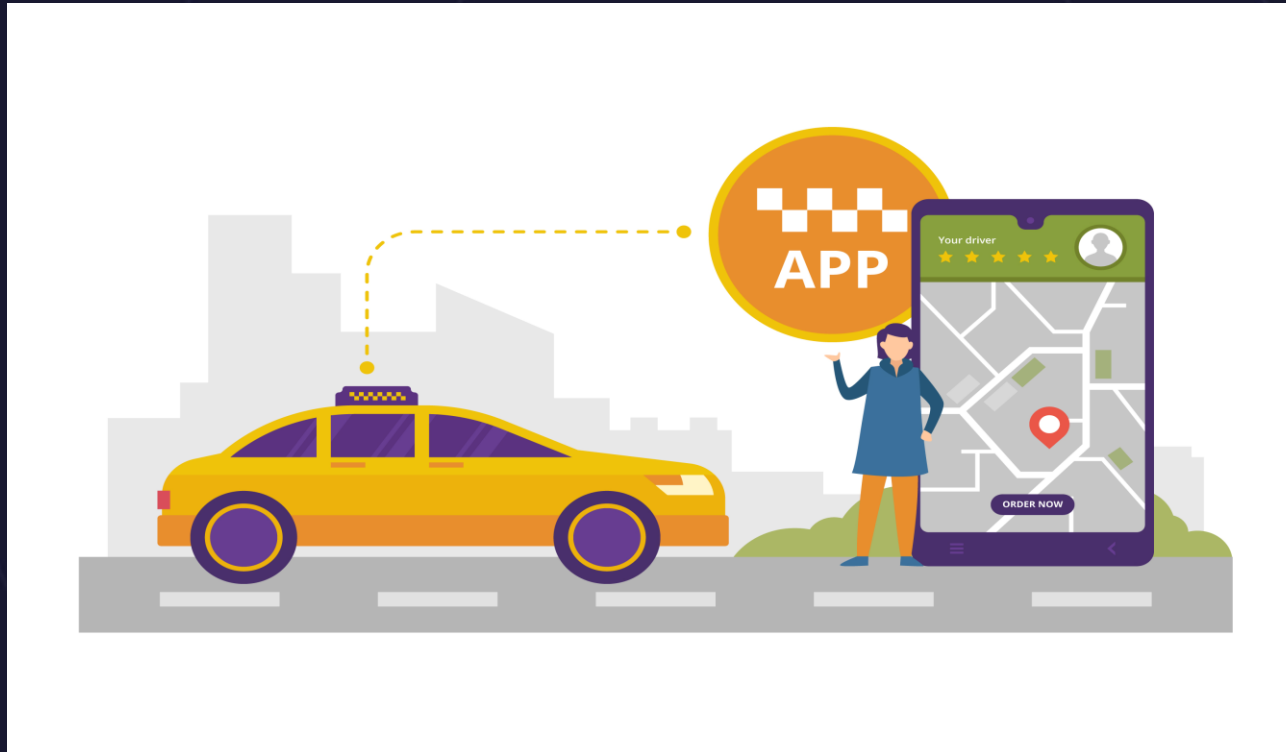


# GOOD CABS

Your Way, Every Day



# Objective



- GoodCabs is a cab service provider catering to tier-2 cities, dedicated to delivering an efficient transportation experience.
- The company emphasizes strong partnerships with local drivers while ensuring outstanding service for passengers.
- With operations spanning 10 tier-2 cities, GoodCabs is driven by a passion for achieving ambitious goals and continuously exploring opportunities to enhance its services and customer satisfaction.



