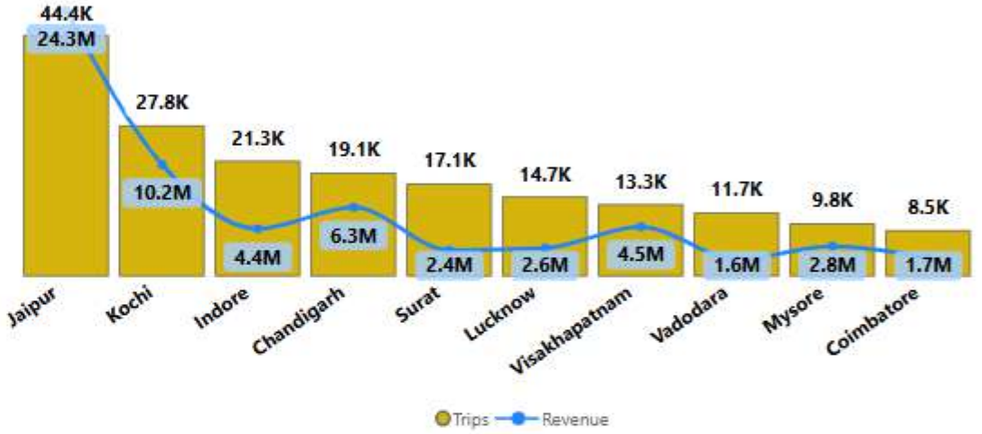
Total Distance Travelled	Avg. Trip Distance	Avg. Fare per Km	Avg. Passenger Rating	Avg. Driver Rating
8.15M	19.13	13.28	7.66	7.83
			BM: 7.98 | Δ%: -3.94%	

Trip Metrics

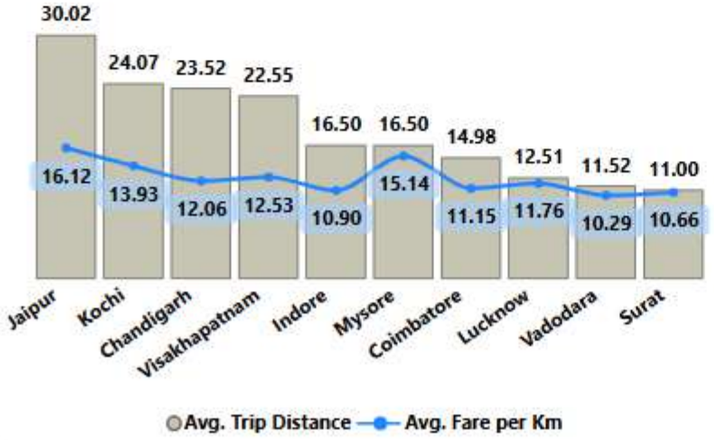
City	Total Trips	Average Fare per Trip	Total Distance Travelled	Max Distance Travelled	Min Distance Travelled
Chandigarh	38.98K	283.69	916.78K	35.00	12.00
Coimbatore	21.10K	166.98	316.12K	22.00	8.00
Indore	42.46K	179.84	700.63K	25.00	8.00
Jaipur	76.89K	483.92	2308.42K	45.00	15.00
Kochi	50.70K	335.25	1220.17K	38.00	10.00
Lucknow	64.30K	147.18	804.57K	20.00	5.00
Mysore	16.24K	249.71	267.88K	25.00	8.00
Surat	54.84K	117.27	603.12K	17.00	5.00
Vadodara	32.03K	118.57	368.87K	18.00	5.00
Visakhapatnam	28.37K	282.67	639.77K	35.00	10.00
Total	425.90K	254.02	8146.32K	45.00	5.00

Trip and Revenue Contribution on Weekends

Show Weekdays' Contribution

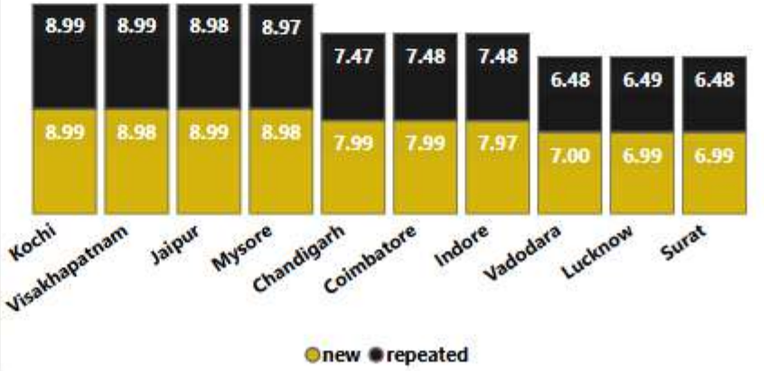


City-wise Avg. Trip Distance & Avg. Fare per Km



Avg. Driver Rating by Passenger Type

Show Passenger Rating



Passenger Rating Performance

City	Avg. Passenger Rating	BM	Chg%
Kochi	8.52	8.50	0.19
Mysore	8.70	8.50	2.37
Visakhapatnam	8.43	8.50	-0.79
Coimbatore	7.88	8.25	-4.45
Jaipur	8.58	8.25	4.05
Chandigarh	7.98	8.00	-0.29
Indore	7.83	8.00	-2.15
Vadodara	6.61	7.50	-11.85
Lucknow	6.49	7.25	-10.49
Surat	6.42	7.00	-8.33

