Goodcabs

Revenue and Operational Analysis

Goodcabs Report

City Name
All

₹254 Avg Fare/Trip	8.15M Total Distance...	426K Total Trip	

Distance

Max	Min	Avg
45	5	19.13

7.7 ★ Avg Passenger Rating	13 Avg Fare/Km	₹108M Total fare

Select all
April
February
January
June
March
May

New and Repeat Passengers

● Repeat Passe... ● New Passe...

177.0K (74.27%) 61.3K (25.73%)
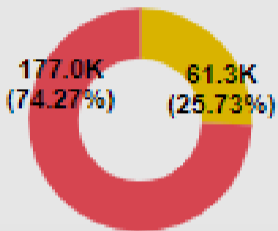
Top Performing Cities

City	Total Trips
Surat	54843
Lucknow	64299
Jaipur	76888

Bottom Performing Cities

City	Total Trips
Visakhapatnam	28366
Mysore	16238
Coimbatore	21104

Low and Peak demand by City and Month

73K (17.03%)   71K (16.75%)
74K (17.3...)
63K (14.68%)   75K (17.7...)
70K (16.54%)

Month
● April
● February
● January
● June
● March
● May

Weekday vs Weekend Trip Demand by City

City	Weekend	Weekday
Jaipur	44.4K	32.5K
Lucknow	14.7K	49.6K
Surat	17.1K	37.8K
Kochi	27.8K	22.9K
Indore	21.3K	21.2K
Chandigarh	19.1K	19.9K
Vadodara	11.7K	20.3K
Visakhapatnam	13.3K	15.1K
Coimbatore	8.5K	12.6K
Mysore	5.8K	6.4K

● Weekday ● Weekend

Average Fare & Distance per Trip by City Comparison

● Avg Distance ● Avg Fare

City	Avg Fare	Avg Distance
Jaipur	₹484	30
Kochi	₹335	24
Chandigarh	₹284	24
Visakhapatnam	₹283	23
Indore	₹180	17
Mysore	₹250	16
Coimbatore	₹167	15
Lucknow	₹147	13
Vadodara	₹119	12
Surat	₹117	11
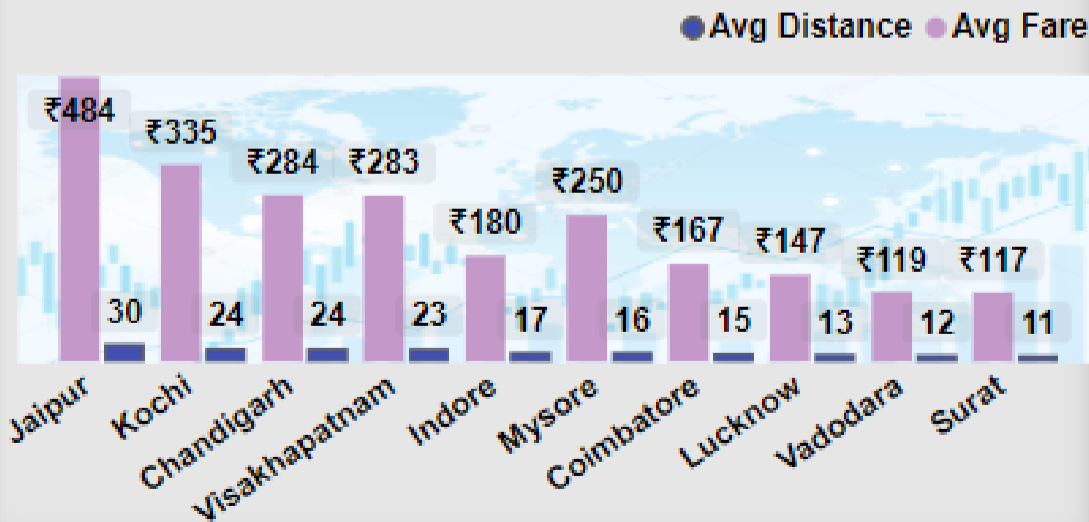
Actual vs Target Trips by Month

Month	Actual Trips	Target Trips	Trips difference	Difference (%)
February	75379	72500	2879	51
March	73679	72500	1179	51
May	72543	70500	2043	39
April	71335	70500	835	10
January	70462	72500	-2038	-10
June	62505	70500	-7995	-97

Actual Vs Target Passenger Rating by City

City	Actual Rating	Target Rating	Difference%
Vadodara	6.69	7.50	-11
Lucknow	6.47	7.25	-11
Surat	6.41	7.00	-8
Coimbatore	7.84	8.25	-5
Indore	7.81	8.00	-2
Visakhapatnam	8.48	8.50	0
Chandigarh	8.01	8.00	0
Kochi	8.59	8.50	1
Mysore	8.72	8.50	3
Jaipur	8.61	8.25	4

Actual vs Target New Passengers by Month

Month	Actual	Target	Passenger Gap	Difference (%)
April	26620	25000	1620	82
January	36329	36700	-371	53
February	36201	36700	-499	39
May	24182	25000	-818	-21
June	22852	25000	-2148	-60
March	30814	36700	-5886	-76

Average Passenger Rating by City

passenger_type ● new ● repeated

City	new	repeated
Kochi	8.99	8.00
Jaipur	8.99	7.99
Visakhapatnam	8.98	7.99
Mysore	8.98	7.98
Chandigarh	8.49	7.49
Coimbatore	8.49	7.48
Indore	8.49	7.47
Surat	7.98	6.00
Lucknow	7.98	5.99
Vadodara	7.98	5.98
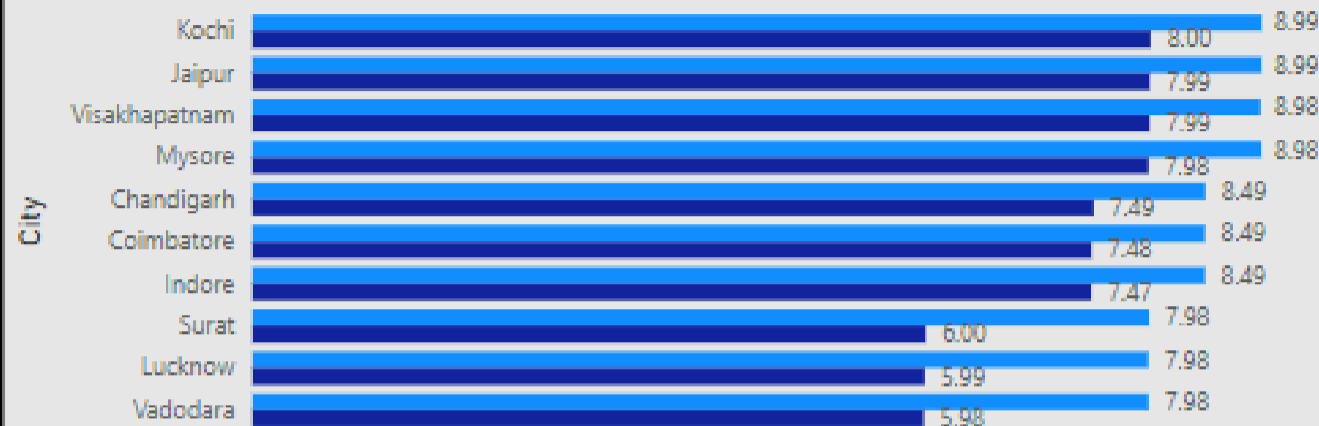
Average Driver Rating by City

