

GOOD CABS

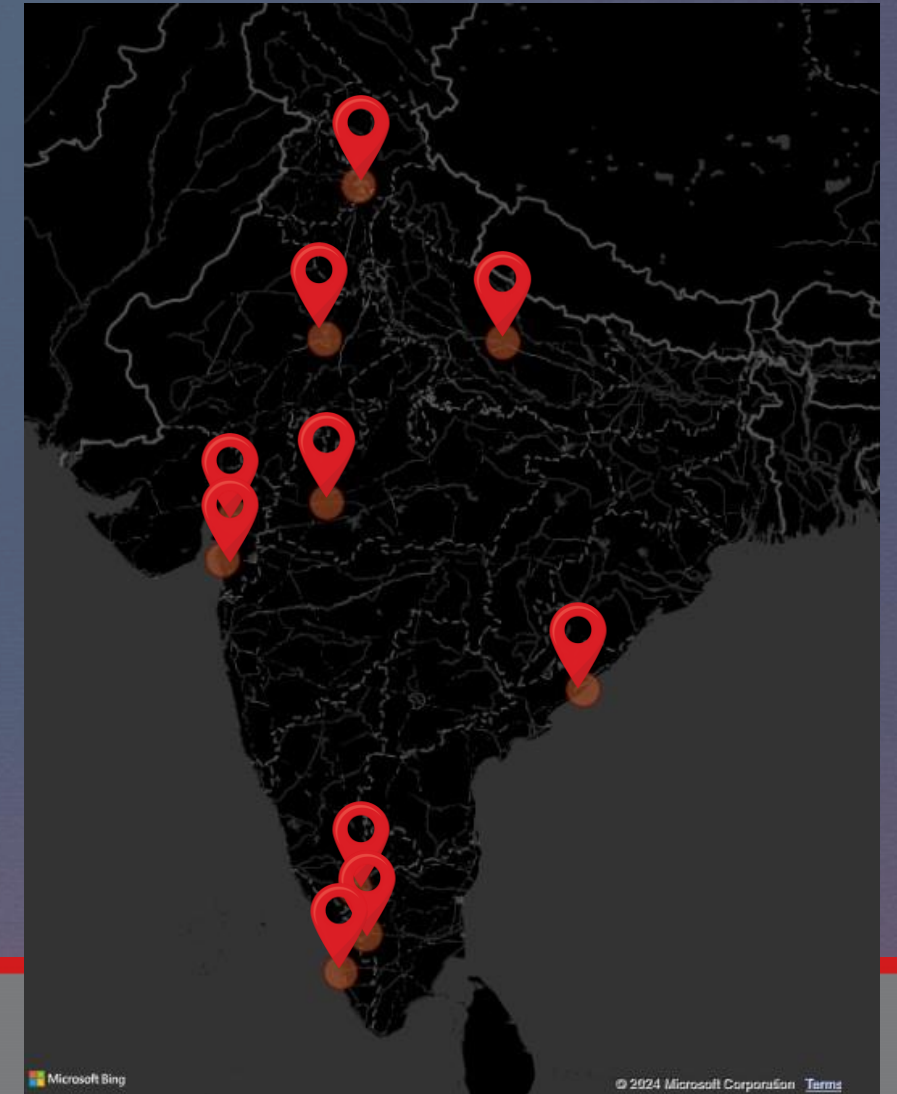


GoodCabs is a cab service company focused on tier-2 cities with a vision to create a reliable and efficient transportation experience.

Here, commitment to local driver partnerships and exceptional service to passengers go hand in hand.

Currently operational across 10 tier-2 cities in India, the team aims to set ambitious targets and identify opportunities for enhancement.

city_id	city_name
CH01	Chandigarh
TN01	Coimbatore
MP01	Indore
RJ01	Jaipur
KL01	Kochi
UP01	Lucknow
KA01	Mysore
GJ01	Surat
GJ02	Vadodara
AP01	Visakhapatnam



