



"Connecting cities, connecting lives."



GOODCABS AD-HOC ANALYSIS

"Tier-2 Cities, Top-Notch Service."

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CONTENT

1. **Thoughts**
2. **Overview**
3. **Objective**
4. **Business Questions**
5. **Summary**
6. **Power Bi Report**
7. **Summary**
8. **Recommendation**
9. **Ending Thought**
10. **Question to think**



THOUGHTS

“Goodcabs isn’t just a transportation service; it’s a journey toward empowering local communities and redefining convenience for passengers. Over the past two years, Goodcabs has focused on tier-2 cities, tapping into markets often overlooked by others. This strategy has not only allowed us to provide reliable mobility options to our customers but has also supported local drivers, giving them an opportunity to thrive in their hometowns. Today, with a growing presence in 10 cities across India, Goodcabs stands at a pivotal point—one where data-driven insights can accelerate growth, enhance passenger satisfaction, and build a truly sustainable business model.”

“A Long Wait for a Simple Ride”

In tier-2 cities, finding a reliable cab is often a challenge. Residents frequently face long wait times, limited availability, and inconsistent pricing, making everyday commutes frustrating and inconvenient

“The Missed Opportunities”

Whether it’s missing an important meeting, a medical appointment, or even a social event, the lack of reliable cabs in tier-2 cities often means missed opportunities that could have been easily avoided with better transportation access.

“A Barrier to Growth and Connectivity”

Without efficient transportation, tier-2 cities face challenges in fostering economic growth and connectivity. Businesses, students, and residents all feel the impact of unreliable mobility options, creating a need for services like Goodcabs to bridge the gap.

“Stranded During Emergencies”

When public transportation options are scarce, especially late at night or during emergencies, people in smaller cities often find themselves stranded, with no dependable cab services to rely on.

“Unmet Needs for Safe and Comfortable Travel”

Many people in tier-2 cities, especially women and senior citizens, struggle to find safe, comfortable, and trustworthy cab options. The lack of reliable services often forces them to rely on less secure or inconvenient alternatives.



OVERVIEW

Goodcabs embarked on its journey two years ago with a clear vision to revolutionize transportation in India's rapidly developing tier-2 cities. While other cab services primarily focused on the crowded metros, Goodcabs recognized the untapped potential in smaller cities, where demand for reliable and affordable transport was growing steadily. By focusing on these underserved regions, Goodcabs quickly gained a strong foothold in the market, carving a unique space for itself in the competitive ride-hailing industry.

What sets Goodcabs apart from the rest is its commitment to local drivers. Instead of following the typical model of outsourcing drivers from larger cities, Goodcabs empowers individuals in tier-2 cities to become independent drivers, offering them the opportunity to earn a sustainable income without the need to migrate to bigger cities. This approach not only helps improve the local economy but also ensures that drivers are more familiar with their communities, enhancing the quality and safety of service for passengers.

For passengers, Goodcabs is more than just a means of transportation. It's about creating trust in the service they rely on daily. With its focus on reliability, affordability, and safety, Goodcabs offers a unique proposition that tailors its services to the specific needs of local commuters. Whether it's daily office commutes or weekend trips, passengers in tier-2 cities can now access an affordable, efficient, and community-driven ride-hailing service, all while contributing to the local economy.

As Goodcabs looks to the future, it is setting ambitious targets for 2024. The company plans to expand its footprint further across India, focusing on improving passenger satisfaction, increasing the number of local drivers, and optimizing operations to keep up with growing demand. These goals will not only help Goodcabs strengthen its presence in the market but also ensure that the benefits it brings—reliable transportation, sustainable livelihoods for drivers, and increased convenience for passengers—continue to grow and evolve.



OBJECTIVE

The primary objective of this analysis is to utilize SQL and Power BI to uncover valuable insights into Goodcabs' operational performance, growth opportunities, and customer trends. By focusing on key data points such as trip volume, fare details, repeat passenger rates, and revenue trends, the aim is to identify both strengths and areas for improvement across different cities. This data-driven approach will provide Goodcabs with a deeper understanding of its performance, helping to make informed decisions that align with the company's goals for sustainable growth.

