Good Cabs

Your trusted ride in tier-2 cities

- ✓ Operating in 10 major cities across India.
- ✓ Affordable, Transparent Pricing
- ✓ Seamless 24/7 service, 365 days a year.
- ✓ Unmatched Passenger Experience

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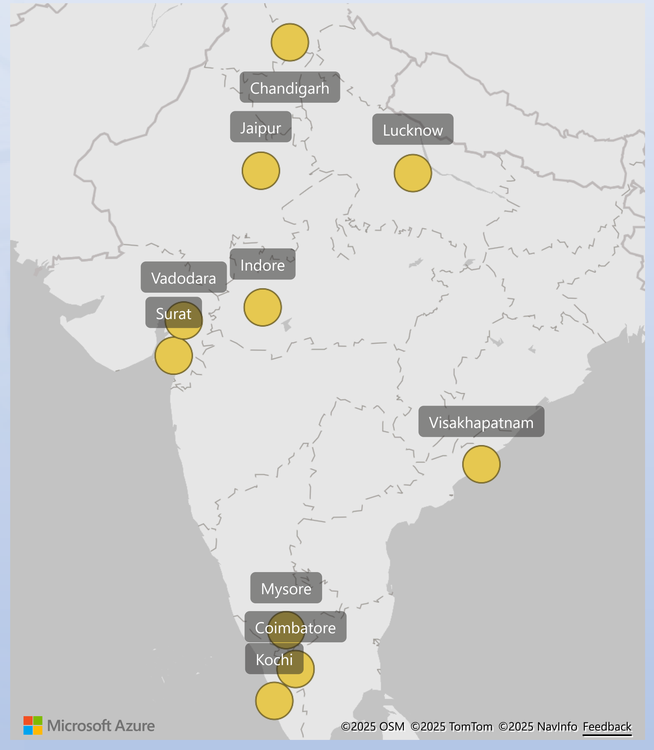
Objective

Good Cabs, a leading cab service provider operating in **10 tier-2 cities across India**, is committed to achieving its ambitious **2024 goals** of driving growth and enhancing passenger satisfaction.

To align with these objectives, comprehensive insights are required into key performance metrics, such as:

- **Trip Volume**
- **Passenger Satisfaction**
- **Repeat Passenger Rates**
- **Trip Distribution**
- **Balance Between New and Repeat Passengers**

These insights will act as the cornerstone for informed decision -making, operational improvements, and strategic growth in the year ahead.



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Context

1.

1. **Ad-hoc Analysis :** Leveraging **MySQL** for real-time data exploration.
2. **Dashboard Design :** Creating interactive visuals using **Microsoft Power BI**.
3. **Further Analysis & Recommendations :** Delivering actionable strategies for growth

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Ad-Hoc Analysis

1.

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Ad-Hoc Analysis

- Conducted ad-hoc analysis for Good Cabs using **MySQL** to extract actionable insights.
- Analyzed large datasets to identify patterns in **customer usage**, **driver performance**, and **revenue streams**.
- Optimized operations and improved customer satisfaction based on data insights.
- Created SQL **queries** and dashboards to support real-time strategy adjustments.

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

1.

city	trip_count	average_fare_per_km	average_fare_per_trip	pct_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%

- **Tourist Cities**: Higher **average fare per trip** and likely to have more visitors spending on premium rides.
Examples: Jaipur, Mysore, Kochi, Chandigarh (known for tourism).

- **Normal Cities**: Lower **average fare per trip** and a higher focus on daily commuters.
Examples: Lucknow, Surat, Indore, Vadodara, Visakhapatnam, Coimbatore (primarily residential or commercial hubs).

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Business Request -2: Monthly City Level Trips Target Performance

City_name	Month_name	Actual_trips	Target_trips	Performance_Status	%_Differenc
Coimbatore	January	3651	3500	Above Target	4.31
Jaipur	January	14976	13000	Above Target	15.20
Mysore	January	2485	2000	Above Target	24.25
Jaipur	February	15872	13000	Above Target	22.09
Indore	February	7210	7000	Above Target	3.00
Kochi	February	7688	7500	Above Target	2.51
Mysore	February	2668	2000	Above Target	33.40
Surat	February	9069	9000	Above Target	0.77
Chandigarh	February	7387	7000	Above Target	5.53
Visakhapatnam	February	4793	4500	Above Target	6.51
Coimbatore	March	3680	3500	Above Target	5.14
Jaipur	March	13317	13000	Above Target	2.44
Indore	March	7019	7000	Above Target	0.27
Kochi	March	9495	7500	Above Target	26.60
Mysore	March	2633	2000	Above Target	31.65
Surat	March	9267	9000	Above Target	2.97
Visakhapatnam	March	4877	4500	Above Target	8.38
Coimbatore	April	3661	3500	Above Target	4.60
Jaipur	April	11406	9500	Above Target	20.06
Kochi	April	9762	9000	Above Target	8.47
Mysore	April	2603	2500	Above Target	4.12
Coimbatore	May	3550	3500	Above Target	1.43
Jaipur	May	11475	9500	Above Target	20.79
Indore	May	7787	7500	Above Target	3.83
Kochi	May	10014	9000	Above Target	11.27
Mysore	May	3007	2500	Above Target	20.28
Chandigarh	May	6620	6000	Above Target	10.33
Jaipur	June	9842	9500	Above Target	3.60
Mysore	June	2842	2500	Above Target	13.68
Chandigarh	June	6029	6000	Above Target	0.48

Above Target : February, March, and May stand out as high-performing months with above-target results, reflecting strong operational efficiency during these periods.

