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# Insights & Future Directions



## 1. Factors Influencing Repeat Passenger Rates

What factors (such as quality of service, competitive pricing, or city demographics) might contribute to higher or lower repeat passenger rates in different cities? Are there correlations with socioeconomic or lifestyle patterns in these cities?



### Factors Influencing Repeat Passenger Rates (RPR%)

#### Insights from Passenger Dashboard:

- Surat (42.63%) and Lucknow (37.12%) have the **highest RPR%**.
- Mysore (11.23%) and Jaipur (17.43%) have the **lowest RPR%**.

#### Possible Influencing Factors:

- **Service Quality** - Cities with higher avg. passenger rating generally have higher RPR%.
- **Fare per Km** - Higher cost per km may reduce repeat usage (pricing sensitivity).
- **City Type** - Business cities show steadier repeat rates vs. seasonal tourism spikes.
- **Wait Time & Availability** – Data Not Available but a likely major factor — should be tracked.

#### Recommendations:

- Monitor driver ratings, cancellation rate, and service quality in low-RPR cities.
- Offer ride credit/loyalty programs in lower-RPR cities to encourage second rides.
- Conduct micro-surveys after 1st and 2nd rides to understand drop-offs.

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## 2. Tourism vs. Business Demand Impact

 How do tourism seasons or local events (festivals, conferences) impact Goodcabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?

### From the Data:

- Tourism cities like **Jaipur** have peaks in months like (Jan – Mar) & **Kochi** have (Mar – May) likely cause are vacation and festival seasons.
- Business hubs (e.g., Indore, Lucknow) show more stable demand month-over-month.

### Recommendations:

- Use **seasonal heatmaps** of demand per city to forecast driver needs and surge pricing windows.
- Tailor **geo-targeted promotions** during festivals, long weekends, and tourist seasons.
- Partner with **tour operators** and **hotel chains** in cities like Kochi and Jaipur.

## 3. Emerging Mobility Trends in Tier-2 Cities

 Emerging Mobility Trends and Goodcabs' Adaptation What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

### Industry Trends:

- Government incentives for **EV Vehicles**, especially in smart cities.
- Growing interest in **eco-conscious commuting**, especially among Gen Z and students.
- Local governments investing in **charging infrastructure**.

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### Recommendations:

- Pilot an **EV-only Vehicles** in compact, high-density cities like Jaipur, Kochi, Surat or Lucknow.
- Introduce a “**GreenCab**” option with zero-emission vehicles.
- Market environmental benefits in-app (e.g- CO<sub>2</sub> saved by users).

## 4. Partnership Opportunities with Local Businesses

 Are there opportunities for Goodcabs to partner with local businesses (such as hotels, malls, or event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism-heavy or high-footfall areas?

### Ideal Partners:

- **Hotels, resorts** → offer bundled pickups
- **Event venues/malls** → promote rides during peak footfall hours
- **Airports and railway stations** → partnerships for first/last-mile transport

### Recommendations:

- Launch a “**GoodCab for Business**” B2B program with incentives.
- Use promo codes to track **partner-driven demand**.

## 5. Data Collection for Enhanced Decision-Making

 To make Goodcabs more data-driven and improve its performance across key metrics (such as repeat passenger rate, customer satisfaction, new passengers and trip volume), what additional data should Goodcabs collect? Consider data that could provide deeper insights into customer behaviour, operational efficiency, and market trends.

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## Gaps in Current Data:

- No capture of **trip purpose** (commute, airport, shopping, etc.)
- No **driver behavior** metrics (acceptance rate, ETA, cancellations)
- No **ride feedback tags** (cleanliness, wait time, route knowledge)

## What to Collect:

**Customer Behavior** - Trip intent, ride feedback, churn reasons

**Operations** - Driver-level performance metrics

**Acquisition** - First ride source (promo, referral, ad)

## Recommendations:

- Enhance the **trip feedback screen** with tag-based quick responses.
- Capture **promo code attribution** to measure campaign ROI.