Through SQL-based queries, we examine critical business questions related to city-level fare and trip summaries, performance against monthly targets, and repeat passenger behaviors. These insights will enable Goodcabs to better allocate resources, adjust strategies, and identify specific cities or regions that may need targeted interventions. Additionally, analyzing new passenger trends and revenue performance over time will help to optimize marketing campaigns and promotional efforts.

The Power BI dashboard complements these SQL insights by providing a visual representation of key performance indicators (KPIs) like total trips, average fares, and distance traveled. It also visualizes performance across various cities and months, helping stakeholders identify patterns, trends, and anomalies. By analyzing repeat vs. new passenger ratios and revenue growth, the dashboard helps focus on customer retention strategies and highlights the months and cities with the highest potential for revenue growth.

Ultimately, this analysis aims to help Goodcabs refine its business strategies, enhance passenger satisfaction, and boost operational efficiency. With clear insights into city performance, passenger behavior, and financial metrics, Goodcabs is well-positioned to make data-driven decisions that will drive continued growth in tier-2 cities across India.

Business Request 1: City-Level Fare and Trip Summary Report

city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	percentage_contribution_to_total_trips
Jaipur	76888	16.12	483.92	18.05%
Lucknow	64299	11.76	147.18	15.10%
Surat	54843	10.66	117.27	12.88%
Kochi	50702	13.93	335.25	11.90%
Indore	42456	10.90	179.84	9.97%
Chandigarh	38981	12.06	283.69	9.15%
Vadodara	32026	10.29	118.57	7.52%
Visakhapatnam	28366	12.53	282.67	6.66%
Coimbatore	21104	11.15	166.98	4.96%
Mysore	16238	15.14	249.71	3.81%

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

city_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
Chandigarh	April	5566	6000	Below Target	-7.23%
Coimbatore	April	3661	3500	Above Target	4.60%
Indore	April	7415	7500	Below Target	-1.13%
Jaipur	April	11406	9500	Above Target	20.06%
Kochi	April	9762	9000	Above Target	8.47%
Lucknow	April	10212	11000	Below Target	-7.16%
Mysore	April	2603	2500	Above Target	4.12%
Surat	April	9831	10000	Below Target	-1.69%
Vadodara	April	5941	6500	Below Target	-8.60%
Visakhapatnam	April	4938	5000	Below Target	-1.24%
Chandigarh	February	7387	7000	Above Target	5.53%
Coimbatore	February	3404	3500	Below Target	-2.74%
Indore	February	7210	7000	Above Target	3.00%
Jaipur	February	15872	13000	Above Target	22.09%
Kochi	February	7688	7500	Above Target	2.51%
Lucknow	February	12060	13000	Below Target	-7.23%
Mysore	February	2668	2000	Above Target	33.40%
Surat	February	9069	9000	Above Target	0.77%
Vadodara	February	5228	6000	Below Target	-12.87%
Visakhapatnam	February	4793	4500	Above Target	6.51%

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

city_name	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%
Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
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%
Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
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%
Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%

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

city_name	total_new_passengers	city_category
Coimbatore	8514	Bottom 3
Vadodara	10127	Bottom 3
Surat	11626	Bottom 3
Chandigarh	18908	Top 3
Kochi	26416	Top 3
Jaipur	45856	Top 3

Business Request 5: Identify Month with Highest Revenue for Each City

city_name	highest_revenue_month	monthly_revenue	percentage_contribution
Chandigarh	February	2108290	19.07%
Coimbatore	April	612431	17.38%
Indore	May	1380996	18.09%
Jaipur	February	7747202	20.82%
Kochi	May	3333746	19.61%
Lucknow	February	1777269	18.78%
Mysore	May	745170	18.38%
Surat	April	1154909	17.96%
Vadodara	April	706250	18.60%
Visakhapatnam	April	1390682	17.34%

