



KPI CARD



7.7

Avg. Passenger Rating



108.2M

Total Fare



13.3

Avg Fare per Km



19.1

Avg Trip Distance



425.9K

Total Trip



8.1M

Total Distance Travelled



5

Min Trip Distance



25.7

Repeat Passenger Rate



254.0

Avg Fare per Trip



45

Max Trip Distance



19.1

Average distance



7.8

Avg. Driver Rating

INTRODUCTION

The dataset used in this project consists of **425,000 rows** of rich, detailed information, offering a deep dive into transportation operations. It is divided into multiple files, each capturing specific aspects of the system:

1 Trips Data: Contains trip-level details, including distances, start and end times, and locations.

2 Fares Data: Provides a breakdown of trip fares, such as base fares, surcharges, and tips.

3 Passenger Data: Includes information about passengers, highlighting new and repeat customers.

4 Driver Data: Features driver performance metrics, including ratings and assigned trips.

Together, these files offer a comprehensive view of the transportation ecosystem, enabling a robust analysis of trip dynamics, passenger behavior, and operational performance. This dataset forms the foundation for insights that can drive improvements in efficiency and customer satisfaction.

RECOMMENDATION

Based on the analysis of KPIs and trends, several opportunities have been identified to improve operational efficiency, increase revenue, and enhance customer satisfaction. These recommendations focus on leveraging high-performing areas, addressing gaps in low-performing cities and months, and encouraging customer retention to sustain growth.

1 Focus on Top Cities:

Prioritize service enhancements in **Jaipur (77K trips, ₹37M total fare)** and **Lucknow (64K trips)** with the highest trips and revenue. Address low engagement in **Mysore (16K trips)** and **Coimbatore (21K trips, ₹0.3M total fare)** to boost ridership and revenue.

2 Improve Repeat Passenger Rate:

With a **26% repeat passenger rate**, introduce loyalty programs and targeted incentives to encourage customer retention.

3 Leverage Seasonal Peaks:

Capitalize on February's high performance (**75K trips, ₹263.5 average fare per trip**) with pre-season campaigns. Mitigate low-demand months like **June (63K trips)** through discounts and offers.

4 Optimize Fare and Distance Efficiency:

Replicate **Jaipur's** pricing model (**₹484 average fare per trip, 30 km average distance**) in cities like **Surat (₹117 average fare, 11 km distance)** and **Vadodara (₹119 average fare, 12 km distance)** to improve revenue potential.

5 Enhance Ratings:

Invest in driver training to boost **average driver rating (7.8)** and **passenger rating (7.66)**, improving overall customer experience.



GOODCABS

"GOODCABS: Driving seamless journeys, building lasting connections, and redefining mobility with every trip."



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Repeat Passenger

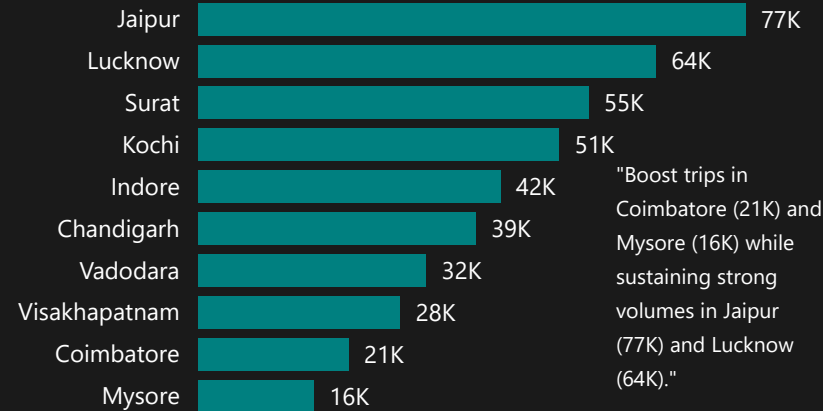
45
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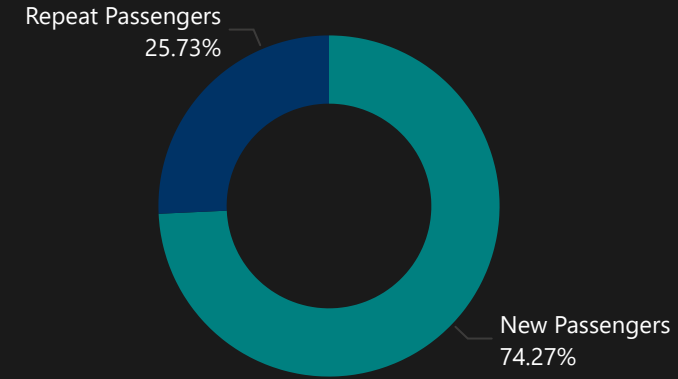
2.9
New vs Repeat Ratio