City_name	Month_name	Actual_trips	Target_trips	Performance_Status	%_Difference
Lucknow	January	10858	13000	Below Target	-16.48
Indore	January	6737	7000	Below Target	-3.76
Kochi	January	7344	7500	Below Target	-2.08
Vadodara	January	4775	6000	Below Target	-20.42
Surat	January	8358	9000	Below Target	-7.13
Chandigarh	January	6810	7000	Below Target	-2.71
Visakhapatnam	January	4468	4500	Below Target	-0.71
Lucknow	February	12060	13000	Below Target	-7.23
Coimbatore	February	3404	3500	Below Target	-2.74
Vadodara	February	5228	6000	Below Target	-12.87
Lucknow	March	11224	13000	Below Target	-13.66
Vadodara	March	5598	6000	Below Target	-6.70
Chandigarh	March	6569	7000	Below Target	-6.16
Lucknow	April	10212	11000	Below Target	-7.16
Indore	April	7415	7500	Below Target	-1.13
Vadodara	April	5941	6500	Below Target	-8.60
Surat	April	9831	10000	Below Target	-1.69
Chandigarh	April	5566	6000	Below Target	-7.23
Visakhapatnam	April	4938	5000	Below Target	-1.24
Lucknow	May	9705	11000	Below Target	-11.77
Vadodara	May	5799	6500	Below Target	-10.78
Surat	May	9774	10000	Below Target	-2.26
Visakhapatnam	May	4812	5000	Below Target	-3.76
Lucknow	June	10240	11000	Below Target	-6.91
Coimbatore	June	3158	3500	Below Target	-9.77
Indore	June	6288	7500	Below Target	-16.16
Kochi	June	6399	9000	Below Target	-28.90
Vadodara	June	4685	6500	Below Target	-27.92
Surat	June	8544	10000	Below Target	-14.56
Visakhapatnam	June	4478	5000	Below Target	-10.44

Before Target : January, April, and June stand out as low-performing months with below-target results, reflecting low operational efficiency during these periods.

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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

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

1.

city_name	total_new_passengers	city_category
Jaipur	9682	Top-3
Lucknow	9597	Top-3
Surat	8638	Top-3
Vadodara	4346	Bottom-3
Coimbatore	2551	Bottom-3
Mysore	1477	Bottom-3

Tourism Cities

Business/Residential Cities

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

1.

city	month	revenue	percentage_contribution %
Jaipur	February	₹7.75M	20.82%
Kochi	May	₹3.33M	19.61%
Chandigarh	February	₹2.11M	19.07%
Lucknow	February	₹1.78M	18.78%
Visakhapatnam	April	₹1.39M	17.34%
Indore	May	₹1.38M	18.09%
Surat	April	₹1.15M	17.96%
Mysore	May	₹0.75M	18.38%
Vadodara	April	₹0.71M	18.60%
Coimbatore	April	₹0.61M	17.38%

February and **May** stand out as high revenue performing months

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Business Request -6: Repeat Passenger Rate Analysis

City	Month	Total Passengers	Repeat Passengers	Monthly RPR%	City RPR%
Visakhapatnam	January	3163	650	20.55%	28.61%
Visakhapatnam	May	2890	951	32.91%	28.61%
Visakhapatnam	February	3170	790	24.92%	28.61%
Visakhapatnam	June	2702	802	29.68%	28.61%
Visakhapatnam	March	3093	923	29.84%	28.61%
Visakhapatnam	April	2837	992	34.97%	28.61%
Chandigarh	January	4640	720	15.52%	21.14%
Chandigarh	April	3285	789	24.02%	21.14%
Chandigarh	May	3699	969	26.20%	21.14%
Chandigarh	February	4957	853	17.21%	21.14%
Chandigarh	June	3297	867	26.30%	21.14%
Chandigarh	March	4100	872	21.27%	21.14%
Surat	January	3616	1184	32.74%	42.63%
Surat	April	3394	1551	45.70%	42.63%
Surat	February	3567	1313	36.81%	42.63%
Surat	June	3030	1490	49.17%	42.63%
Surat	May	3217	1606	49.92%	42.63%
Surat	March	3440	1494	43.43%	42.63%
Vadodara	January	2633	544	20.66%	30.03%
Vadodara	March	2522	759	30.10%	30.03%
Vadodara	April	2499	862	34.49%	30.03%
Vadodara	February	2756	610	22.13%	30.03%
Vadodara	June	1807	703	38.90%	30.03%
Vadodara	May	2256	868	38.48%	30.03%