Aspects of Analysis



City Wise Analysis

Passenger Insights

Performance Overview

[Home Page](#)[City Wise Analysis](#)**Passenger Type**☒ new☐ repeated**Month**

All

**426K**

Total Trips

108M

Total Revenue

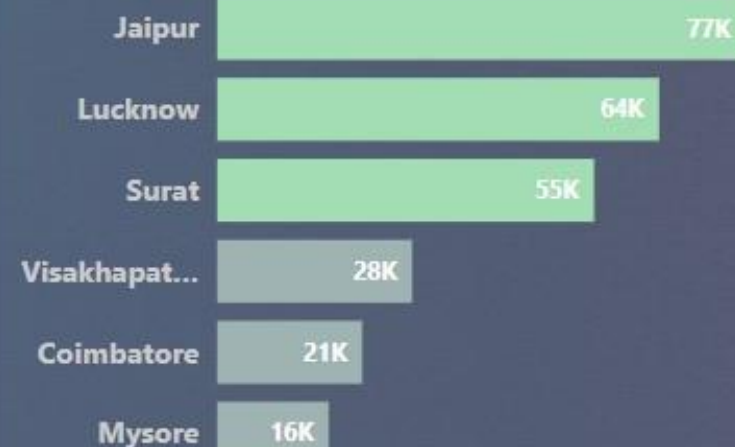
8.15M

Total Distance travelled

Monthly Total Trips

City	January	February	March	April	May	June
Chandigarh	6,810	7,387	6,569	5,566	6,620	6,029
Coimbatore	3,651	3,404	3,680	3,661	3,550	3,158
Indore	6,737	7,210	7,019	7,415	7,787	6,288
Jaipur	14,976	15,872	13,317	11,406	11,475	9,842
Kochi	7,344	7,688	9,495	9,762	10,014	6,399
Lucknow	10,858	12,060	11,224	10,212	9,705	10,240
Mysore	2,485	2,668	2,633	2,603	3,007	2,842
Surat	8,358	9,069	9,267	9,831	9,774	8,544
Vadodara	4,775	5,228	5,598	5,941	5,799	4,685
Visakhapatnam	4,468	4,793	4,877	4,938	4,812	4,478

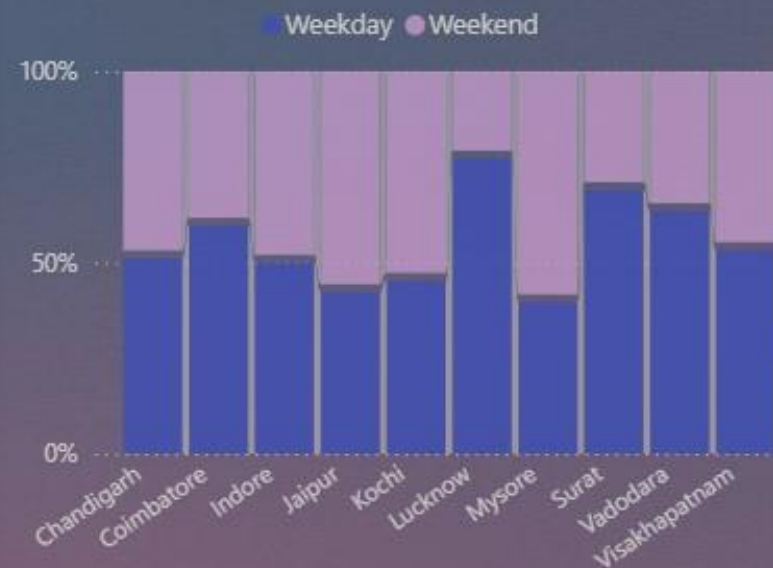
Top 3 & Bottom 3 Cities by Total Trips



Average Trip Cost & Average Fare / km by City



Total Trips by City and Day Type



Insights

- Jaipur, Lucknow and Surat have the highest no. of trips.
- Vishakhapatnam, Coimbatore, Mysore have the lowest no. of trips.
- The average trip cost is highest for Jaipur and lowest for Surat.
- Mysore with high Average fare/km depicts prevalence of shorter trips.
- In Tourism based cities few months depict more trips over other months. However, in business based and industrial cities, the gradient is rather consistent.
- Lucknow, Surat & Vadodara passengers show preference for weekday trips (65% +)
- Passengers in Mysore and Jaipur prefer weekend trips.