Total Trips by City

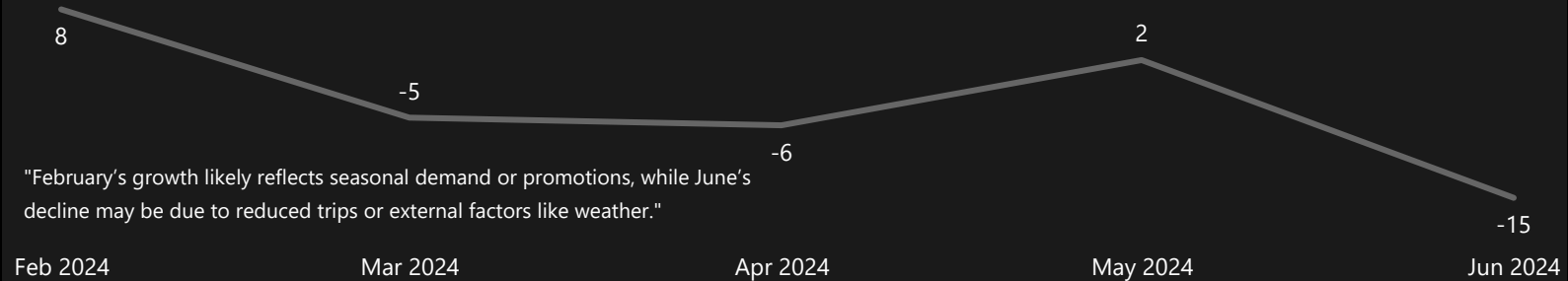


"Boost trips in Coimbatore (21K) and Mysore (16K) while sustaining strong volumes in Jaipur (77K) and Lucknow (64K)."

Total New vs. Repeat Passengers



Revenue Growth by Month and Year



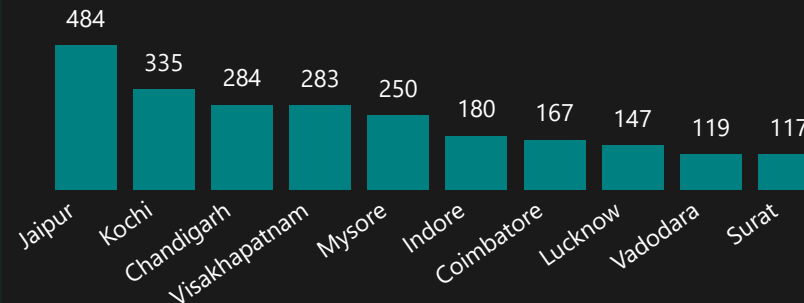
"February's growth likely reflects seasonal demand or promotions, while June's decline may be due to reduced trips or external factors like weather."

Total Trips by Month



"Replicate successful factors from February and March in June to boost trip demand."