# Problem statement

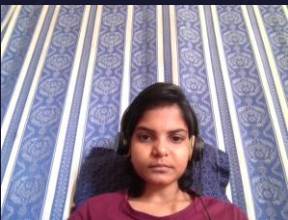


**Enhance Operational Transparency:** Deliver a clear picture of daily business activities.

**Track Performance Indicators:** Measure critical metrics such as revenue, customer engagement, and ratings.

**Facilitate Strategic Decisions:** Empower stakeholders with data-driven insights for informed decision-making.

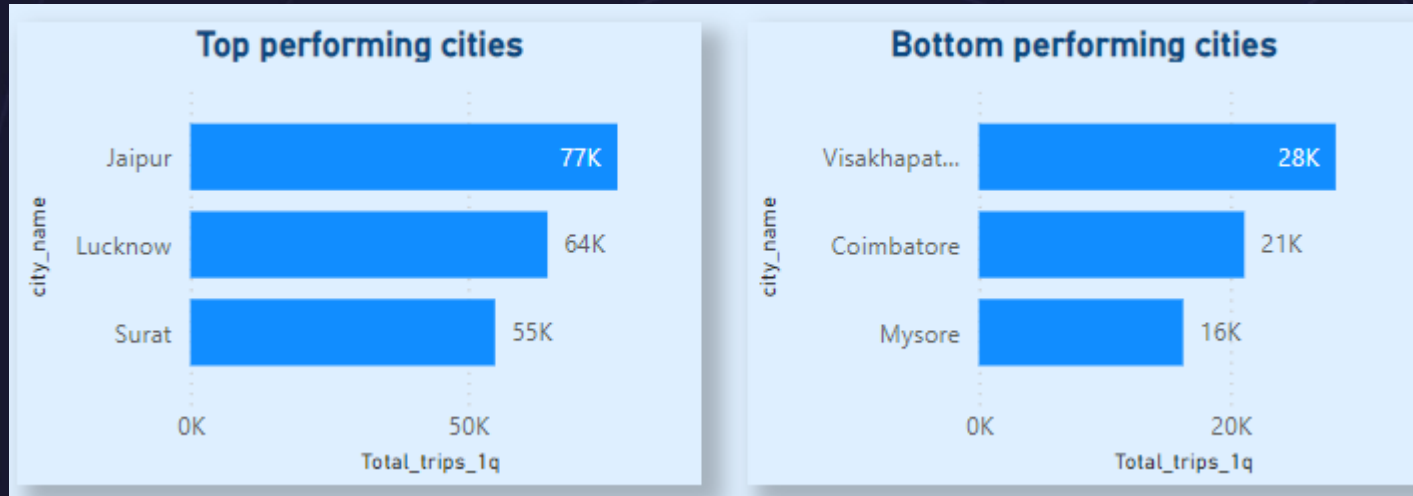
**Identify Patterns and Outliers:** Uncover trends and irregularity to drive business improvements.



# Primary Analysis



## 1. Identify the top 3 and bottom 3 performing cities by total trips over the entire analysis period



### Visakhapatnam (Vizag)

- November–February (tourist season due to beach weather), May (holiday season).
- Target beach destinations like RK Beach and Kailasagiri.
- Collaborate with resorts and eco-tourism spots for ride-sharing promotions.

### Mysore

- September–October (Dasara festival, tourism peak), December (holiday season).
- Focus on cab promotions for Mysore Palace, Chamundi Hills, and Brindavan Gardens.
- Introduce special discounts for festival attendees during Dasara.

### Coimbatore

- March–May (pilgrimage tourism to nearby temples like Isha Yoga Center), August (festival season).
- Deploy cabs in high-demand areas near temples and trekking spots.
  - Offer discounts for shared rides to appeal to environmentally conscious travelers.



## 2. Average fare per trip by city

Average fare per trip by city				
city_name	Avg_fare _per_trip	Avg_fare_p er_distance	Avg_fare _per_km	% Difference
Jaipur	483.92	30.02	16.12	13.91
Kochi	335.25	24.07	13.93	2.43
Chandigarh	283.69	23.52	12.06	-0.05
Visakhapatnam	282.67	22.55	12.53	-0.47
Indore	179.84	16.50	10.90	-2.40
Mysore	249.71	16.50	15.14	20.28
Coimbatore	166.98	14.98	11.15	0.50
Lucknow	147.18	12.51	11.76	-10.70
Vadodara	118.57	11.52	10.29	-14.60
Surat	117.27	11.00	10.66	-3.78

Highest :

Average fare per trip by city is Jaipur

Lowest :

Average fare per trip by city is Surat

Highest % difference :

Mysore

Lowest % difference :

