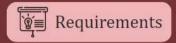




- → Goodcabs, a dynamic cab service provider established two years ago, has quickly gained a strong presence in India's tier-2 cities.
- → Unlike other services, Goodcabs is committed to empowering local drivers by offering them sustainable livelihood opportunities in their hometowns, all while ensuring exceptional service for passengers.
- → With operations in 10 tier-2 cities, Goodcabs is setting ambitious performance targets for 2024 to drive growth, enhance passenger satisfaction, and improve key metrics such as trip volume, repeat passenger rate, and service distribution.



REPORT BY: RANJITH





# City Level Fare and Trip Summary

Average Fare per Trip by City

Top & Bottom Performing Cities

Average Ratings by City and Passenger Type

# Highest Revenue & Trips Monthly Achievement Report

Trips Monthly Achievement
Highest Revenue - Month & Fare
Peak & Low Demand Months by City

# City Level Repeat Passenger Trips Frequency

Weekend vs. Weekday Trip Demand by City Repeat Passenger Frequency & City Contribution Analysis

# Target Achievement

Monthly Target Achievement Analysis

# Repeat Passenger Rate & City Rank By New

Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

# **Key Metrics & Recommendations**



Click to Visit







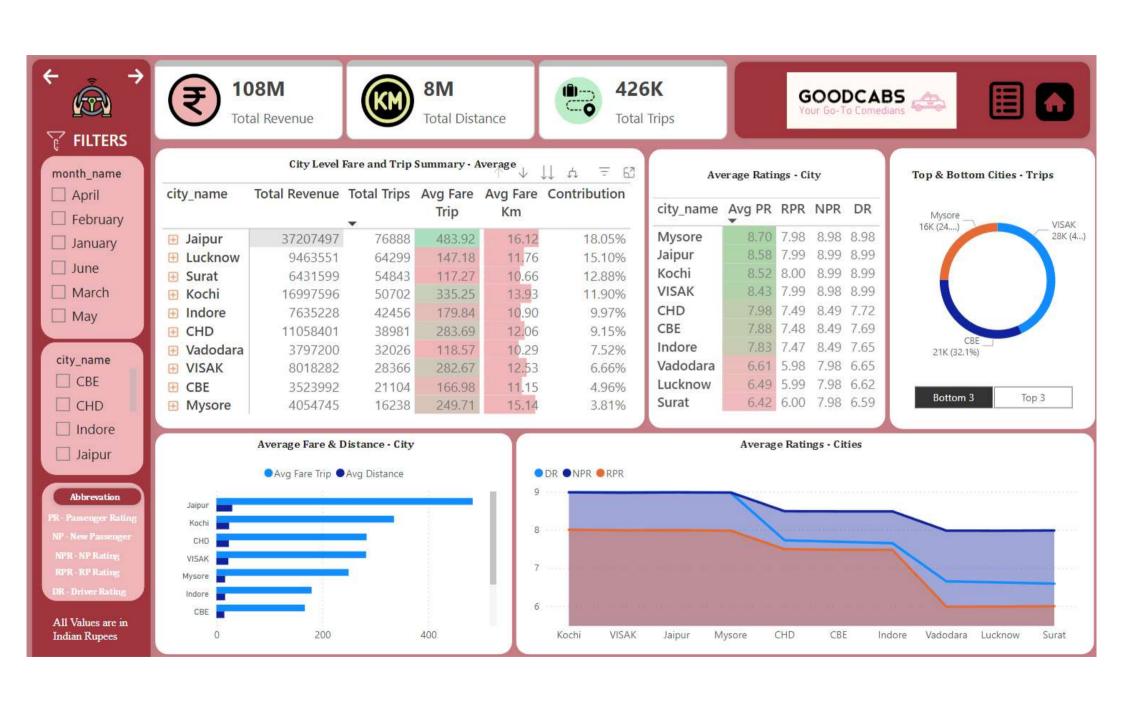


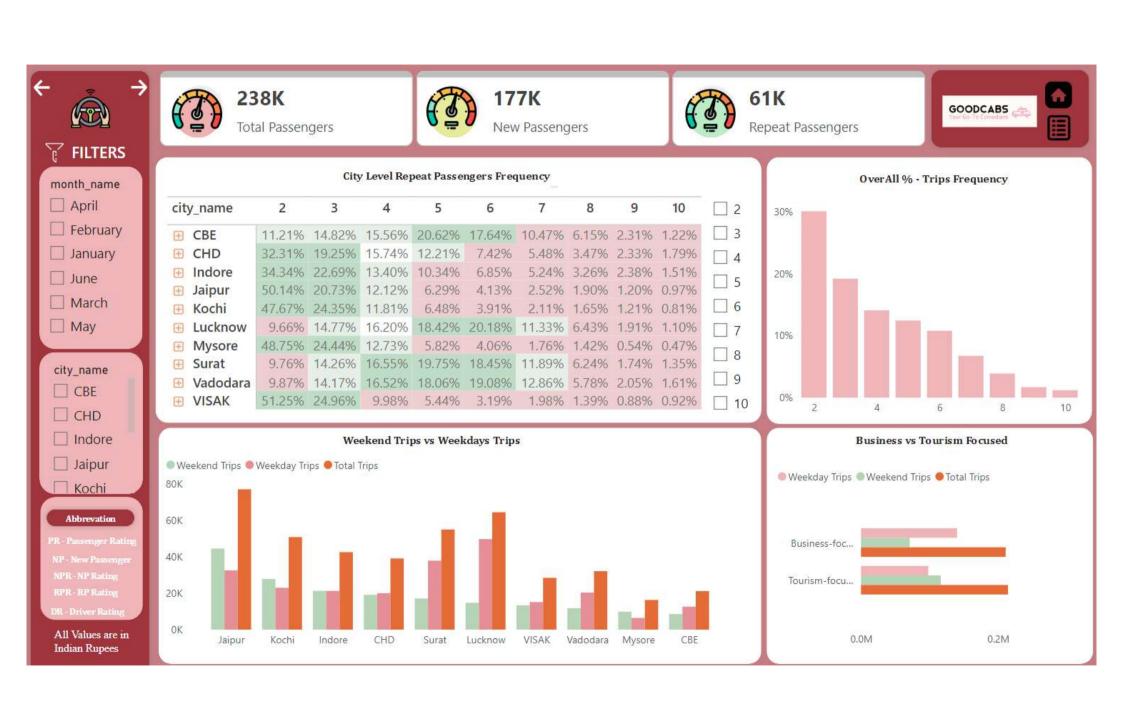


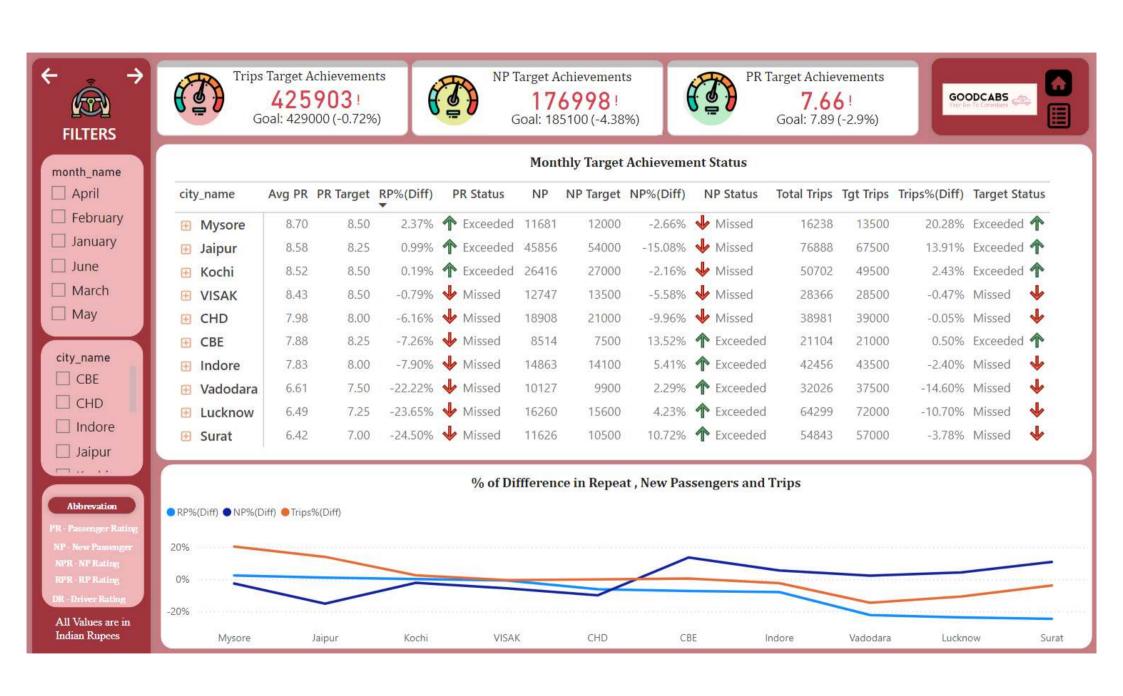




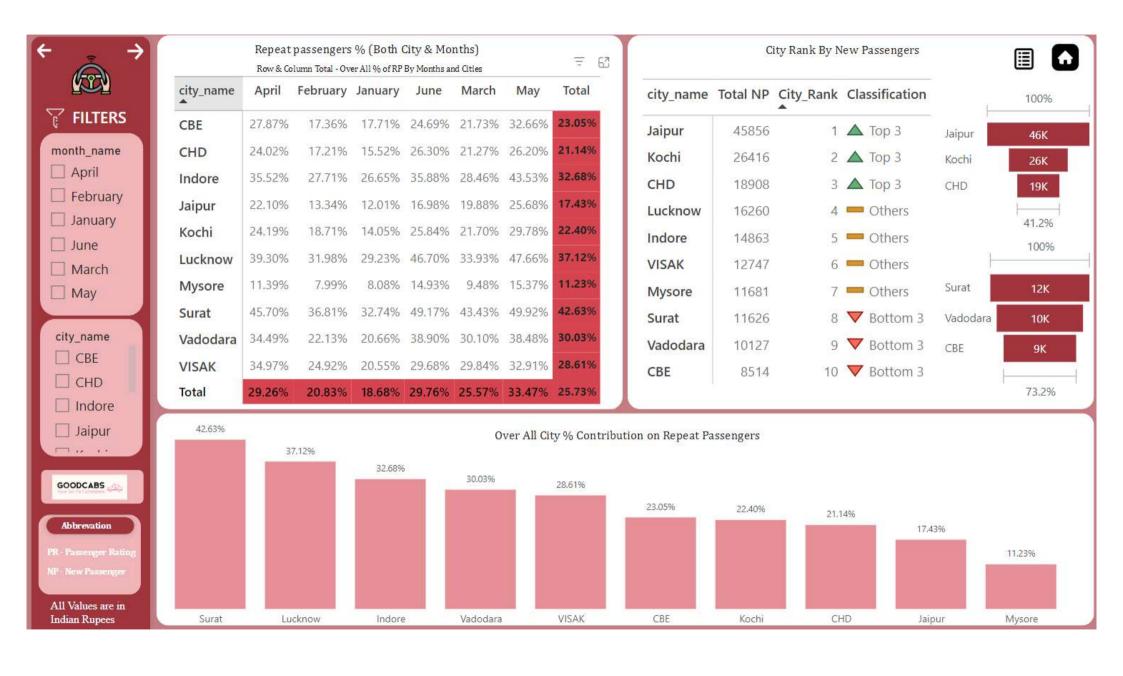


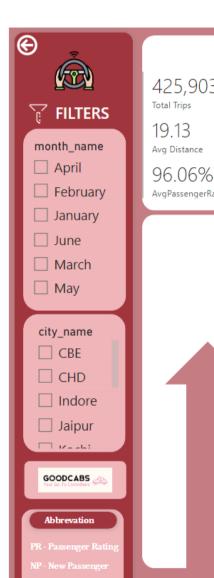












All Values are in Indian Rupees

## Key Metrics - Over All Analysis





425,903 108188091 8146320 Total Trips Total Revenue Total Distance 19 13 45

99.28%

trips TargetAchieve...

AvgPassengerRatin...