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Passenger Insight



Month

All



7.83

Avg driver rating

7.66

Avg passenger rating

Total Passengers

238K

New Passengers

177K

Repeat Passengers

61K

Repeat Passenger % for each Trip Count

City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	12.40%	8.89%	8.30%	9.24%	8.13%	5.70%	6.73%	7.40%	11.43%
Coimbatore	4.22%	1.55%	3.22%	4.60%	6.91%	6.82%	6.47%	6.60%	5.72%
Indore	14.85%	13.45%	13.92%	11.20%	9.79%	7.48%	9.16%	9.89%	16.67%
Jaipur	12.81%	26.34%	17.07%	13.58%	8.00%	6.06%	5.91%	7.74%	11.24%
Kochi	8.45%	19.72%	15.80%	10.43%	6.49%	4.51%	3.90%	5.30%	8.91%
Lucknow	14.44%	5.03%	12.05%	18.00%	23.21%	29.34%	26.33%	25.96%	17.73%
Mysore	0.95%	3.91%	3.07%	2.18%	1.13%	0.91%	0.63%	0.88%	0.78%
Surat	15.94%	4.57%	10.48%	16.56%	22.40%	24.15%	24.88%	22.68%	14.53%
Vadodara	9.54%	2.33%	5.24%	8.31%	10.31%	12.56%	13.54%	10.56%	8.62%
Visakhapatnam	6.40%	14.21%	10.85%	5.90%	3.65%	2.47%	2.45%	2.99%	4.36%

RPR % by City

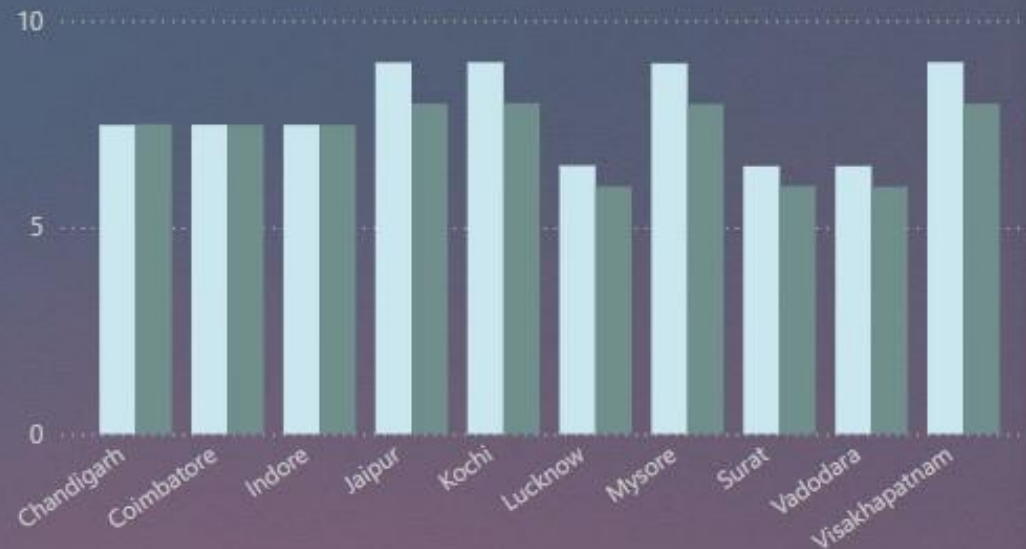
Surat	Vadodara	Visakhapatnam
42.63%	30.03%	28.61%
Lucknow	Coimbatore	Jaipur
37.12%	23.05%	17.43%
Indore	Kochi	Mysore
32.68%	22.40%	11.23%
	Chandigarh	
	21.14%	

New

Repeat

Average Driver & REPEATED Passenger Rating

● Avg Driver Rating ● Avg Passenger Rating



Insights

- For New Passengers:
 - Jaipur, Kochi, Mysore & Vishakhapatnam are highest rated cities
 - The Driver and Passenger Ratings are in sync
 - The cities of concern are Lucknow, Surat & Vadodara where the Average Driver Rating is lower than the overall Average Driver Rating of 7.83
- For Repeat Passengers:
 - No city has Average Passenger Rating > Average Driver Rating
 - Lucknow, Surat, Vadodara which incidentally have high number of Repeat passengers have the lowest Rating.

Insights

- Lucknow shows high % of passengers in the (4-10) trip count.
- For 9 and 10 Trip Count Lucknow has the highest % followed by Indore and Surat.
- For Tourism based cities such as Jaipur, 2 and 3 Trip Count is higher which gradually decreases as the Trip-Count Increases.
- For Business based cities the % increases as the Trip Count increases.
- The highest RPR % is shown by Surat.
- Few factors for high RPR % could be – Work opportunities, younger population, bigger cities.