City	Month	Total Passengers	Repeat Passengers	Monthly RPR%	City RPR%
Mysore	January	2129	172	8.08%	11.23%
Mysore	February	2290	183	7.99%	11.23%
Mysore	April	2072	236	11.39%	11.23%
Mysore	May	2270	349	15.37%	11.23%
Mysore	June	2203	329	14.93%	11.23%
Mysore	March	2194	208	9.48%	11.23%
Kochi	January	5660	795	14.05%	22.40%
Kochi	April	6515	1576	24.19%	22.40%
Kochi	March	6213	1348	21.70%	22.40%
Kochi	February	5372	1005	18.71%	22.40%
Kochi	May	6222	1853	29.78%	22.40%
Kochi	June	4060	1049	25.84%	22.40%
Indore	January	3876	1033	26.65%	32.68%
Indore	April	3646	1295	35.52%	32.68%
Indore	March	3833	1091	28.46%	32.68%
Indore	May	3591	1563	43.53%	32.68%
Indore	February	3981	1103	27.71%	32.68%
Indore	June	3152	1131	35.88%	32.68%
Jaipur	April	7856	1736	22.10%	17.43%
Jaipur	February	12450	1661	13.34%	17.43%
Jaipur	May	7174	1842	25.68%	17.43%
Jaipur	January	11845	1422	12.01%	17.43%
Jaipur	March	9257	1840	19.88%	17.43%
Jaipur	June	6956	1181	16.98%	17.43%

Coimbatore	January	2214	392	17.71%	23.05%
Coimbatore	April	1722	480	27.87%	23.05%
Coimbatore	February	1993	346	17.36%	23.05%
Coimbatore	March	1965	427	21.73%	23.05%
Coimbatore	May	1543	504	32.66%	23.05%
Coimbatore	June	1628	402	24.69%	23.05%
Lucknow	January	4896	1431	29.23%	37.12%
Lucknow	March	4781	1622	33.93%	37.12%
Lucknow	April	3807	1496	39.30%	37.12%
Lucknow	February	5188	1659	31.98%	37.12%
Lucknow	May	3487	1662	47.66%	37.12%
Lucknow	June	3698	1727	46.70%	37.12%

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Power BI Dashboard

1.

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Data Range : 01 January 2024 30 June 2024

1. City Performance

426k
Total Trips

2. Demand Analysis

3. Passenger Behaviour Analysis

238k
Passengers

8M (km)
Travelled

4. Ratings Analysis

5. Target Achievement

11/13/2024 3:19:39 PM
Last Refresh Date

CITY PERFORMANCE OVERVIEW

All | All | All

Total Revenue	Total Trips	Average Fare per Trip	Average Distance	Average Fare per km
₹108.19M	425.9K	₹254.02	19.13(km)	₹13.28
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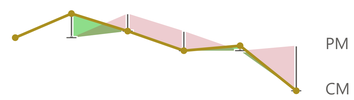
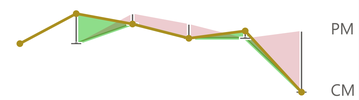
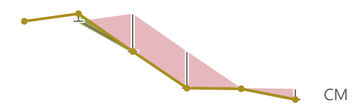
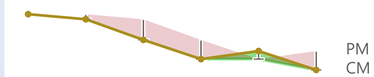
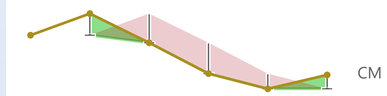