Min Trip Distance Max Trip Distance

185100

NP Target

7 66 Avg PR 238309 Total Passengers 8.65 Average NPR 176998 Total NP

Average RPR 61311 Repeat Passengers

6.96

71 11% New Vs Repeat Trip ...

Avg Driver Rating

7 83

25 73% repeat passengers ...

254 02

Avg Fare Trip

(Blank) Revenue Previous Month

13 28

Avg Fare Km

248905 176998

NewPassengerTrips RepeatPassengerTrips

#### Recommendations for Goodcabs

#### 1.Boost Repeat Passenger Rates

- · Actionable Steps:
- Offer loyalty programs or discounts for repeat passengers.
- Introduce personalized marketing campaigns based on customer ride history, such as exclusive offers for frequent riders.
- Regularly gather and analyze feedback to identify and address service pain points affecting customer retention.
- Impact: Improved customer retention and stronger brand loyalty.

#### 2.Capitalize on Tourism and Business Demand

- · Actionable Steps:
- Deploy targeted campaigns during peak tourist seasons, offering pre-planned routes and fixed-rate packages for popular attractions.
- Establish a presence at business hubs and airports with dedicated pick-up zones.
- Collaborate with event organizers to provide attendees with seamless transportation options.
- Impact: Increased trip volume and a stronger presence in tourism and business sectors.

#### 3.Adapt to Emerging Mobility Trends

- · Actionable Steps:
- Evaluate the cost and feasibility of adding electric or hybrid vehicles to the fleet.

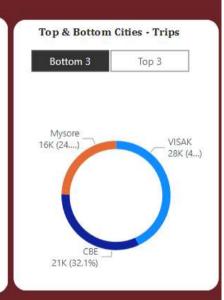




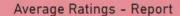


 $\rightarrow$ 





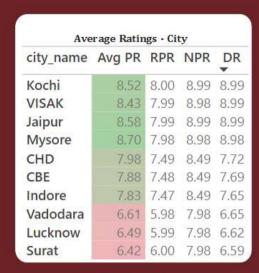
- The top 2 cities by Total Revenue and Total Trips are Jaipur and Lucknow. These appear to be the largest, most active cities in the data.
- The cities with the highest Average Fare per Trip and Average Fare per Km are Mysore and Surat. This suggests these cities have higher fares compared to the others.
- The cities with the highest Contribution percentages are Jaipur and Lucknow, indicating they make up a significant portion of the total revenue.
- The cities with the lowest Contribution percentages are Mysore and CBE, suggesting they are smaller or less active compared to the others.













- Average PR Rating: The cities are generally clustered in the 7-8 range for Average PR, with Vadodara and Surat having the lowest ratings at around 6.5.
- RPR and NPR Ratings: Most cities have RPR and NPR ratings around 8-9, indicating strong performance. Vadodara, Lucknow, and Surat have lower RPR and NPR ratings compared to the others.
- DR Rating: The DR (Driver Rating) ratings are fairly consistent, with most cities in the 8-9 range. Kochi and VISAK have the highest DR ratings at 8.99, while CBE and Indore have the lowest at 7.65-7.72.
- **Grouping by Metrics**: Looking at the ratings holistically, I see a few distinct groups emerge:
  - Kochi, VISAK, Jaipur, Mysore: Very high across all metrics
  - CHD, CBE: Middling performance across the board
  - Vadodara, Lucknow, Surat: Relatively lower ratings compared to the other cities

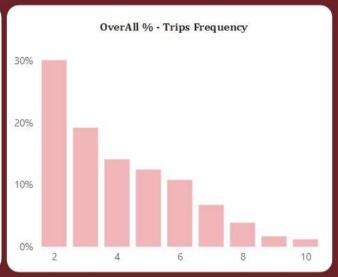


## Repeat Passengers Frequency - Report





City Level Repeat Passengers Frequency									
city_name	2	3	4	5	6	7	8	9	10
⊕ CBE	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%	1.22%
⊕ CHD	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%	1.79%
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%
Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%	0.81%
<b>E</b> Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%	1.10%
Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%	0.47%
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%
<b>⊞</b> VISAK	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%	0.92%



