Executive Summary

Project Title : Goodcabs Business Performance Analysis
Tools Used : SQL (MySQL), MS Word, Power BI, Canva
Project Type : Semi-guided
Data Source : Codebasics Resume Project Challenge #13

Project Overview

This project analyzes the operational and business performance of **Goodcabs**, a cab service company in Tier-2 Indian cities. It focuses on **passenger behavior, trip patterns, revenue trends, and target achievements** to support data-driven decision-making. The workflow combined **SQL (MySQL)** for ad-hoc analysis, **MS Word** for structured reporting, **Power BI** for interactive dashboards, and **Canva** for presentation design.

Dataset Details

The project used two databases –

- **trips_db** : dim_city, dim_date, fact_passenger_summary, dim_repeat_trip_distribution, fact_trips
- **targets_db** : city_target_passenger_rating, monthly_target_new_passengers, monthly_target_trips

Key Insights

- Jaipur & Lucknow are high-demand hubs, crucial for growth and retention.
- Surat shows strong repeat usage but low ratings, risking customer churn.
- Mysore & Coimbatore cater to smaller but higher-value trips, hinting at premium positioning.
- Tourist cities drive quick repeats, while business hubs sustain steady, regular usage.
- Trips are mostly on target, but weak new passenger growth and falling ratings highlight service quality gaps.

Recommendations

- Strengthen demand in weaker cities (Surat, Vadodara, Coimbatore) through partnerships with hotels, malls, and local events.
- Improve customer experience in Surat & Lucknow with driver training, faster support, and in-app feedback systems.
- Launch commuter passes in business hubs (Lucknow, Coimbatore, Surat) and seasonal ride packages in tourist cities (Jaipur, Mysore, Kochi).
- Scale up fleet supply during peak months (Feb–May) and optimize availability in low-demand months like June.
- Pilot EV adoption in high-demand hubs (Jaipur, Lucknow) to reduce operating costs and build a green, future-ready brand.

Skills Applied

Advanced SQL querying, data modeling, visualization design, performance analysis, business insight generation, and storytelling with data.

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