passenger_type ● new ● repeated

City	new	repeated
Kochi	8.99	8.99
Jaipur	8.99	8.98
Visakhapatnam	8.98	8.99
Mysore	8.98	8.97
Coimbatore	7.99	7.48
Chandigarh	7.99	7.47
Indore	7.97	7.48
Vadodara	7.00	6.48
Lucknow	6.99	6.49
Surat	6.99	6.48

City Name

All

Total Repeat Passengers by Month

- 8.3K (Jan 2024)
- 9.5K
- 10.6K
- 11.0K
- 12.2K (May 2024)
- 9.7K

X-axis: Jan 2024, Mar 2024, May 2024, Jul 2024, Sep 2024, Nov 2024, Jan 2025, Mar 2025

Repeat Passenger Frequency by Trip Count

- 18.4K (30%)
- 11.8K (19%)
- 8.6K (14%)
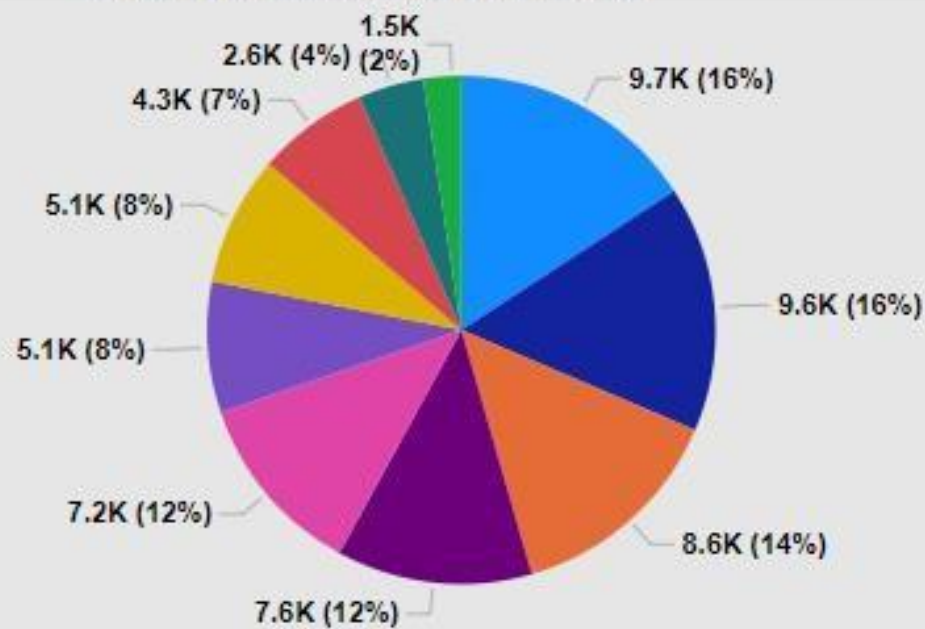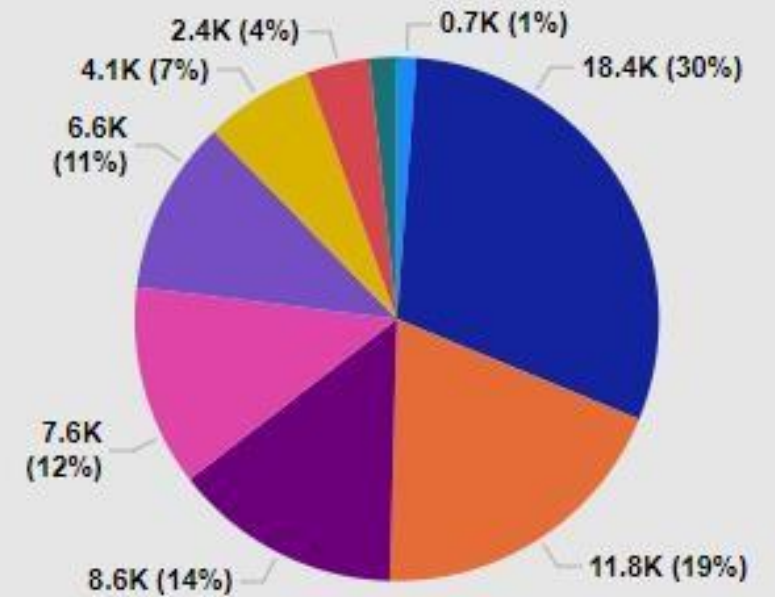- 7.6K (12%)
- 6.6K (11%)
- 4.1K (7%)
- 2.4K (4%)
- 0.7K (1%)

Repeat Passenger Frequency by City

Legend:
- Jaipur
- Lucknow
- Surat
- Kochi
- Indore
- Visakhapatnam
- Chandigarh
- Vadodara
- Coimbatore
- Mysore

- 9.7K (16%)
- 9.6K (16%)
- 8.6K (14%)
- 7.6K (12%)
- 7.2K (12%)
- 5.1K (8%)
- 5.1K (8%)
- 4.3K (7%)
- 2.6K (4%)
- 1.5K (2%)

Content

- ➢ About Company
- ➢ Problem Statement
- ➢ Ad-hoc Business Requests
- ➢ Primary Research Questions
- ➢ Secondary Research Questions
- ➢ Recommendations

Overview of Goodcabs

About Goodcabs:
Established two years ago, Goodcabs is a cab service company focusing on tier-2 cities in India.