- Varying Repeat Passenger Percentages: The percentages of repeat passengers at each frequency level (2-10 trips) vary significantly across the cities. Some cities like Mysore and Surat have higher percentages of passengers taking 2-3 trips, while others like Vadodara and VISAK have more passengers taking 4-6 trips.
- **Highest and Lowest Frequency Levels:** The cities with the highest percentages of passengers taking 9-10 trips are Surat (1.35%) and Vadodara (0.92%), suggesting these cities have more loyal, frequent-riding customers. Conversely, cities like Kochi and Mysore have the lowest percentages of passengers taking 9-10 trips, implying fewer highly frequent repeat riders.
- Bimodal Distributions: Some cities like CBE, CHD, and Indore exhibit a bimodal distribution, with higher percentages of passengers taking either 2-3 trips or 7-8 trips, but lower percentages in the middle frequencies.
- **Outlier:** Vadodara stands out as having the highest percentage of passengers taking 6 trips (18.06%), which is significantly higher than the other cities.



## WeekDays & Weekend Trips - Report (Business and Tourism Focus are Based on Weekdays & Weekend Trips)









- ▶ Weekend vs Weekday Trips: The charts show a clear distinction between weekend and weekday trips. The number of weekend trips is significantly higher than weekday trips, suggesting weekdays are used to define business-focused trips, while weekends are more associated with tourism.
- Variations Across Cities: The relative balance between weekend and weekday trips varies considerably across cities. Some cities like Jaipur have a much higher proportion of weekend trips, while others like Kochi and VISAK have more balanced trip distributions, implying different degrees of focus on business vs tourism.
- **Total Trip Volumes:** The total number of trips varies greatly between cities, with Jaipur and Surat having the highest overall trip volumes, and Mysore and CBE having lower totals.
- **Business vs Tourism Focus:** The second chart breaks down trip volumes into business-focused and tourism-focused using the weekday and weekend data. Most cities have a mix, but the proportions differ, with Vadodara and Mysore appearing more tourism-oriented, and Jaipur and Surat seeming more business-focused.



# Target Achievement - Report





## **Monthly Target Achievement Status**

city_name	Avg PR	PR Target	RP%(Diff)	PR Status	NP	NP Target	NP%(Diff)	NP Status	Total Trips	Tgt Trips	Trips%(Diff)	Target Statu
⊕ CBE	7.88	8.25	-7.26%	<b>♦</b> Missed	8514	7500	13.52%	<b>↑</b> Exceeded	21104	21000	0.50%	Exceeded 1
⊕ CHD	7.98	8.00	-6.16%	♣ Missed	18908	21000	-9.96%	<b>♦</b> Missed	38981	39000	-0.05%	Missed 🔸
⊞ Indore	7.83	8.00	-7.90%	♣ Missed	14863	14100	5.41%	<b>↑</b> Exceeded	42456	43500	-2.40%	Missed 🎍
Jaipur	8.58	8.25	0.99%	<b>↑</b> Exceeded	45856	54000	-15.08%	<b>♦</b> Missed	76888	67500	13.91%	Exceeded 1
	8.52	8.50	0.19%	<b>↑</b> Exceeded	26416	27000	-2.16%	<b>♦</b> Missed	50702	49500	2.43%	Exceeded 1
<u>Lucknow</u>	6.49	7.25	-23.65%	<b>₩</b> Missed	16260	15600	4.23%	♠ Exceeded	64299	72000	-10.70%	Missed 🤚
Mysore	8.70	8.50	2.37%	<b>↑</b> Exceeded	11681	12000	-2.66%	<b>♦</b> Missed	16238	13500	20.28%	Exceeded 1
Surat	6.42	7.00	-24.50%	<b>♦</b> Missed	11626	10500	10.72%	<b>↑</b> Exceeded	54843	57000	-3.78%	Missed 🤚
Wadodara	6.61	7.50	-22.22%	<b>♦</b> Missed	10127	9900	2.29%	♠ Exceeded	32026	37500	-14.60%	Missed 🤚
<b>⊞</b> VISAK	8.43	8.50	-0.79%	<b>♦</b> Missed	12747	13500	-5.58%	<b>♦</b> Missed	28366	28500	-0.47%	Missed 🤚