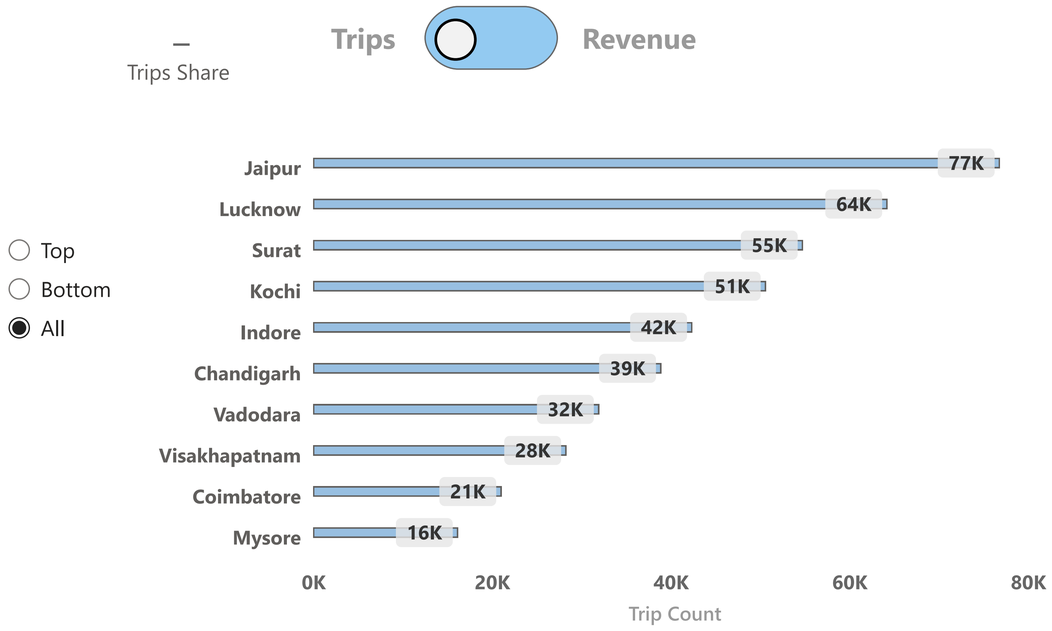




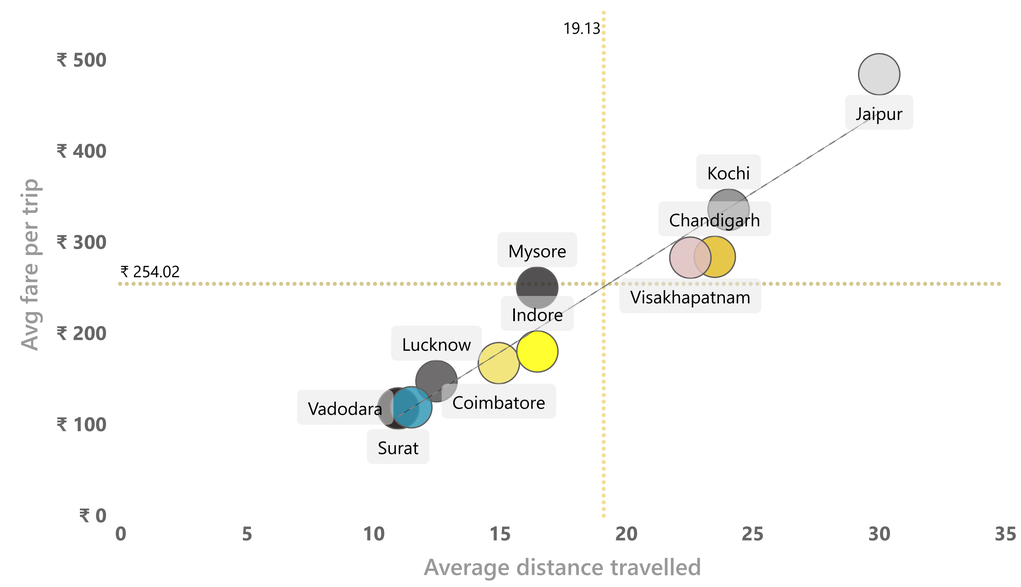




Top and Bottom Performing Cities



Average Fare per Trip by City

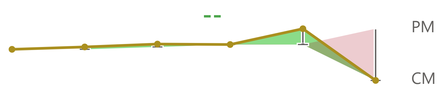


DEMAND ANALYSIS

All | All | All

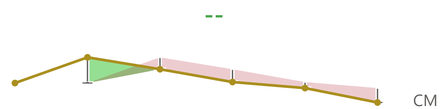
Total Weekday Trips

238.3K



Total Weekend Trips

187.6K



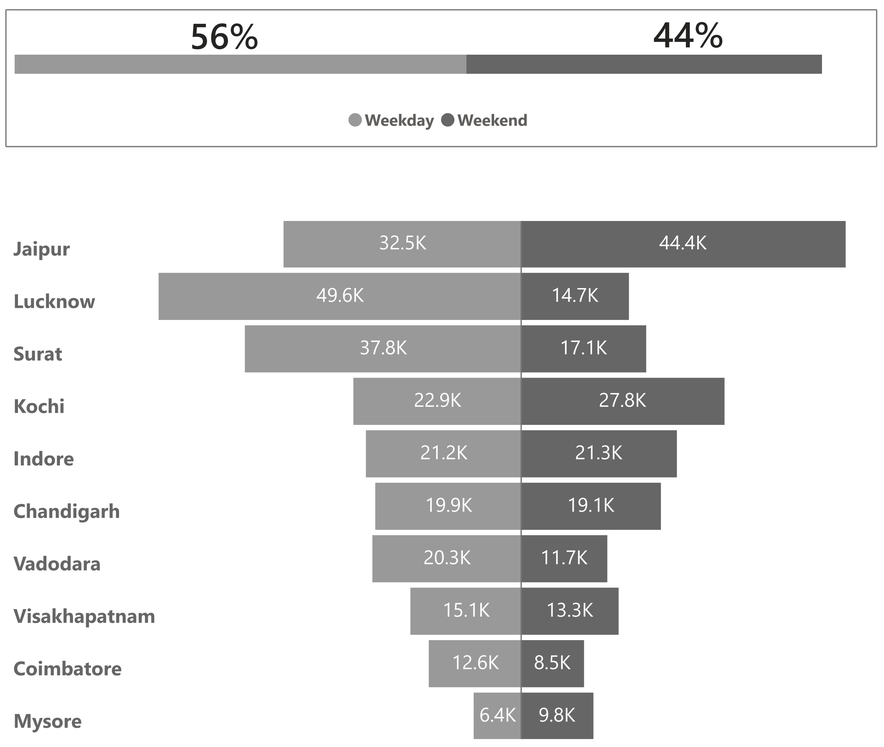
Max Trip Distance

45km

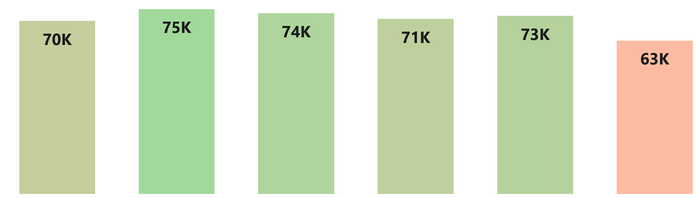
Min Trip Distance

5km

Weekday vs Weekend Trip Demand by Cities



Peak and Low Demand Months by Cities

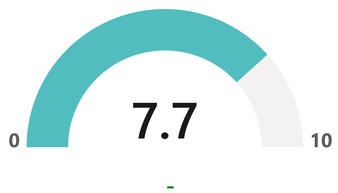


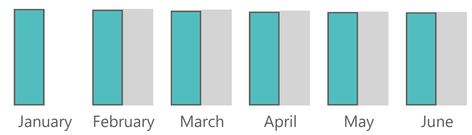
City	January	February	March	April	May	June	City Total
Jaipur	15.0K	15.9K	13.3K	11.4K	11.5K	9.8K	76.9K
Lucknow	10.9K	12.1K	11.2K	10.2K	9.7K	10.2K	64.3K
Surat	8.4K	9.1K	9.3K	9.8K	9.8K	8.5K	54.8K
Kochi	7.3K	7.7K	9.5K	9.8K	10.0K	6.4K	50.7K
Indore	6.7K	7.2K	7.0K	7.4K	7.8K	6.3K	42.5K
Chandigarh	6.8K	7.4K	6.6K	5.6K	6.6K	6.0K	39.0K
Vadodara	4.8K	5.2K	5.6K	5.9K	5.8K	4.7K	32.0K
Visakhapatnam	4.5K	4.8K	4.9K	4.9K	4.8K	4.5K	28.4K
Coimbatore	3.7K	3.4K	3.7K	3.7K	3.6K	3.2K	21.1K
Mysore	2.5K	2.7K	2.6K	2.6K	3.0K	2.8K	16.2K

RATINGSANALYSIS

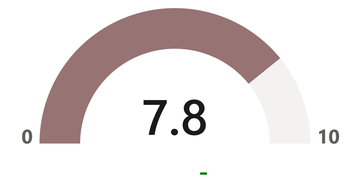