Vadodara



### 3. Average rating by city and passenger type



New passenger type

Average rating by city and passenger type

● Avg\_passenger\_rating\_4A\_q ● Avg\_driver\_rating\_4B\_q

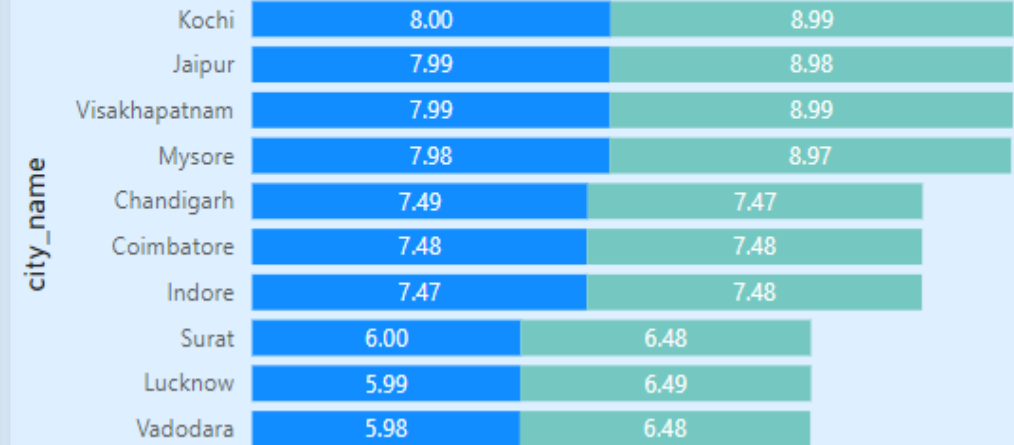


Kochi, Jaipur and Mysore are the highest with average rating given by the new passenger

Repeat passenger type

Average rating by city and passenger type

● Avg\_passenger\_rating\_4A\_q ● Avg\_driver\_rating\_4B\_q



Kochi, Jaipur and Visakhapatnam are the highest with average rating given by the repeat passenger