Business Request 6: Repeat Passenger Rate Analysis

city_name	month_name	total_passengers	repeat_passengers	monthly_repeat_passenger_rate
Lucknow	January	4896	1431	29.23%
Coimbatore	January	2214	392	17.71%
Jaipur	January	11845	1422	12.01%
Indore	January	3876	1033	26.65%
Kochi	January	5660	795	14.05%
Mysore	January	2129	172	8.08%
Vadodara	January	2633	544	20.66%
Surat	January	3616	1184	32.74%
Chandigarh	January	4640	720	15.52%
Visakhapatnam	January	3163	650	20.55%
Lucknow	January	4896	1431	29.23%
Coimbatore	January	2214	392	17.71%
Jaipur	January	11845	1422	12.01%
Indore	January	3876	1033	26.65%
Kochi	January	5660	795	14.05%
Mysore	January	2129	172	8.08%
Vadodara	January	2633	544	20.66%
Surat	January	3616	1184	32.74%
Chandigarh	January	4640	720	15.52%
Visakhapatnam	January	3163	650	20.55%



SQL Questions Summary

The SQL analysis provides valuable insights into Goodcabs' operational performance across various cities. Jaipur stands out as the leader, with 76,888 trips, contributing 18.05% of total trips, and the highest average fare per trip at ₹483.92. It also shows strong revenue contributions, showcasing its dominance. In contrast, Mysore performs the lowest, with only 16,238 trips and an average fare per trip of ₹249.71. The analysis also highlights cities like Coimbatore, Jaipur, and Kochi, which have exceeded monthly trip targets, while cities such as Chandigarh and Vadodara fell short of their goals. This data helps identify regions where targeted marketing or operational changes could be made to improve performance.

Further insights from the SQL analysis highlight the importance of passenger retention and new user acquisition. Visakhapatnam shows remarkable repeat passenger engagement, with over 51% of passengers taking a second trip, signaling strong customer loyalty. In contrast, Lucknow displays lower retention, which suggests the need for improvement in customer engagement strategies. New passenger growth is strongest in Jaipur (45,856) and weakest in Coimbatore (8,514), indicating where marketing efforts can be better focused. February emerged as the top month for revenue across multiple cities like Chandigarh (₹2.1M), emphasizing seasonal performance trends. However, opportunities for growth and improved retention are clear in cities that are underperforming.