All | All | All

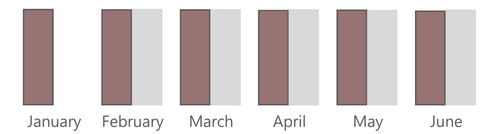
Average Passenger Rating





Average Driver Rating





New and Repeat Passenger Rating by Cities

City	New Passenger	Repeated Passenger	Avgerage Rating
Mysore	9.0	8.0	8.7
Jaipur	9.0	8.0	8.6
Kochi	9.0	8.0	8.5
Visakhapatnam	9.0	8.0	8.4
Chandigarh	8.5	7.5	8.0
Coimbatore	8.5	7.5	7.9
Indore	8.5	7.5	7.8
Vadodara	8.0	6.0	6.6
Lucknow	8.0	6.0	6.5
Surat	8.0	6.0	6.4
Total	**8.6**	**7.0**	**7.7**

Drivers Rating by Cities

City	New Passenger	Repeated Passengers	Average Rating
Kochi	9.0	9.0	9.0
Visakhapatnam	9.0	9.0	9.0
Jaipur	9.0	9.0	9.0
Mysore	9.0	9.0	9.0
Chandigarh	8.0	7.5	7.7
Coimbatore	8.0	7.5	7.7
Indore	8.0	7.5	7.7
Vadodara	7.0	6.5	6.6
Lucknow	7.0	6.5	6.6
Surat	7.0	6.5	6.6
Total	**8.3**	**7.5**	**7.8**

PASSENGER BEHAVIOUR ANALYSIS

All | All | All

Total Passengers	Repeat Passengers	New Passengers	RPR %	NPR %
238K	61K	177K	25.7%	74.3%
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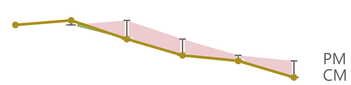
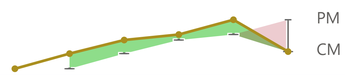
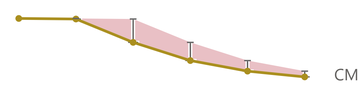
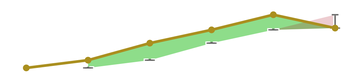
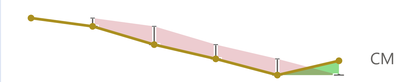