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FILTERS

Benchmark
vs PM | vs Target

Passenger Type
new | repeated

Day-Type
Weekday | Weekend

City
All

Month
All

Clear all slicers

Abbreviations:

PM: Previous Month
BM: Benchmark
RPR: Repeat Passenger Rate

Note:
Currency in INR (₹)
Δ% shows Month Over Month Growth / Target Gap depending on the Benchmark selected

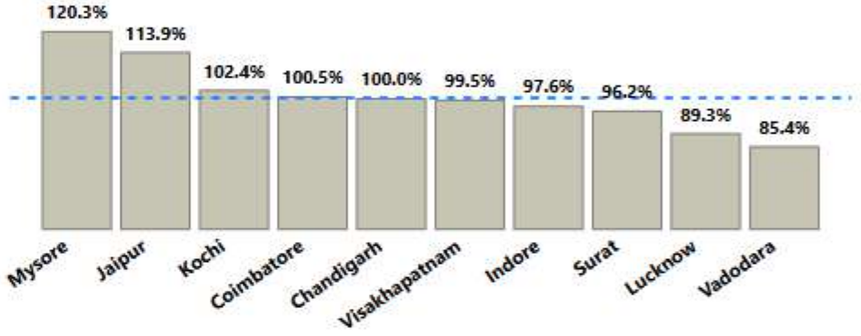
Revenue	Total Trips	Total passengers	New vs Repeat Passenger Trip Ratio	RPR %	Average Passenger Rating
108.19M	425.90K	238.31K	71.11%	25.73%	7.66
Not Available	BM: 429.00K | Δ%: -0.72%	Not Available	Not Available	Not Available	BM: 7.98 | Δ%: -3.94%

City Contribution and Performance Overview

City	Total Trips	Revenue	Total Passengers	RPR %
Chandigarh	38.98K	11.06M	23.98K	21.14%
Coimbatore	21.10K	3.52M	11.07K	23.05%
Indore	42.46K	7.64M	22.08K	32.68%
Jaipur	76.89K	37.21M	55.54K	17.43%
Kochi	50.70K	17.00M	34.04K	22.40%
Lucknow	64.30K	9.46M	25.86K	37.12%
Mysore	16.24K	4.05M	13.16K	11.23%
Surat	54.84K	6.43M	20.26K	42.63%
Vadodara	32.03K	3.80M	14.47K	30.03%
Visakhapatnam	28.37K	8.02M	17.86K	28.61%
Total	425.90K	108.19M	238.31K	25.73%

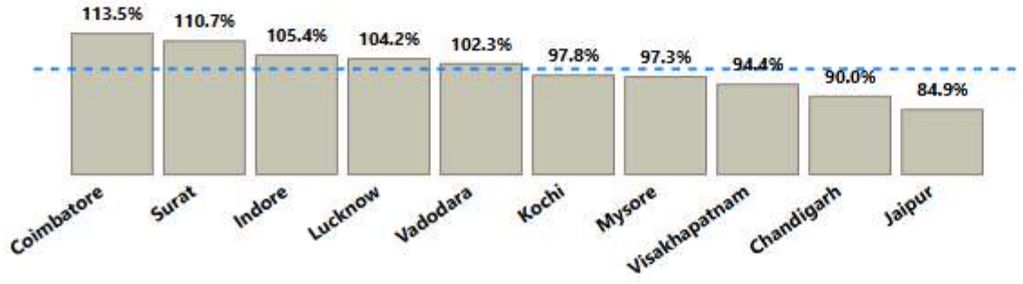
Trips Target Achievement Rate

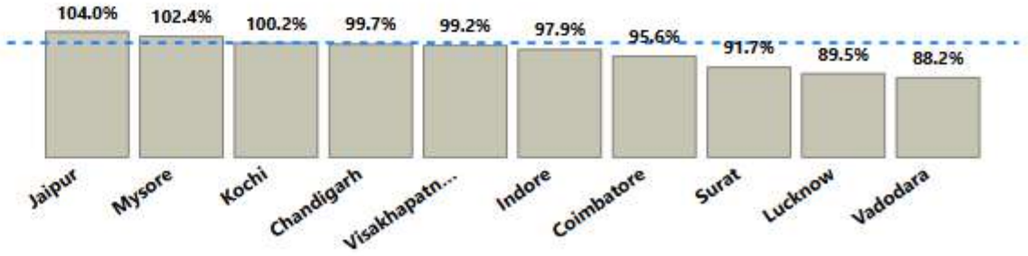
99.28%



New Passenger Target Achievement Rate

95.62%



Average Passenger Rating Target Achievement Rate

96.06%