KPI CARD

5.7
Avg. Pass. Rating

108.2M
Total Fare

425.9K
Total Trip

8.1M
Total Distance

5
Min Trip Distance

25.7
Repeat Passenger

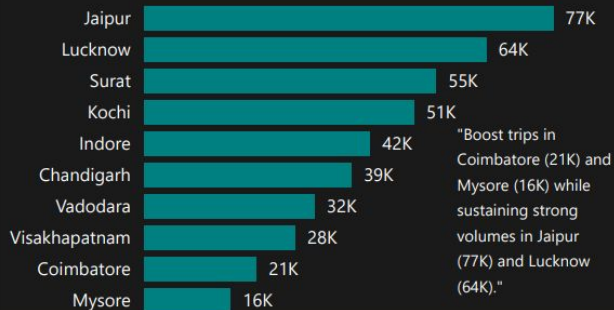
45
Max Trip Distance

19.1
Average distance

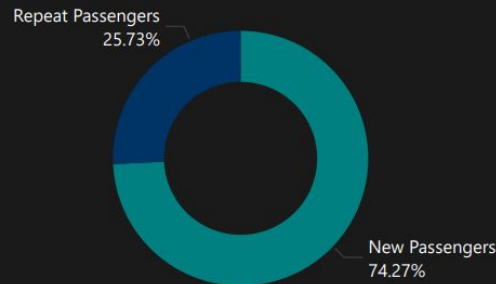
7.8
Avg. Driver Rating

2.9
New vs Repeat Ratio

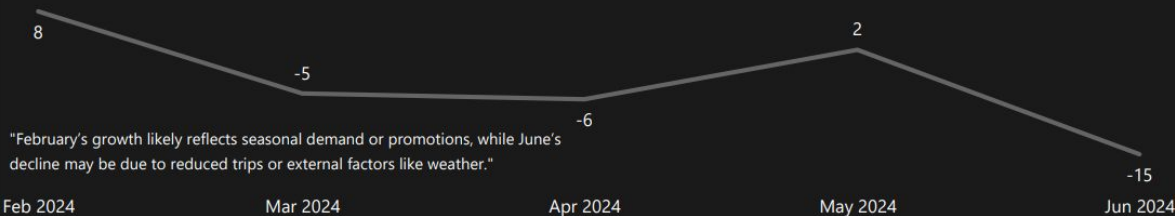
Total Trips by City



Total New vs. Repeat Passengers



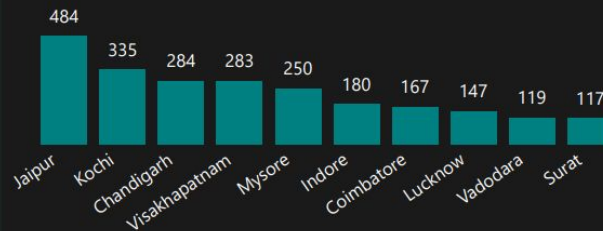
Revenue Growth by Month and Year



Total Trips by Month



Average Fare per Trip by City



FILTER PANEL

Month

All

City

All

"In June, total trips dropped to 63K, lower than February (75K) and March (74K). This decline may be due to seasonal factors or external influences. Revenue also saw a -15% growth in June, suggesting slower performance. To boost June's demand, we recommend analyzing successful strategies from February and March, such as promotions or events, and applying them to the slower months."



KPI CARD



13.3

Avg Fare per Km



19.1

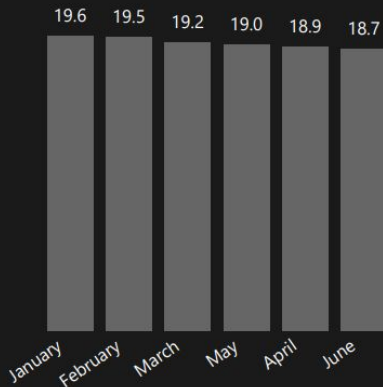
Avg Trip Distance



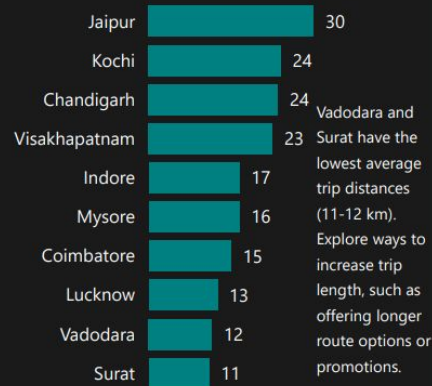
254.0

Avg Fare per Trip

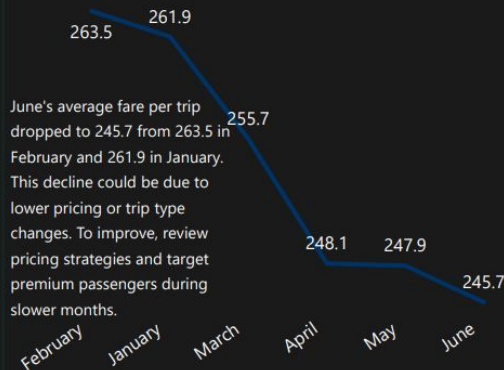
Average Trip Distance by Month



Average Trip Distance (City-wise)