Operations:
Active in **10 tier-2 cities** across India with a growing market presence.

Market Focus:
Tier-2 Cities Dominance: Goodcabs targets tier-2 cities in India, distinguishing itself by supporting local drivers and ensuring passengers receive high-quality service.

Growth Vision: With operations in 10 tier-2 cities, the company aims to achieve ambitious performance targets for 2024, focusing on **trip volume, passenger satisfaction, and repeat passenger rates.**

Problem Statement

Business Objective for 2024 Performance Goals:

Assess and improve performance across key metrics to drive growth and improve passenger satisfaction.

Key Metrics:

- **Trip Volume**: Monitor the number of trips completed.

- **Passenger Satisfaction**: Measure how satisfied passengers are with the service.

- **Repeat Passenger Rate**: Track how many passengers return for another ride.

- **Trip Distribution**: Analyze the geographical distribution of trips.

- **Balance of New and Repeat Passengers**: Understand the mix of new and repeat passengers.

Step by Step Analysis

- Imported **target_db** and **trips_db** databases in MySQL workbench

- Crafted SQL Queries to address the specified business questions

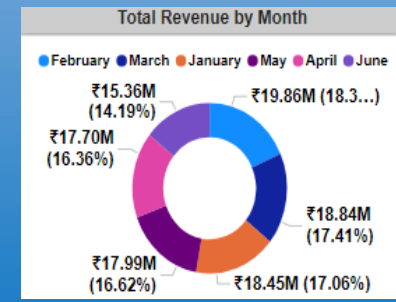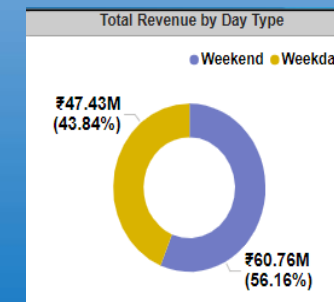- Leveraged SQL for solving Ad hoc requests and Power BI for data visualization and DAX for data analysis
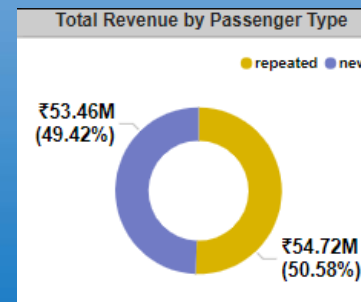
Data Modelling

dim_city
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fact_trips
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city_id,
passenger_type,
distance_travelled, (km)
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driver_rating,
day_type

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start_of_month,
month_name,
day_type,
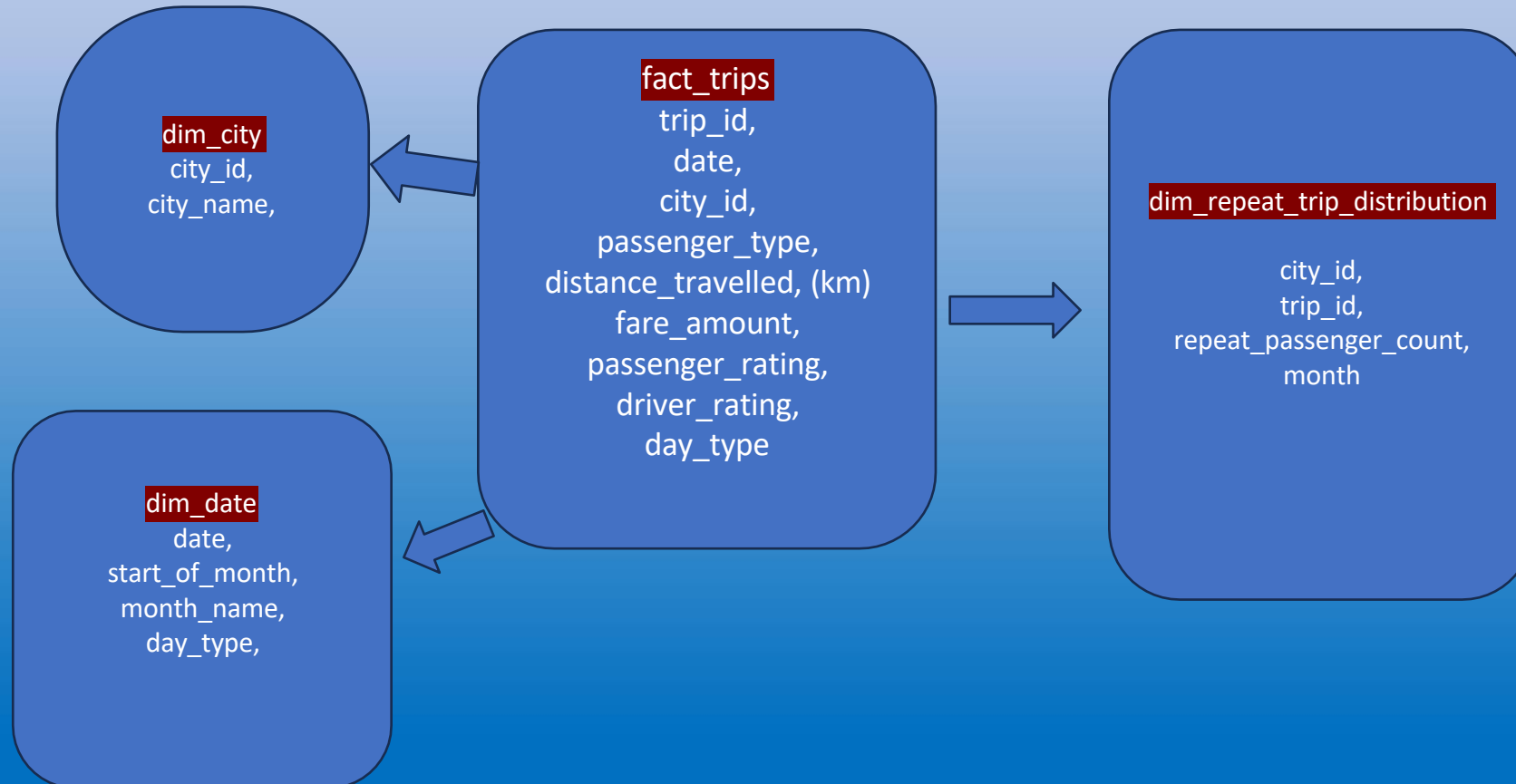
Revenue Analysis

- Total Revenue from January to June was **₹108 M**

- Jaipur leads with **₹37.21M** in revenue, more than double **Kochi's ₹17.00M**, making it a key market.