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Performance Overview



City

All

Month

All

Actual Trips vs Target



New Passengers vs Target



Average Passenger Rating vs Target

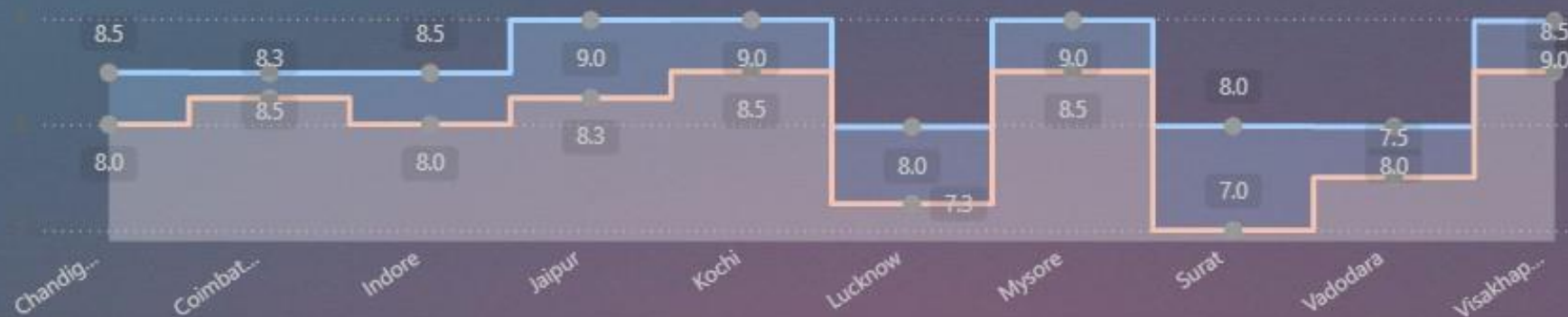


Monthly Analysis for each City

City	(Trips - Target)	(New Passenger - Target)	New Passenger %	Total Revenue	Monthly RGR %
<input type="checkbox"/> Jaipur	9388	-8144	-15.08%	37.21M	Drill down
<input type="checkbox"/> Kochi	1202	-584	-2.16%	17.00M	Drill down
<input type="checkbox"/> Chandigarh	-19	-2092	-9.96%	11.06M	Drill down
<input type="checkbox"/> Lucknow	-7701	660	4.23%	9.46M	Drill down
<input type="checkbox"/> Visakhapatnam	-134	-753	-5.58%	8.02M	Drill down
<input type="checkbox"/> Indore	-1044	763	5.41%	7.64M	Drill down
<input type="checkbox"/> Surat	-2157	1126	10.72%	6.43M	Drill down
<input type="checkbox"/> Mysore	2738	-319	-2.66%	4.05M	Drill down
<input type="checkbox"/> Vadodara	-5474	227	2.29%	3.80M	Drill down
<input type="checkbox"/> Coimbatore	104	1014	13.52%	3.52M	Drill down

Average (new) Passenger Rating vs Target

● Avg New Passenger Rating ● Avg Target Rating



Insights

- The cities unable to meet their target for Total trips were : Chandigarh, Indore, Lucknow, Surat, Vadodara and Vishakhapatnam.
- For Jaipur : though the total trips target was achieved, New passengers influx fell significantly short of the target especially in the peak months.
- Vishakhapatnam was unable to achieve all the targets, focus on this city could yield a higher contribution to the revenue.
- Jaipur, Kochi, Chandigarh have the highest revenue contribution.

Suggestions



- Tourism Based Cities:
 - Personalize the tourism experience
 - Option for a guide assistance especially during peak season
 - During local festivals, an effort to exhibit cultural glimpses in the service.
- Business Based Cities:
 - Exclusive collaboration with conference events venues, hotels
 - Offer subscription based or discounted packages for businesses to provide rides for employees.
 - Traffic Data integration to optimize routes.

Suggestions



- Scope for additional data:
 - Feedback by and for passengers.
 - Ride Cancellation Data
 - Preferred Payment Methods
 - Drop-off and Pickup Hotspots
 - Passenger Demographics (Age, Gender, Occupation)
 - Competitor Analysis
 - Churn Rate

Electric Vehicles and Growing Market

In FY 23, tier 2 and 3 cities accounted for 49% of 4-wheeler EV registrations, which rose to 58% in FY 24 and an impressive 66% YTD in FY 25.

Market Strategy:

- Leverage sustainability as a USP.
- Highlight partnerships with environmental organizations.
- Share tangible efforts of the switch emphasizing on the problems of air quality, CO2 emissions, etc.
- Corporate Partnership: can be useful for client's PAT scheme.

- The charging network is growing beyond metropolitan areas, extending into Tier 2 and 3 cities, witnessing 96% growth in FY24.
- Benefits for the company:
 - **Tax Benefits:** The company can claim higher depreciation rate of 40% on EVs.
 - **Govt incentives:** The Ministry of Heavy Industries has announced the Electric Mobility Promotion Scheme 2024 (EMPS 2024) with a budget of Rs. 500 crore