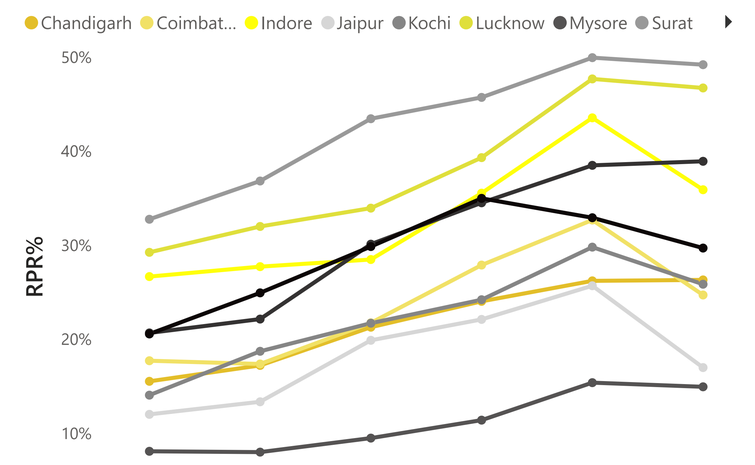
Repeat Passengers Frequency and City Contribution Analysis

Trip Type	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	City RPR%
City	1.20%	30.06%	19.17%	14.09%	12.42%	10.77%	6.73%	3.88%	1.68%	
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%	15.79%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	15.65%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%	14.09%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	12.44%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%	11.77%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	8.33%
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	8.27%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%	7.09%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	4.16%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	2.41%

Highest and Lowest Repeat Passenger rate (RPR)