- Revenue growth dropped sharply from **7.61%** in February to -**17.11%** in **June,** signaling a growth challenge.

- Weekend revenue **(₹60.76M**) is 56.16% of total revenue, outpacing **weekday revenue (₹47.43M).**

- Customer base is split almost equally, **50.58% repeat (₹54.72M)** and **49.42% new (₹53.46M)** customers.

- April had the highest revenue of **₹19.86M (18.3%),** with March being the **lowest at ₹17.70M (16.36%),** indicating stable month-to-month performance.

Revenue by City

Revenue Growth Rate By Month in Percentage

Total Revenue by Passenger Type

Total Revenue by Day Type

Total Revenue by Month

Ad hoc Requests

Business Requests 1: City-Level Fare and Trip Summery Report

Fare Analysis:

• Highest performer: **Jaipur** (₹16.25/km and ₹483.92/trip)

• Lowest performer: **Surat** (₹10.92/km and ₹117.27/trip)

• Notable correlation: Cities with higher per-km rates consistently show higher average fares per trip

Trip Contribution:

• Leading markets: **Jaipur** (18.05%, 77K trips) and **Lucknow** (15.10%, 64K trips)

• Smallest markets: **Mysore** (3.81%, 16K trips) and **Vadodara** (7.52%, 32K trips)

• Geographic insight: Northern cities (Jaipur, Lucknow) show stronger market presence

Key Relationships:

• Premium markets: Jaipur and Kochi demonstrate strong pricing power with above-average fares and significant trip volumes

• Emerging opportunity: Cities like Surat show high trip volumes (55K) despite lower fares, indicating potential for price optimization

• Market efficiency: Cities with higher fare/km rates typically contribute more to total trip share, suggesting pricing strategy effectiveness

City	Avg Fare Per Km	Avg Fare Per Trip ▼	Percentage Contribution to Total Trips (%)	Total trips
Jaipur	16.25	483.92	18.05	77K
Kochi	14.13	335.25	11.90	51K
Chandigarh	12.18	283.69	9.15	39K
Visakhapatnam	12.70	282.67	6.66	28K
Mysore	15.40	249.71	3.81	16K
Indore	11.07	179.84	9.97	42K
Coimbatore	11.30	166.98	4.96	21K
Lucknow	12.14	147.18	15.10	64K
Vadodara	10.54	118.57	7.52	32K
Surat	10.92	117.27	12.88	55K

City Level Fare and Trip Summery

Business Requests 2 : Monthly City-Level Trips Target Performance Report

1. **Chandigarh & Lucknow**: Both recover, with Chandigarh at +10.33% in May and Lucknow narrowing its gap from - 16.48% to - 6.91%.

2. **Visakhapatnam**: Strong Q1 performance (+8.38%), but a -10.44% decline in Q2, showing challenges.

3. **Vadodara & Kochi**: Vadodara underperforms (-27.92% in June), and Kochi fluctuates, dropping to -14.56%, indicating instability.

4. **Mysore & Jaipur**: Consistently exceed targets, with Mysore peaking at +31.65% and Jaipur at +22%.

5. **Indore**: Fluctuating performance with a drop in June (missed by 1212 trips), needing strategy adjustments.

6. **Coimbatore**: Slight dip in June (342 trips), showing potential for minor improvement.

7. **Market Volatility**: Visakhapatnam, Vadodara, and Kochi face volatility, signalling instability.

8. **Recovery vs. Consistency**: Recovery cities need tailored strategies, while Mysore and Jaipur show consistent overachievement.

| MonthNumber	month_name	percent_difference	performance_status	city_name	Total Actual Trips	Total Target Trips
1	January	-20.42	Below Target	Vadodara	4775	6000
1	January	-16.48	Below Target	Lucknow	10858	13000
1	January	-7.13	Below Target	Surat	8358	9000
1	January	-3.76	Below Target	Indore	6737	7000
1	January	-2.71	Below Target	Chandigarh	6810	7000
1	January	-2.08	Below Target	Kochi	7344	7500
1	January	-0.71	Below Target	Visakhapatnam	4468	4500
1	January	4.31	Above Target	Coimbatore	3651	3500
1	January	15.20	Above Target	Jaipur	14976	13000
1	January	24.25	Above Target	Mysore	2485	2000
2	February	-12.87	Below Target	Vadodara	5228	6000
2	February	-7.23	Below Target	Lucknow	12060	13000
2	February	-2.74	Below Target	Coimbatore	3404	3500
2	February	0.77	Above Target	Surat	9069	9000
2	February	2.51	Above Target	Kochi	7688	7500
2	February	3.00	Above Target	Indore	7210	7000
2	February	5.53	Above Target	Chandigarh	7387	7000
2	February	6.51	Above Target	Visakhapatnam	4793	4500
2	February	22.09	Above Target	Jaipur	15872	13000
2	February	33.40	Above Target	Mysore	2668	2000
3	March	-13.66	Below Target	Lucknow	11224	13000
3	March	-6.70	Below Target	Vadodara	5598	6000
3	March	-6.16	Below Target	Chandigarh	6569	7000
3	March	0.27	Above Target	Indore	7019	7000
3	March	2.44	Above Target	Jaipur	13317	13000
3	March	2.97	Above Target	Surat	9267	9000
3	March	5.14	Above Target	Coimbatore	3680	3500
Total					425903	429000

Business Request -3: City-Level Repeat Passenger Trip Frequency Report

- Chandigarh, Jaipur, Visakhapatnam, Mysore, Kochi, and Indore have the highest repeat passenger frequencies, with Chandigarh leading at 32.3% for 2-trip passengers.

- Jaipur stands out with 50.1% for 2-trip passengers, showing strong initial loyalty. Coimbatore has the highest percentage of 5-trip passengers at 20.62%.

- Lucknow has the lowest repeat frequency at 9.7% for 2-trip passengers, suggesting room for improvement.