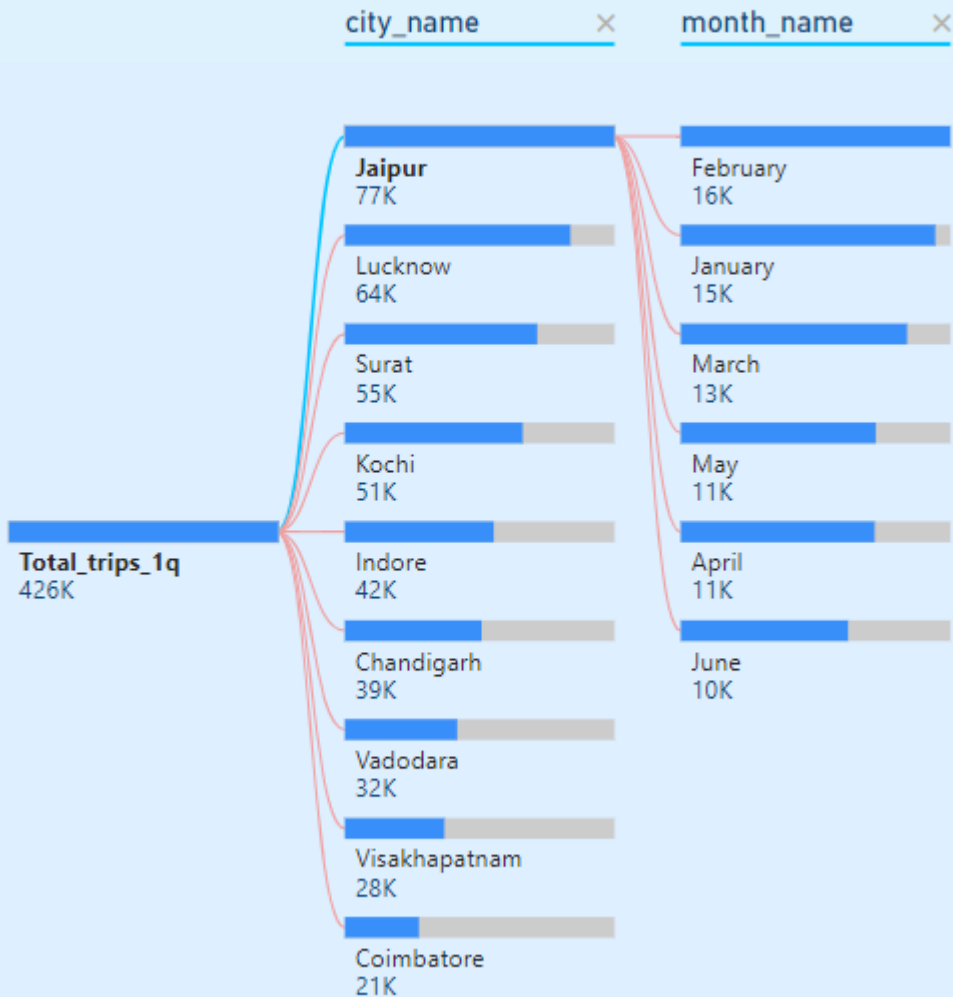




#### 4. Peak and Low demand months by city



##### Peak and Low demand months by city

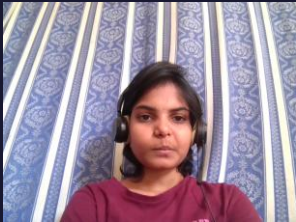


##### Top cities which are peaked by months

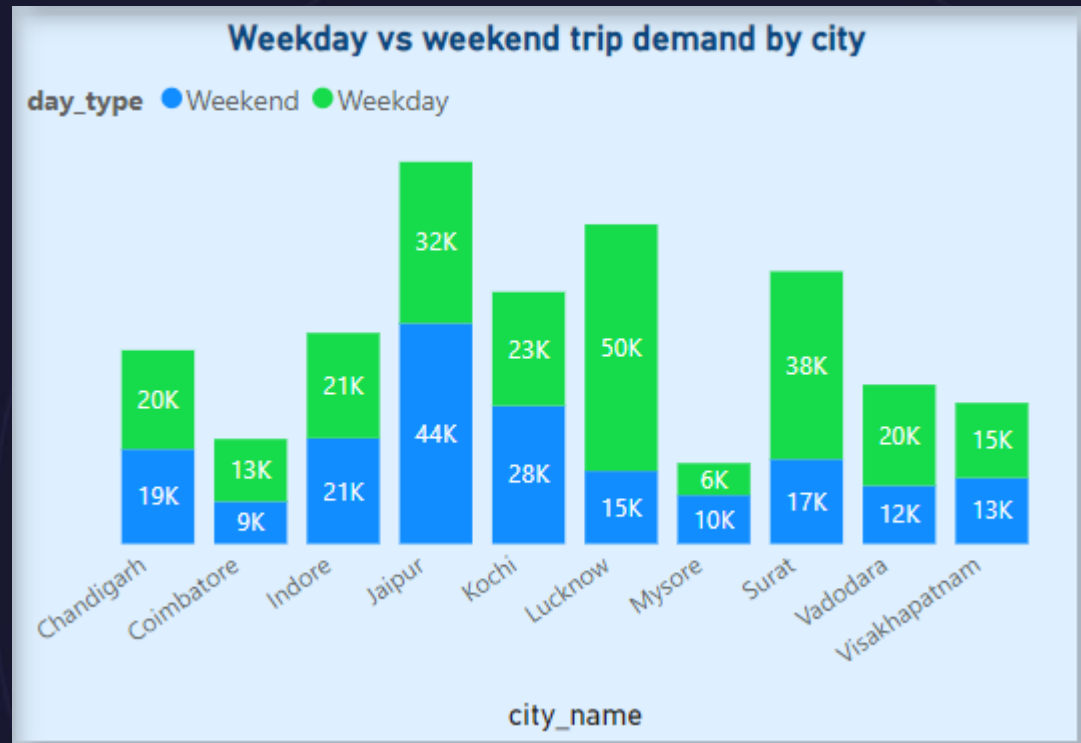
Jaipur peaks in January , February ,  
Lucknow in January , February ,  
Surat in April and may

##### Bottom cities which are peaked by all months

Visakhapatnam in April and may ,  
Coimbatore in January, march and April  
Mysore in May and june

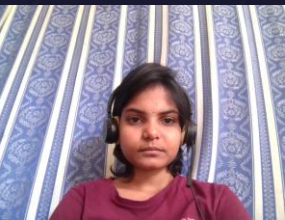


## 5. Weekday and weekend trip demand by city



Jaipur is leading with the highest weekend trips and Coimbatore with lowest weekend trips