## Monthly Achievement Target vs Actual (Trips)

month_name	Total Trips	Target Trips	Trips%(Diff)	Status		
February	75379	72500	3.97%	♠ Above Target		
March	73679	72500	1.63%	♠ Above Target		
⊕ May	72543	70500	2.90%	♠ Above Target		
# April	71335	70500	1.18%	♠ Above Target		
January	70462	72500	-2.81%	♣ Bellow Target		
June	62505	70500	-11.34%	♣ Bellow Targe		

- City-Level Analysis: While some cities like Mysore and Jaipur have consistently exceeded their target metrics (PR, NP, or Trips), other cities such as Surat and Lucknow have underperformed, with significant negative variances in PR and NP compared to their targets.
- ▶ Monthly Performance Insights: Months such as February and March showed positive performance with trips exceeding targets, whereas months like January and June fell below their trip targets, indicating potential seasonal or operational challenges.



Mysore

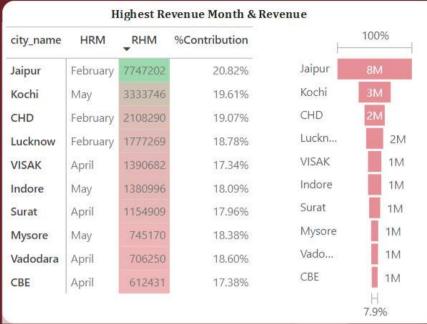
January

### Monthly Analysis on Trips and Revenue





3007 May



**Demand by Trips:** Jaipur, Kochi, and Lucknow demonstrate the highest demand during their peak months (June, May, and June, respectively). In contrast, cities like Mysore and CBE experience significantly lower trip counts, with their lowest demands in May and March.

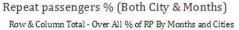
2485

Revenue Contribution: Jaipur leads in revenue generation with the highest revenue month being February, contributing over 20% to the total. Other cities like Kochi and CHD also show strong contributions (~19%), whereas cities like Vadodara and CBE have the lowest revenue shares (~18%).

# **←**

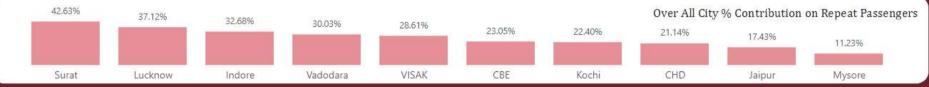
# Repeat and New Passengers - Report





city_name	April	February	January	June	March	May	Total
CBE	27.87%	17.36%	17.71%	24,69%	21.73%	32.66%	23.05%
CHD	24.02%	17.21%	15.52%	26.30%	21.27%	26.20%	21.14%
Indore	35.52%	27.71%	26.65%	35.88%	28,46%	43.53%	32.68%
Jaipur	22.10%	13.34%	12.01%	16.98%	19.88%	25.68%	17.43%
Kochi	24.19%	18.71%	14.05%	25.84%	21.70%	29.78%	22,40%
Lucknow	39.30%	31.98%	29.23%	46.70%	33.93%	47.66%	37.12%
Mysore	11.39%	7.99%	8.08%	14.93%	9.48%	15.37%	11.23%
Surat	45.70%	36.81%	32.74%	49.17%	43.43%	49.92%	42.63%
Vadodara	34.49%	22.13%	20.66%	38.90%	30.10%	38.48%	30.03%
VISAK	34.97%	24.92%	20.55%	29.68%	29.84%	32.91%	28.61%
Total	29.26%	20.83%	18.68%	29.76%	25.57%	33.47%	25.73%





Repeat Passenger Trends: Surat and Lucknow have the highest overall repeat passenger percentages (42.63% and 37.12%, respectively), indicating strong customer retention. On the other hand, cities like Mysore and Jaipur have the lowest repeat percentages (11.23% and 17.43%), suggesting room for improvement in retaining customers.

New Passenger Contribution: Jaipur leads with the highest number of new passengers, followed by Kochi and CHD in the top three rankings. Conversely, CBE, Vadodara, and Surat rank as the bottom three cities in terms of new passenger contributions, potentially highlighting areas where new customer acquisition strategies could be strengthened.