Monthly Avg Fare per Trip



FILTER PANEL

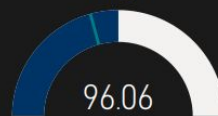
Pass. Type

All

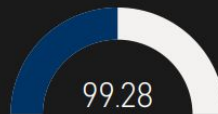
City

All

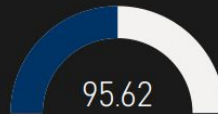
Passenger Rating Target



Trips Target

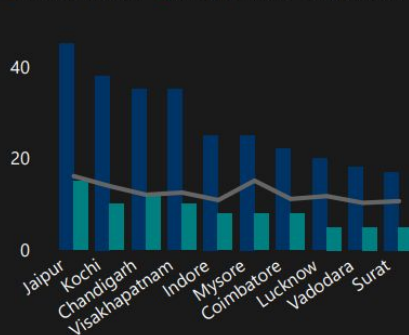


New Passenger Target



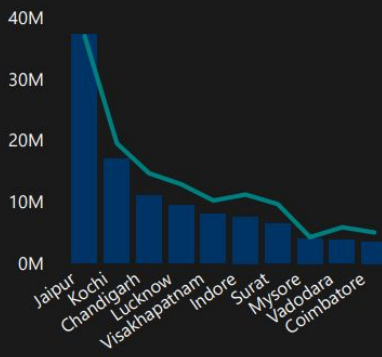
Max/Min Trip Distance & Avg Fare per KM

Max Trip Distance Min Trip Distance Avg Fare Km



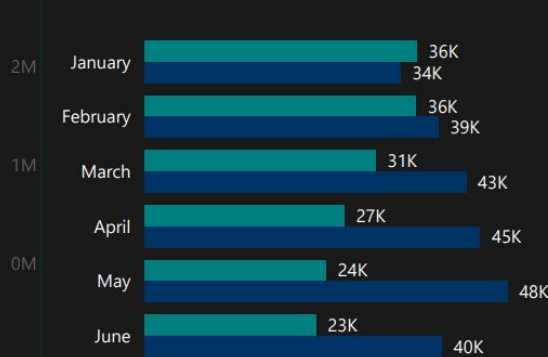
Fare and Distance by City

Total Fare Total distance



New vs Repeat Trips by Month

New_Trips Repeat_Trips





Power BI Dashboard

The Power BI dashboard offers a detailed overview of Goodcabs' operational performance, showcasing a total of 425.9K trips, 8 million kilometers traveled, and ₹108 million in total fare. Jaipur leads the cities with 77K trips, an average fare per trip of ₹484, and an impressive average trip distance of 30 km. On the other hand, cities like Surat and Vadodara show relatively lower performance metrics. February emerges as the standout month, with 75K trips and a peak average fare per trip of ₹263.5, while June shows a noticeable decline, with only 63K trips and a 15% drop in revenue compared to previous months.

In terms of passenger behavior, the data reveals a strong majority of new passengers, contributing to 74.27% of all trips, suggesting the need for enhanced retention strategies. This passenger distribution indicates an opportunity to deepen customer loyalty and improve repeat engagement. Overall, these insights from the dashboard provide a clear picture of Goodcabs' performance across key cities, trip volumes, and financial metrics. They also highlight areas for improvement, such as strengthening passenger retention and addressing revenue dips in certain months, guiding strategic decisions for growth and operational optimization.



Recommendation

SQL Insights Summary with Recommendations

The SQL analysis highlights key performance trends. Jaipur leads in trips (76,888), contributing 18.05% of total trips, with an average fare per trip of ₹483.92. Mysore, with only 16,238 trips (3.81%), ranks lowest. Cities like Coimbatore, Jaipur, and Kochi exceeded monthly trip targets, while Chandigarh and Vadodara lagged. Visakhapatnam shows strong retention with over 51% of passengers taking a second trip, while Lucknow faces challenges in maintaining repeat engagements. Revenue trends reveal February as a top performer, contributing ₹2.1M in Chandigarh (19.07%), while April leads in Visakhapatnam. Based on these findings, key recommendations include targeted marketing to improve low-performing cities like Mysore and Vadodara, loyalty programs to enhance repeat passenger retention, and strategic initiatives to align revenue performance across all months.

Power BI Dashboard Summary with Recommendations

The Power BI dashboard provides a comprehensive performance overview. Jaipur dominates across metrics, with 77K trips, an average fare per trip of ₹484, and a trip distance of 30 km, while Mysore and Coimbatore significantly underperform with 16K and 21K trips, respectively. February exhibits peak performance with 75K trips and an average fare per trip of ₹263.5, whereas June struggles with the lowest trip volume (63K) and revenue (-15%). New passengers contribute 74.27% of trips, leaving ample room to enhance repeat engagements.