- Overall, repeat passenger frequency tends to decrease as the number of trips increases, with a significant drop after 5 trips.

City-Level Repeat Passenger Frequency Percent Matrix (%)

City	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Chandigarh	32.3	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
Coimbatore	11.2	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
Indore	34.3	22.69	13.40	10.34	6.85	5.24	3.26	2.38	1.51
Jaipur	50.1	20.73	12.12	6.29	4.13	2.52	1.90	1.20	0.97
Kochi	47.7	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Lucknow	9.7	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10
Mysore	48.8	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
Surat	9.8	14.26	16.55	19.75	18.45	11.89	6.24	1.74	1.35
Vadodara	9.9	14.17	16.52	18.06	19.08	12.86	5.78	2.05	1.61
Visakhapatnam	51.3	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92

Business Request 4: Identify Cities with Highest and Lowest Total New Passengers

Jaipur contributes **45.86K** new passengers of total

While, Coimbatore shares **8.51K**

Highest & Lowest Total New Passengers
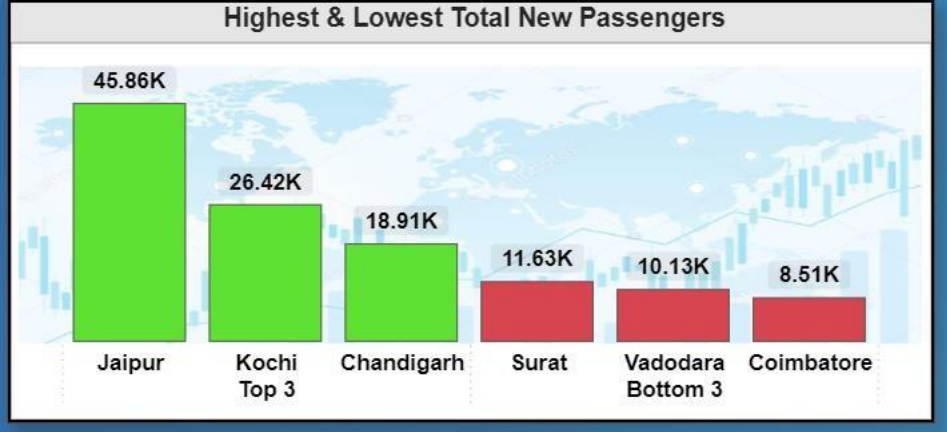
Business Request 5: Identify Month with Highest Revenue for Each City

City	Percentage Contribution (%)	Total Revenue	Highest Revenue Month
Visakhapatnam	17.34	1.39M	April
Coimbatore	17.38	0.61M	April
Surat	17.96	1.15M	April
Indore	18.09	1.38M	May
Mysore	18.38	0.75M	May
Vadodara	18.60	0.71M	April
Lucknow	18.78	1.78M	February
Chandigarh	19.07	2.11M	February
Kochi	19.61	3.33M	May
Jaipur	20.82	7.75M	February

Highest Revenue Month For Each City

Business Request 6: Repeat Passenger Rate Analysis

Surat has highest RPR i.e. 42.63% and Mysore has

Lowest RPR i.e. 11.23%

Highest & Lowest RPR (%) by City

city_name	total_passengers	total_repeat_passengers	city_repeat_passenger_rate ▼
Surat	20264	8638	42.63
Lucknow	25857	9597	37.12
Indore	22079	7216	32.68
Vadodara	14473	4346	30.03
Visakhapatnam	17855	5108	28.61
Coimbatore	11065	2551	23.05
Kochi	34042	7626	22.40
Chandigarh	23978	5070	21.14
Jaipur	55538	9682	17.43
Mysore	13158	1477	11.23

Monthly Repeat Passenger Rate Across All Cities (%)

City	April	February	January	June	March	May
Chandigarh	24.02	17.21	15.52	26.30	21.27	26.20
Coimbatore	27.87	17.36	17.71	24.69	21.73	32.66
Indore	35.52	27.71	26.65	35.88	28.46	43.53
Jaipur	22.10	13.34	12.01	16.98	19.88	25.68
Kochi	24.19	18.71	14.05	25.84	21.70	29.78
Lucknow	39.30	31.98	29.23	46.70	33.93	47.66
Mysore	11.39	7.99	8.08	14.93	9.48	15.37
Surat	45.70	36.81	32.74	49.17	43.43	49.92
Vadodara	34.49	22.13	20.66	38.90	30.10	38.48
Visakhapatnam	34.97	24.92	20.55	29.68	29.84	32.91

1. Top 3 and Bottom3 Performing Cities by Total Trips

Insights-

-Jaipur is the top performing city with 76888 trips which is 18.05% of total trips

-Mysore Is the least performing city with 16238 which is only 3.81% of total trips

Top Performing Cities

City	Total Trips ▼
Jaipur	76888
Lucknow	64299
Surat	54843

Bottom Performing Cities

City	Total Trips ▲
Mysore	16238
Coimbatore	21104
Visakhapatnam	28366

2. Average Fare per Trip by City

Insights-

-Surat has lowest average fare which only 117 rupees with least average distance only 11 km

-While in Jaipur average pay for trip is 484 rupees with highest average distance 30 km

-Despite minimum average distance than Indore, Mysore has maximum average fare per trip

by 70 rupees than Indore

Average Fare & Distance per Trip by City Comparison

Primary Analysis

# 3. Average Ratings by City and Passenger Type

Insights-

- For new passengers Kochi and Jaipur has the highest passenger rating and the Vadodara has the lowest passenger rating.