Line Chart | Ribbon Chart

Top | Bottom | All



January	February	March	April	May	June
18.68%	20.83%	25.57%	29.26%	33.47%	29.76%

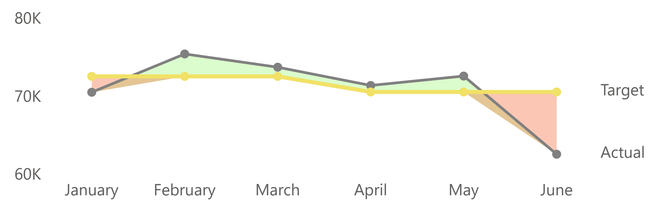
TARGET ACHIEVEMENT

All | All | All

Total Trips

426K

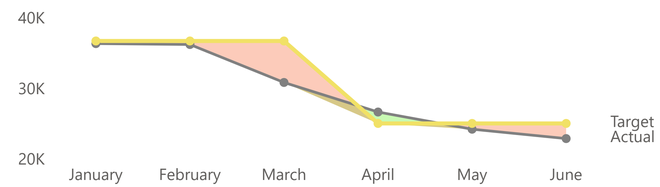
▼ -3.1K | -0.73%
Vs Target



Total new passenger

177K

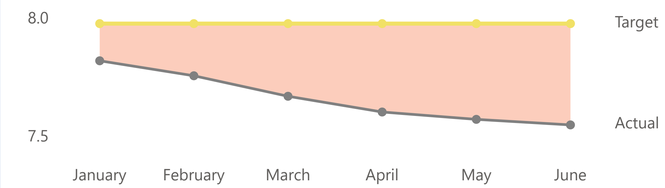
▼ -8.1K | -4.58%
Vs Target



Avg Passenger Rating

7.66

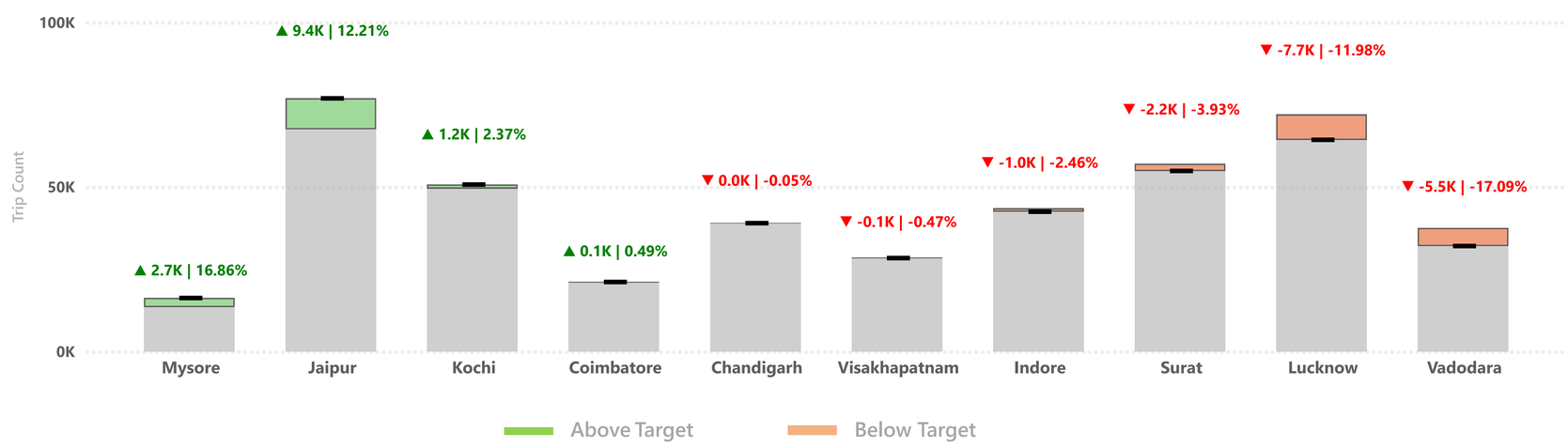
▼ -0.31 | -4.10%
Vs Target

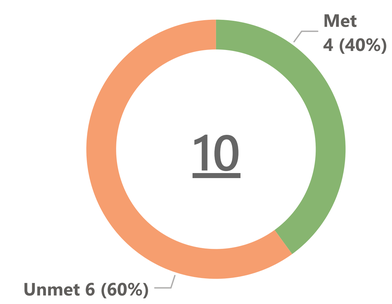


By City

Target vs Actuals

Total Trips | Total New Passengers | Avg Passenger Rating





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1.

Further Analysis And Recommendations

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1. Factors Influencing Repeat Passengers Rate(RPR)

Trip Type	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	
City	1.20%	30.06%	19.17%	14.09%	12.42%	10.77%	6.73%	3.88%	1.68%	City RPR%
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	8.27%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	4.16%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.36%	11.77%
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%	15.79%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	12.44%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	15.65%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	2.41%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%	14.09%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.76%	2.05%	7.09%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.86%	8.33%

1. Tourism and Demographics:

- Cities like **Jaipur, Visakhapatnam**, and **Mysore** see high tourist inflows, boosting **strong RPR** for 2-Trips (e.g., Jaipur 50.14%). However, retention drops beyond 4-Trips due to the transient nature of tourists.
- Cities with mixed demographics, such as **Vadodara** and **Lucknow (20.18% for 6-Trips)**, exhibit more consistent loyalty, likely due to better pricing and higher driver ratings compared to competitors.

2. Quality of Service: Declining RPR after 5-Trips across most cities highlights tourism places or potential service gaps such as cab availability, on-time performance, and driver behavior.

3. Competitive Pricing : Tourist cities like **Mysore (48.75%)** and **Visakhapatnam (51.25%)** show high initial engagement but drop after 4-Trips, reflecting short-term tourist use. Residential hubs like **Lucknow (20.18%)**, **Surat (19.75%)**, and **Vadodara** maintain steady retention due to cost-conscious residents.

4.Correlations with Lifestyle:

- **Travel Dependence:** Cities like **Lucknow** and **Vadodara** see steady repeat passenger rates as residents rely on cabs for daily commutes and routine travel needs.
- **Tourism Impact:** In tourist-heavy cities like **Jaipur** and **Visakhapatnam**, repeat passenger rates may be lower as tourists typically use cabs for short-term visits, leading to less frequent repeat usage.

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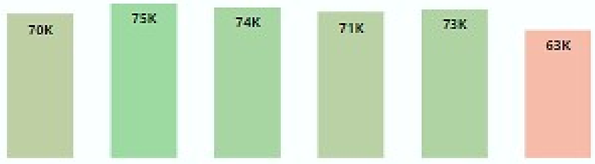
2. Tourism vs Business Demand Impact

Peak and Low Demand Months by Cities



City	January	February	March	April	May	June	City Total
Jaipur	15.0K	15.9K	13.3K	11.4K	11.5K	9.8K	76.9K
Lucknow	10.9K	12.1K	11.2K	10.2K	9.7K	10.2K	64.3K
Surat	8.4K	9.1K	9.3K	9.8K	9.8K	8.5K	54.8K
Kochi	7.3K	7.7K	9.5K	9.8K	10.0K	6.4K	50.7K
Indore	6.7K	7.2K	7.0K	7.4K	7.8K	6.3K	42.5K
Chandigarh	6.8K	7.4K	6.6K	5.6K	6.6K	6.0K	39.0K
Vadodara	4.8K	5.2K	5.6K	5.9K	5.8K	4.7K	32.0K
Visakhapatnam	4.5K	4.8K	4.9K	4.9K	4.8K	4.5K	28.4K
Coimbatore	3.7K	3.4K	3.7K	3.7K	3.6K	3.2K	21.1K
Mysore	2.5K	2.7K	2.6K	2.6K	3.0K	2.8K	16.2K

1. **High-Demand Cities with Event-Driven Spikes:**
- **Jaipur**: Demand surges in February, likely due to the Jaipur Literature Festival, showcasing the impact of cultural events on trip volume.
- **Kochi**: March exhibits high demand, potentially tied to seasonal tourism or festivals.
- **Lucknow & Surat**: Patterns suggest demand is influenced by a combination of tourism and business activities.

2. **Underperforming Cities with Growth Potential:**
- **Mysore and Coimbatore**: Consistently low demand across months highlights opportunities to drive growth by addressing market gaps or creating demand during off-peak periods.

3. **Seasonal Dips Across the Network:**
- June shows a sharp drop in overall demand, likely due to a seasonal lull. This presents an opportunity to launch promotional campaigns targeting these months.

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Strategic Focus Areas:

1. Capitalize on Peaks:
- Partnerships with event organizers and tourism boards.
- Targeted campaigns during festivals and conferences.