Lucknow is leading with the highest weekday trips and Mysore with lowest weekday trips





## 6. Repeat Passenger frequency and city contribution analysis

REPEAT PASSENGER FREQUENCY & CITY CONTRIBUTION									
city_name	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79	32.31	19.25	15.74	12.21	7.42	5.48	3.47	2.33
Coimbatore	1.22	11.21	14.82	15.56	20.62	17.64	10.47	6.15	2.31
Indore	1.51	34.34	22.69	13.40	10.34	6.85	5.24	3.26	2.38
Jaipur	0.97	50.14	20.73	12.12	6.29	4.13	2.52	1.90	1.20
Kochi	0.81	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21
Lucknow	1.10	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91
Mysore	0.47	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54
Surat	1.35	9.76	14.26	16.55	19.75	18.45	11.89	6.24	1.74
Vadodara	1.61	9.87	14.17	16.52	18.06	19.08	12.86	5.78	2.05
Visakhapatnam	0.92	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88

This heatmap displays the frequency of repeat passengers across cities and their trip counts, highlighting contributions from 2-trips to 10-trips. Jaipur and Visakhapatnam show the highest repeat passenger engagement in 2-trips, with notable percentages at 50.14% and 51.25%, respectively. Passenger retention decreases significantly for higher trip counts, as observed across all cities. The data effectively emphasizes trends in city-wise passenger loyalty for different trip categories.



## 7. Monthly target achievement analysis for key metrics

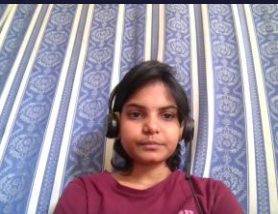


Monthly Target Achievement Analysis										
city name	Sum of total target trips	Total trips	actual vs repeat trips	actual new passengers	Sum of target new passengers	actual vs target new passengers	avg new passenger rating target	avg passenger rating	Trip status	
Chandigarh	39000	38981	-19	18908	21000	2092	8.00	7.98	Below Target	
Coimbatore	21000	21104	104	8514	7500	-1014	8.25	7.88	Above Target	
Indore	43500	42456	-1044	14863	14100	-763	8.00	7.83	Below Target	
Jaipur	67500	76888	9388	45856	54000	8144	8.25	8.58	Above Target	
Kochi	49500	50702	1202	26416	27000	584	8.50	8.52	Above Target	
Lucknow	72000	64299	-7701	16260	15600	-660	7.25	6.49	Below Target	
Mysore	13500	16238	2738	11681	12000	319	8.50	8.70	Above Target	
Surat	57000	54843	-2157	11626	10500	-1126	7.00	6.42	Below Target	
Vadodara	37500	32026	-5474	10127	9900	-227	7.50	6.61	Below Target	
Visakhapatnam	28500	28366	-134	12747	13500	753	8.50	8.43	Below Target	
<b>Total</b>	<b>429000</b>	<b>425903</b>	<b>-3097</b>	<b>176998</b>	<b>185100</b>	<b>8102</b>	<b>7.98</b>	<b>7.66</b>	<b>Below Target</b>	

Jaipur is leading with the target achievement exceeding with total trip count of 9388 and Lucknow is lacking in reaching the target with -7701 as total trip count.

Jaipur is leading with the target achievement exceeding with new passengers count of 8144 and Coimbatore is lacking in reaching the target with -1014 of new passengers.

Mysore and Visakhapatnam is leading with the highest average passenger rating with 8.50



## 8. Highest and lowest repeat passenger rating by city and month



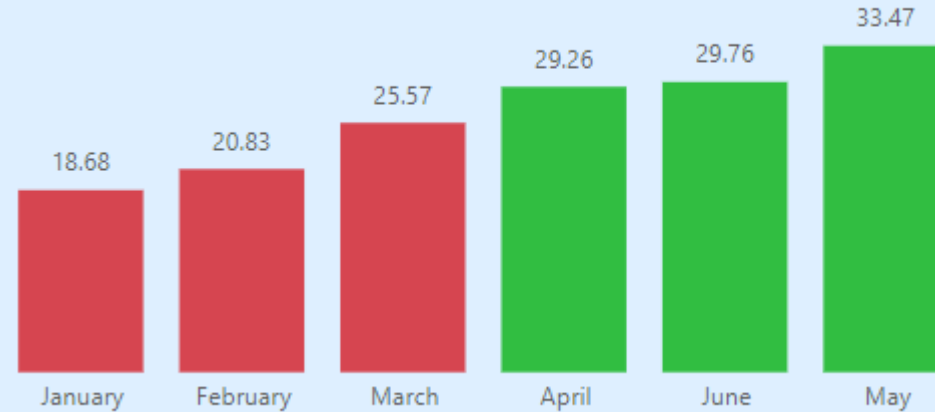
**Highest Repeat Passenger rating by city**