- For the repeated passengers Kochi has the highest rating while Vadodara has the least rating.
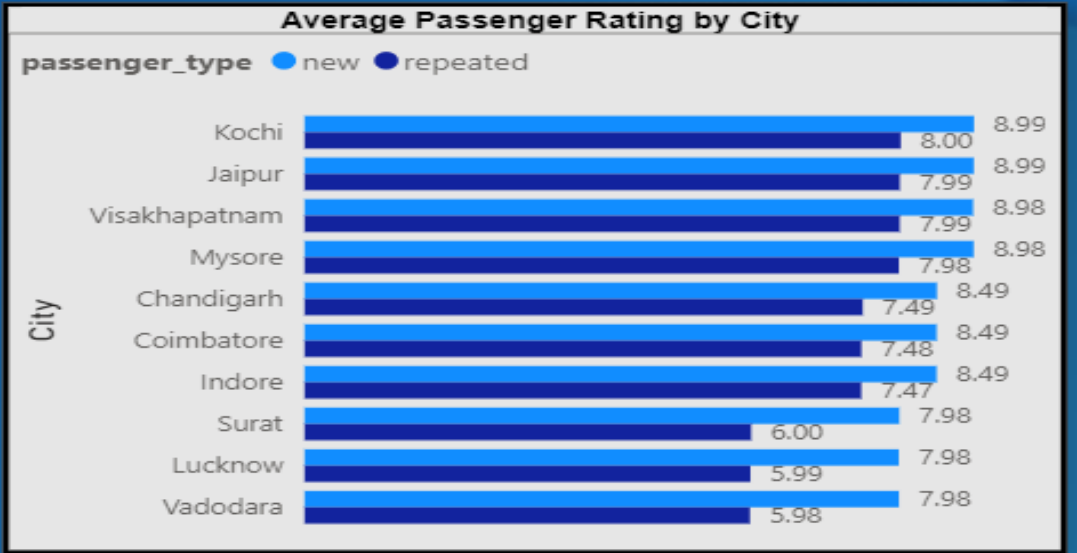
Insights-

- For the new passengers Kochi and Jaipur has the highest driver rating while Vadodara and Surat has the lowest driver rating.

- For the repeated passengers Kochi and Jaipur has the highest driver rating while Vadodara and Surat has the lowest driver rating.
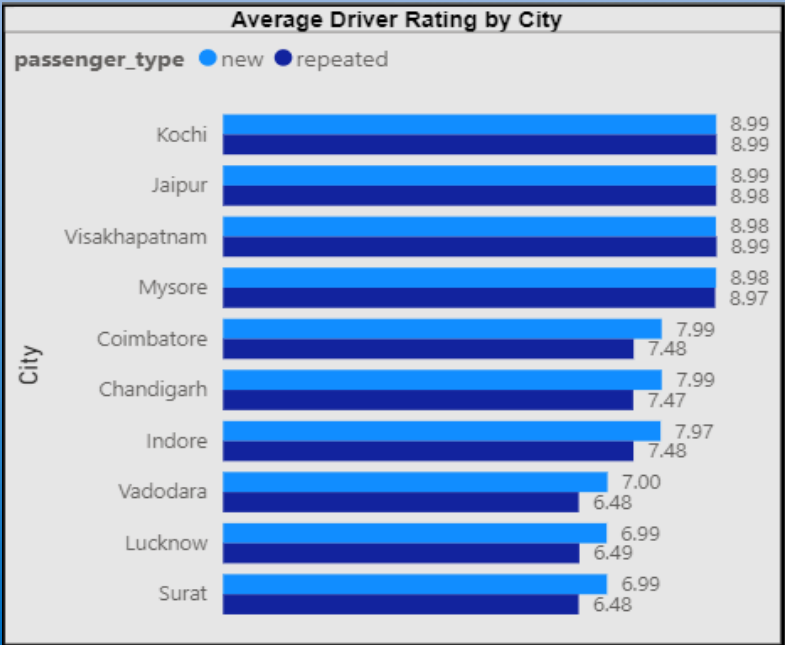
4. Peak and Low Demand Months by City

- **February** followed by March and May were the peak Demand months

- **June** has lowest demanded month followed by January
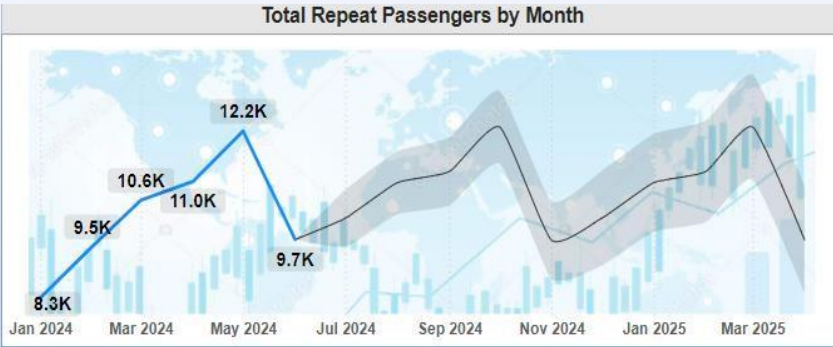

Low and Peak demand by City and Month
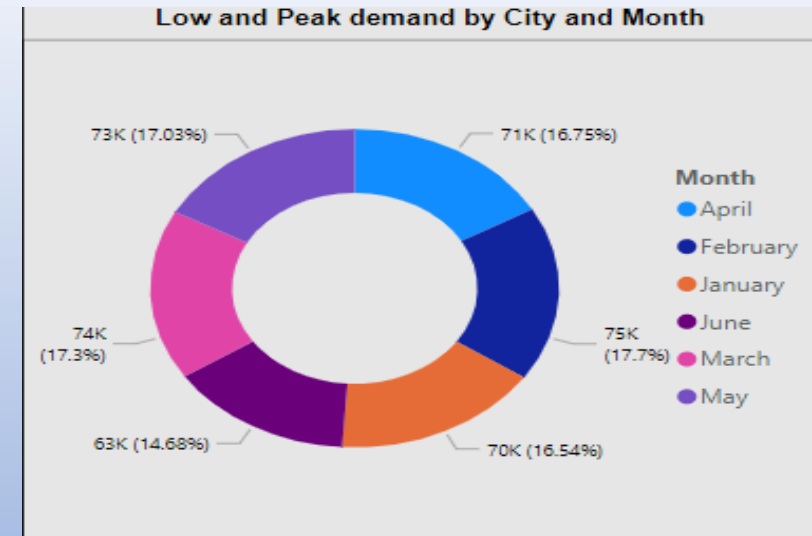
5. Weekend vs. Weekday Trip Demand by City

- **Jaipur tops demand**, Highest trips on weekdays (44.4K) and weekends (32.5K).