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



Avg Fare per Km

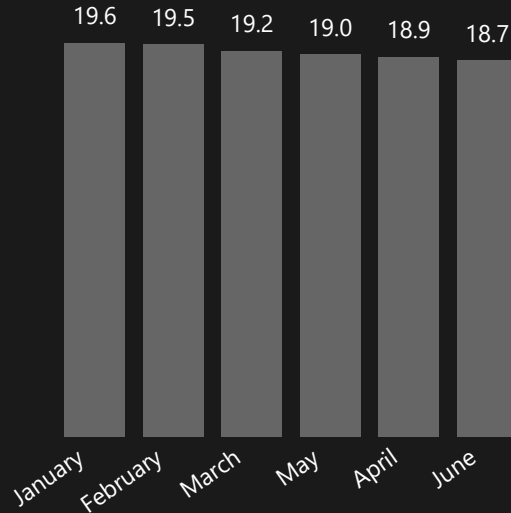


Avg Trip Distance

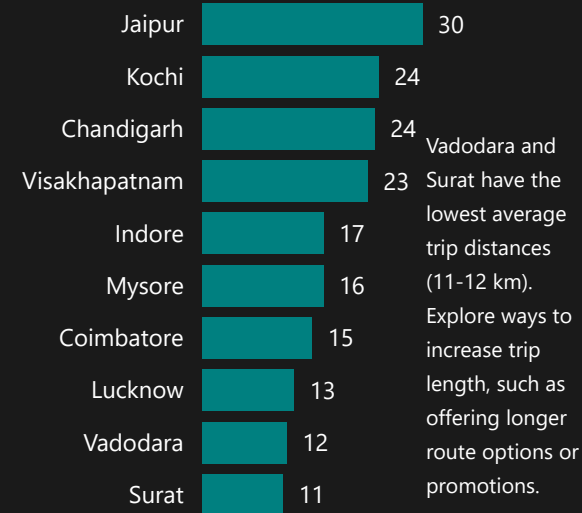


Avg Fare per Trip

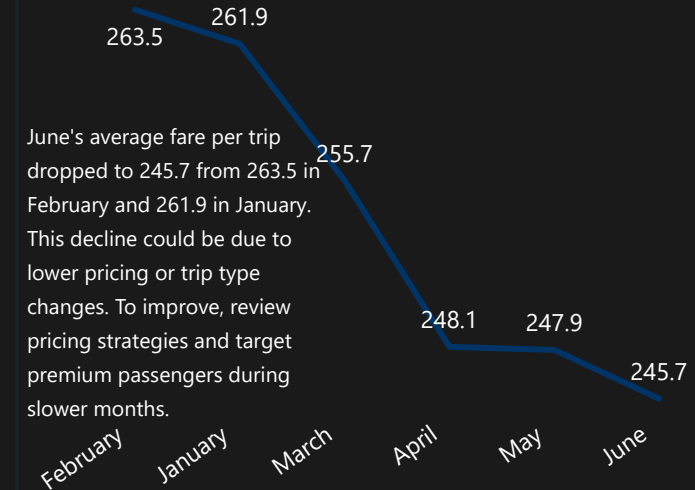
Average Trip Distance by Month



Average Trip Distance (City-wise)



Monthly Avg Fare per Trip



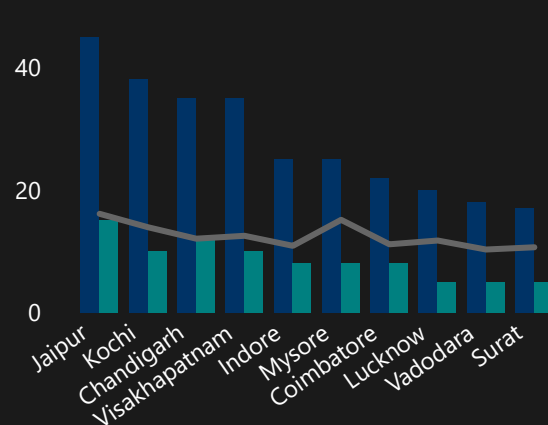
FILTER PANEL

Pass. Type
All

City
All

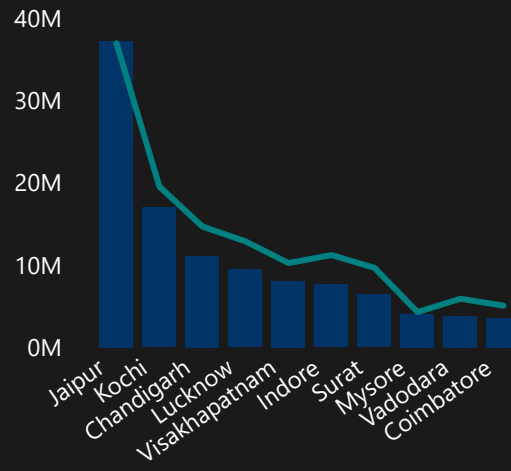
Max/Min Trip Distance & Avg Fare per KM

Max Trip Distance Min Trip Distance Avg Fare Km



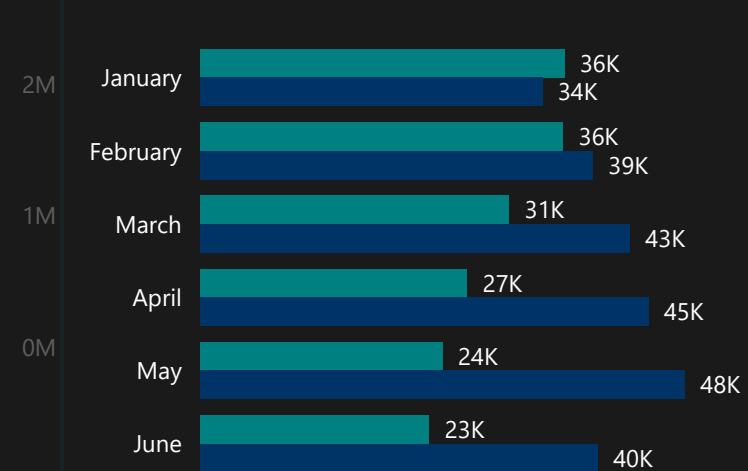
Fare and Distance by City

Total Fare Total distance

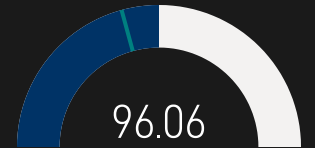


New vs Repeat Trips by Month

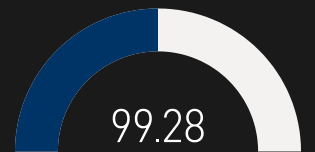
New_Trips Repeat_Trips



Passenger Rating Target



Trips Target



New Passenger Target