city_name	January	February	March	April	May	June
Lucknow	29.23	31.98	33.93	39.30	47.66	46.70
Surat	32.74	36.81	43.43	45.70	49.92	49.17

**Lowest Repeat Passenger rating by city**

city_name	January	February	March	April	May	June
Jaipur	12.01	13.34	19.88	22.10	25.68	16.98
Mysore	8.08	7.99	9.48	11.39	15.37	14.93

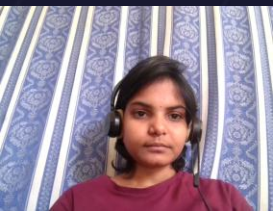
**Repeat passenger rate by month**



Lucknow and Surat are having the highest repeat passenger rating by city with 47.66 and 49.92 regarding business places

Jaipur and Surat are having the lowest repeat passenger rating by city with 12.01 rating and 7.99 regarding tourism places

Highest repeat passenger rating is in the month of May and the lowest is in January



# Further Analysis and Recommendations



## 1. Factors influencing Repeat Passenger Rate:

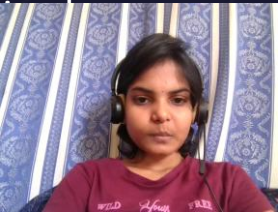
- Good cabs repeat passenger rate of 25.73% is significantly higher than Uber's 6%, indicating that Good cabs excels in retaining customers. This suggests strong service quality, customer loyalty initiatives, and tailored offerings that resonate well with users.
- Enhance driver training programs to maintain or further improve customer satisfaction, focusing on soft skills and timely service.
- Introduce targeted loyalty rewards, offering discounts, free rides, or exclusive offers for regular passengers, to foster deeper loyalty.
- Optimize customer engagement through personalized in-app messages or promotions based on travel history, ensuring users feel valued and incentivized to book again.

## 2. Tourism vs. Business Demand Impact Suggestions:

- Customize promotions around local events like festivals, conferences, or exhibitions in tourism-heavy cities.
- Partnering with event organizers can provide exclusive ride packages to attract visitors.
- Launch seasonal plans or ride passes tailored to business hubs, such as unlimited weekday rides for corporate travelers, to ensure steady usage in such cities.

## 3. Emerging Mobility Trends and Good cabs Adaptation Suggestions:

- Start a pilot program for electric vehicles (EVs) in Tier-2 cities, as they offer cost benefits (lower fuel expenses) and appeal to eco-conscious passengers.
- Develop green loyalty rewards, offering incentives like discounts for choosing EV rides or offsetting carbon emissions, aligning with sustainability trends.
- Collaborate with local governments to access subsidies or infrastructure (e.g., charging stations) for EV adoption, strengthening long-term competitiveness.
- Secondary Analysis



# Further Analysis and Recommendations



## 4. Partnership Opportunities with Local Businesses Suggestions:

- Partner with hotels, malls, and event organizers to provide exclusive ride packages, like discounted rates for hotel guests or event attendees. This can increase visibility and attract more rides.
- Focus on high-footfall areas and tourist attractions, offering bundled services such as guided tours or last-mile connectivity to create a seamless travel experience.

## 5. Data Collection for Enhanced Data-Driven Decisions Suggestions:

- Collect data on passenger preferences, such as ride durations, frequent pickup/drop-off points, and fare sensitivity, to tailor services.
- Monitor driver performance metrics, including punctuality, customer ratings, and route optimization, to enhance operational efficiency.
- Analyze market trends and competitive benchmarks, such as Uber's pricing and promotions, to identify gaps and strategize accordingly. Implement advanced analytics to predict demand surges, especially during festivals or peak tourist seasons, ensuring better resource allocation.







Thank you