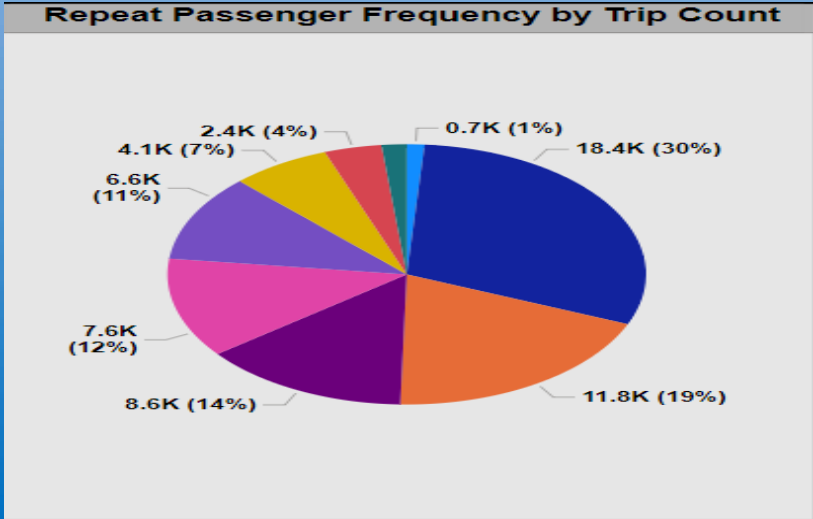- **Lucknow vs. Mysore**: Lucknow prefers weekdays (49.6K), Mysore shows low, balanced demand.

Weekday vs Weekend Trip Demand by City
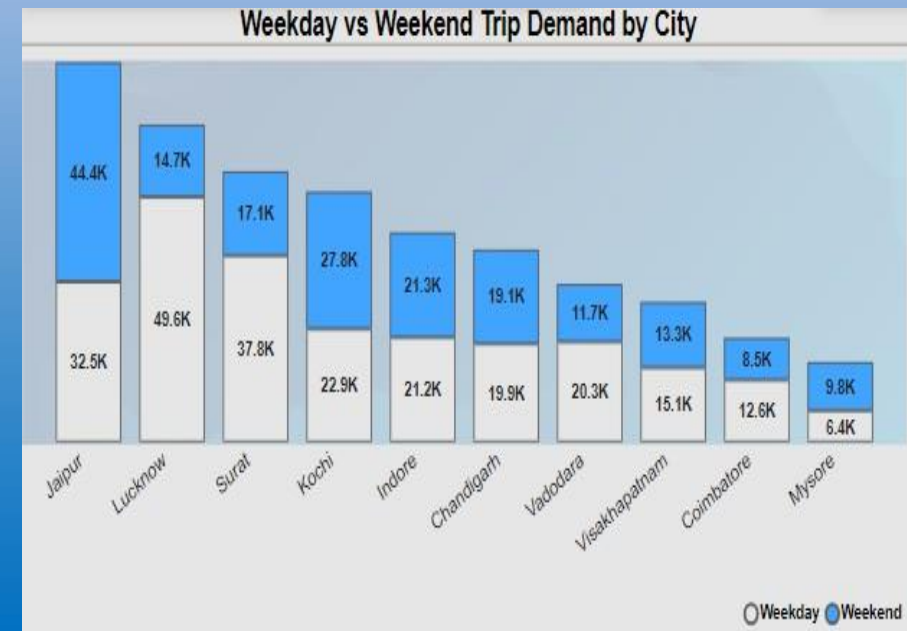
6. Repeat Passenger Frequency and City Contribution Analysis

Total Repeat Passengers by Month

- **May 2024 peak**: Highest repeat passengers at 12.2K.

- **Steady growth**: Numbers rose after July 2024 dip (9.7K).

- **High frequency group**: Passengers with 18.4K trips account for 30%, dominating the repeat frequency.

- **Smaller contributions**: Groups with fewer trips (0.7K to 6.6K) collectively make up only 29%.

- Jaipur city shares almost 9.7k repeat passengers of total, whereas, Mysore city contributes only 1.5K

City-Level Repeat Passenger Frequency Percent Matrix (%)

City	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Visakhapatnam	51.3	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92
Jaipur	50.1	20.73	12.12	6.29	4.13	2.52	1.90	1.20	0.97
Mysore	48.8	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
Kochi	47.7	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Indore	34.3	22.69	13.40	10.34	6.85	5.24	3.26	2.38	1.51
Chandigarh	32.3	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
Coimbatore	11.2	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
Vadodara	9.9	14.17	16.52	18.06	19.08	12.86	5.78	2.05	1.61
Surat	9.8	14.26	16.55	19.75	18.45	11.89	6.24	1.74	1.35
Lucknow	9.7	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10

- Tourism Cities (Visakhapatnam, Jaipur, Mysore, Kochi): High 2-trip frequencies (47-51%) with steep declines afterward, reflecting one-time or occasional leisure travelers.

- Business Cities (Vadodara, Lucknow, Surat, Coimbatore): Balanced trip frequencies with higher 4-7 trip percentages (15-20%) and lower 2-trip percentages (9-11%), indicating frequent business travel.

- Chandigarh & Indore: Hybrid patterns, serving both tourism and business but leaning toward business with more evenly distributed trip frequencies

Repeat Passenger Frequency by Trip Count

7. Monthly Target Achievement Analysis for Key Metrics

- Strong Performance (Feb-Mar): Peak with 73,679 - 75,379 trips, exceeding targets by 2,000 (51% positive difference), reflecting optimal efficiency.

- Critical Concern (June):Severe underperformance at 62,505 trips, falling short by 7,995 (-97%), requiring urgent action. January shows a less severe negative trend (-10%).

Actual vs Target Trips by Month

Month	Actual Trips	Target Trips	Trips difference	Difference (%)
February	75379	72500	2879	51
March	73679	72500	1179	51
May	72543	70500	2043	39
April	71335	70500	835	10
January	70462	72500	-2038	-10
June	62505	70500	-7995	-97

- Highest Performance (April): Only month with a positive passenger gap (+1,620, +82%), driven by strong new customer acquisition.

- Critical Decline (Mar-Jun): Sharp drop in new passengers, with March (-5,886, -76%) and June (-2,148, -60%) showing significant gaps, needing urgent focus.

Actual vs Target New Passengers by Month

Month	Actual	Target	Passenger Gap	Difference (%)
April	26620	25000	1620	82
January	36329	36700	-371	53
February	36201	36700	-499	39
May	24182	25000	-818	-21
June	22852	25000	-2148	-60
March	30814	36700	-5886	-76

- Top Performers: Tourism cities (Mysore, Jaipur, Kochi) excel, with ratings above 8.5. Mysore leads at 8.72 (+3% above target).