Recommendations for Power BI Insights:

1. **Increase Engagement in Low-Performing Cities:** Implement tailored campaigns in Mysore and Coimbatore to boost demand.
2. **Boost Revenue Growth:** Address June's challenges by analyzing seasonal and operational factors.
3. **Enhance Repeat Passenger Engagement:** Introduce loyalty programs and personalized offers to strengthen retention.
4. **Improve Average Trip Distance in Key Cities:** Encourage longer trips in Surat and Vadodara via promotions and partnerships.
5. **Optimize Fare Strategies:** Reassess pricing in underperforming cities like Vadodara and Surat to strike a balance between affordability and profitability.
6. **Focus on Monthly Trip Volume:** Replicate February's success in low-performing months like June by leveraging event-driven strategies.
7. **Sustain High Monthly Fare Per Trip:** Maintain consistency in fare pricing and customer experience during slower months.
8. **Promote New Passenger Growth:** Build on the strong new passenger base while enhancing strategies to increase repeat trips.



Ending Thought

"Data is the compass guiding Goodcabs toward its ambitious goals for 2024. Through detailed SQL analyses and an interactive Power BI dashboard, we've uncovered key patterns and opportunities. But this is just the beginning. The insights gained are not just numbers—they represent lives we touch, communities we serve, and the potential we have to grow together. By addressing operational challenges, leveraging city-specific trends, and improving passenger experiences, Goodcabs is poised to become a benchmark for excellence in tier-2 city mobility. Let's embrace this data, not just as a tool, but as a catalyst for meaningful change."

"Numbers guide us, but it's our vision that defines the journey."



Questions to think

1. How can we boost trip volumes in underperforming cities like Mysore (16K trips) and Coimbatore (21K trips) to match the performance of top cities like Jaipur (77K trips)?

Answer: To boost trip volumes in Mysore and Coimbatore, Goodcabs could implement targeted marketing campaigns focusing on local preferences and needs. Additionally, introducing promotions or discounts, partnering with local businesses, and launching awareness campaigns could increase visibility and attract more passengers. Increasing driver incentives could also encourage more drivers to participate, improving availability and service quality in these cities.

2. What specific seasonal factors or operational challenges contribute to the revenue dip in June (-15%)? How can we mitigate this decline and sustain growth year-round?

Answer: The revenue dip in June may be driven by lower trip volumes due to seasonal factors like weather, holidays, or lower demand. To mitigate this, Goodcabs could offer targeted promotions to increase trips, optimize fleet availability during peak hours, and invest in customer loyalty programs. Additionally, analyzing weather trends, holidays, and local events will help plan promotions that align with demand fluctuations.

3. What are the primary reasons for the variation in repeat passenger rates across cities like Lucknow (29.23%) and Jaipur (12.01%)? How can we improve passenger retention in lower-performing cities?

Answer: Variation in repeat passenger rates can be due to factors like service quality, customer satisfaction, and local competition. To improve retention in cities like Jaipur, Goodcabs can enhance customer service, introduce loyalty programs, and personalize offers for frequent riders. In cities with lower repeat rates, focusing on improving ride experience, offering incentives for repeat use, and addressing customer feedback could drive higher retention.

4. What strategies can be implemented to increase the average trip distance in cities like Vadodara (12 km) and Surat (11 km) to encourage longer trips and higher fares?

Answer: To increase average trip distances, Goodcabs could collaborate with tourist spots, event venues, and businesses offering long-distance travel, encouraging customers to take longer trips. Offering discounts or incentives for longer trips, improving the user experience for out-of-town travel, and promoting longer trips during peak seasons could also help increase distances. Additionally, better route optimization can ensure efficient long-distance travel.

5. How can Goodcabs better leverage the high number of new passengers (74.27% of total trips) to build loyalty and convert them into repeat customers?

Answer: Goodcabs can focus on customer retention strategies by offering personalized follow-up messages, loyalty programs, and special offers for new passengers. Encouraging feedback and improving the overall ride experience will help create positive impressions. Implementing a referral program could also help convert new passengers into repeat customers while expanding the customer base through word-of-mouth marketing.



**THANK
YOU**