2. Stimulate Off-Season Demand:
- Discounts, weekend getaway offers, and local collaborations.
- Marketing low-demand cities as travel destinations.

3. Predictive Planning:
- Use data to preemptively plan campaigns and allocate resources.

4. Tourism-Focused Growth:
- Long-term strategy for high-potential cities (e.g., Jaipur, Kochi).

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3. Emerging Mobility Trends and Good cab's Adaption

1. Rising Demand for Affordable RideSharing Options:

•Tier-2 cities are price-sensitive; shared rides and carpooling services are gaining traction due to affordability.
•Opportunity to introduce economical ridesharing solutions.

2. Shift Towards Electric Vehicles (EVs)

•Increased government incentives and charging infrastructure development are driving EV adoption.
•Customers prefer eco-friendly options, pushing cab providers to include EVs in their fleets.

3. Demand for Safe and Reliable Services

•Post-pandemic, customers prioritize hygiene, safety, and reliable driver behavior.
Opportunity to differentiate through strict safety protocols and driver training.

4. Rising Tourism and Urbanization

•Growth in regional tourism and urban migration in Tier-2 cities like Jaipur, Lucknow, and Indore increases demand for mobility solutions.

5. Flexible Mobility Options

•Customers demand flexibility through subscription models, hourly rentals, and outstation trips, diversifying service requirements.

6. Digital Penetration and App-Based Services:

•Widespread smartphone usage and affordable internet access are boosting the adoption of app-based cab booking.
•Growing trust in digital payments enhances convenience and customer experience.

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Strategic Implications for Cab Services:

1. **Focus on Affordability and EV Transition** Introduce cost-effective shared rides and invest in EVs to stay ahead.

2. **Enhance Digital Experiences** Improve app interfaces and integrate payment and multimodal transport options.

3. **Build Trust**: Prioritize safety and reliability to strengthen customer loyalty in Tier-2 markets.

4. **Leverage Tourism Growth**: Offer tailored packages for tourists and outstation travelers.

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4. Partnership Opportunities with Local Businesses

1. **Collaborations with Hotels and Resorts :**
- Provide exclusive airport transfers and city tours.
- Launch co-branded loyalty programs (e.g., discounts for guests).
- Promote bundled services like “Stay + Ride” offers, making travel more seamless.

2. **Tie-Ups with Shopping Malls and High-Footfall Areas:**
- Create dedicated Good cabs pickup/drop-off zones at malls to improve accessibility.
- Run promotional campaigns during shopping festivals or seasonal sales to offer discounted rides.
- Offer cashback or vouchers redeemable at partner malls for Good cabs customers.

3. **Event and Venue Partnerships :**
- Collaborate with organizers to provide special cab services for attendees with pre-booking options.
- Partner with event managers to offer convenient transportation for high-footfall events
- Leverage branding at venues to create a strong presence among large audiences.

4. Tourism Boards and Travel Operators
- Collaborate with local tourism boards and travel agencies to offer city tours, heritage rides, or outstation trips.
- Partner on marketing campaigns promoting local attractions, driving demand during peak tourism seasons.

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Expected Benefits of Partnerships:

1. **Increased Trip Volume** : Drive demand from high -footfall areas like hotels, malls, and events.

2. **Enhanced Customer Loyalty** : Co-branded offers and loyalty programs improve retention.

3. **Market Differentiation** : Establish Good cabs as the preferred mobility partner in tourism -heavy cities.

4. **Revenue Diversification** : Expand business avenues through targeted collaborations.

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5. Data Collection For Enhanced Data-Driven Decisions

1. **Customer Insights**
- Passenger Demographics: Age, gender, and occupation for targeted campaigns.
- Trip Purpose: Business, leisure, or daily commute to identify demand patterns.
- Ride Preferences: Preferred ride types (economy, premium, EVs).
- Feedback Data: Detailed customer ratings and reviews to improve satisfaction.
- Booking Channels: App, website, or partner platform to optimize marketing efforts

2. **Operational Efficiency:**
- Ride Cancellation Reasons: Understand why trips are canceled to reduce churn.
- Driver Performance Metrics: On-time pickup/drop-off, trip completion.
- Fuel and Energy Usage: Track efficiency, particularly for EVs, to optimize costs.

3. **Market and Competitor Trends:**
- Local Events Data: Festivals, conferences, or high-footfall events to predict demand surges.
- Competitor Pricing Trends: Regular benchmarking to remain competitive.
- Emerging Mobility Trends: Adoption of EVs, carpooling, or micro-mobility in Tier-2 cities.

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Implementation Plan:

1. Integrate trip analytics into the app and website for seamless data capture.
2. Deploy surveys or in-app feedback forms post-trip to collect behavioral data.
3. Use predictive analytics to correlate customer behavior with repeat usage and satisfaction.

Benefits:

- **Enhanced Customer Retention** : Understand repeat passengers and tailor services.
- **Operational Excellence** : Optimize routes, reduce cancellations, and improve driver efficiency.
- **Market Leadership** : Adapt quickly to trends and demand patterns .