- Critical Concerns: Business cities struggle, especially Vadodara and Lucknow (-11%) and Surat (-8%), needing service improvements

Actual Vs Target Passenger Rating by City

City	Actual Rating	Target Rating	Difference%
Vadodara	6.69	7.50	-11
Lucknow	6.47	7.25	-11
Surat	6.41	7.00	-8
Coimbatore	7.84	8.25	-5
Indore	7.81	8.00	-2
Visakhapatnam	8.48	8.50	0
Chandigarh	8.01	8.00	0
Kochi	8.59	8.50	1
Mysore	8.72	8.50	3
Jaipur	8.61	8.25	4

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

Insights-

- Top RPR Performance: Business cities lead in repeat passengers Surat (42.63%), Lucknow (37.12%), Indore (32.68%) despite lower passenger numbers (20K-26K).

- Critical Observation: Tourist cities like Jaipur (17.43%) and Mysore (11.23%) have many passengers but low repeat visits. Kochi also has low repeat rates (22.40%) despite the highest total passengers (34,042).

- Critical Low Points: Mysore's repeat rates are very low (7.99-15.37%), and Jaipur struggles in winter (12-13%). May sees the highest repeat rates, while January-February are the lowest.

- Highest RPR: Surat and Lucknow have peak repeat rates in May-June, with Surat reaching 49.92% and Lucknow around 46-47%, showing a strong business travel season.

Highest & Lowest RPR (%) by City

city_name	total_passengers	total_repeat_passengers	city_repeat_passenger_rate
Surat	20264	8638	42.63
Lucknow	25857	9597	37.12
Indore	22079	7216	32.68
Vadodara	14473	4346	30.03
Visakhapatnam	17855	5108	28.61
Coimbatore	11065	2551	23.05
Kochi	34042	7626	22.40
Chandigarh	23978	5070	21.14
Jaipur	55538	9682	17.43
Mysore	13158	1477	11.23

Monthly Repeat Passenger Rate Across All Cities (%)

City	April	February	January	June	March	May
Chandigarh	24.02	17.21	15.52	26.30	21.27	26.20
Coimbatore	27.87	17.36	17.71	24.69	21.73	32.66
Indore	35.52	27.71	26.65	35.88	28.46	43.53
Jaipur	22.10	13.34	12.01	16.98	19.88	25.68
Kochi	24.19	18.71	14.05	25.84	21.70	29.78
Lucknow	39.30	31.98	29.23	46.70	33.93	47.66
Mysore	11.39	7.99	8.08	14.93	9.48	15.37
Surat	45.70	36.81	32.74	49.17	43.43	49.92
Vadodara	34.49	22.13	20.66	38.90	30.10	38.48
Visakhapatnam	34.97	24.92	20.55	29.68	29.84	32.91

1. Factors Influencing Repeat Passenger Rates

- Business Environment: Cities with strong corporate presence (Surat, Lucknow) show 40-50% RPR, driven by regular business travel needs and corporate accounts.

- Tourism Seasonality: Tourist cities (Mysore, Jaipur) show lower RPR (11-17%) but higher overall passenger counts, with peak rates during tourism seasons.

- Economic Activity: Industrial cities (Indore, Vadodara) maintain steady 30-35% RPR, reflecting regular business movement.

- Cities like Surat (42.63%) and Lucknow (37.12%) lead in repeat passenger rates, indicating strong customer retention strategies.

- Jaipur's strong acquisition of new passengers (45,856) contributes to balanced growth strategy

- Competition and local transportation preference: Availability of alternative transportation service such as, Rickshaw, Bus, Private Taxies

Secondary Analysis and Recommendations

2. Tourism vs. Business Demand Impact

- Tourism Cities (Jaipur, Visakhapatnam, Kochi):High 2-3 trip frequency suggests tourism demand.

- Focus marketing on festivals and attractions to boost rides.

- Business Cities (Coimbatore, Lucknow, Mysore):Even distribution across 6-7 trips shows business demand.

- Target conferences and weekday travelers with loyalty offers.

- Event-Based Marketing : Use seasonal and event calendars to tailor campaigns for each city's primary demand pattern and maximize trips.

- Tourism Cities (Jaipur, Kochi, Visakhapatnam): Focus on weekend demand with festival and tourist-season marketing.

- Business Cities (Lucknow, Surat, Coimbatore, Mysore): Target weekday demand with business-focused promotions.

- Tailored Strategies: Align campaigns with city-specific events to boost trips.

3. Emerging Mobility Trends and Goodcabs' Adaptation

- **Electric Vehicle (EV) Adoption:** Growing demand for eco-friendly travel in tier-2 cities makes integrating EVs a competitive advantage.

- **Green Initiatives:** Launching eco-friendly services, like carbon-neutral rides, can attract environmentally conscious customers and enhance brand image.

4. Partnership Opportunities with Local Businesses

- **Hotels, Malls, and Event Venues:** Collaborations in tourism-heavy or high-footfall areas can increase demand through exclusive offers or package deals.

- **Customer Loyalty:** Partnerships can drive repeat usage by creating value-added services (e.g., priority cab access for hotel guests).

5.Data Collection for Enhanced Data-Driven Decisions

- **Customer Feedback:** Gather ride reviews, travel times, and trip purposes to improve services.

- **Efficiency Metrics:** Track driver performance and trip times to optimize operations.

- **Market Trends:** Monitor events and seasonal demand to stay ahead.

Personal Recommendations

Tailor Marketing Efforts to City-Specific Demands

• Focus on tourism seasons and festivals for cities like Jaipur, Mysore, and Kochi to increase rides.

• Target weekday business travelers in cities like Surat, Lucknow, and Coimbatore with corporate promotions.

Enhance Service Offering with Emerging Mobility Trends

• Promote electric vehicles (EVs) in eco-conscious cities like Coimbatore and Surat.

• Use demand forecasting to optimize driver availability during peak times.

Targeted Customer Retention and Acquisition Strategies

• Implement loyalty programs in both business and tourism cities to increase repeat usage.

Seasonal & Event-Based Promotion Alignment

• Focus promotions on peak tourist seasons and local events in cities like Jaipur and Kochi.

• Tailor weekday promotions for business travelers in cities like Surat and Lucknow.