**KPI: Key Performance Indicator**

**KPI for Office Ride App:**

1. **Installs:** Where are people installing this app? Are we currently serviceable in that area? (Play store and app store reveal number of installs not the area) (Skip)
2. **Average rating of our app:** Rider and driver app.(Skip)
3. Average ride rating given by rider to a driver. (Ratings table) (Skip)
4. **Searches:** Where are the users searching for a ride? Do we have stops in those Hotspots? If not, How far are they? (Analytics tool yet to be implemented) (Skip)
5. **Number of trips per day/week:** How many number of trips taken per day/week? (start)

**Query:** SELECT \* FROM [OFFICERIDEORDERS].[FORPO05\_TRIPS] WHERE [FORPO05\_TRIP\_STATUS\_F] = “COMPLETED” AND [FORPO05\_ACTUAL\_END\_TIME] < NOW() - INTERVAL 1 WEEK

SELECT @@ROWCOUNT AS NumOfTripsPerWeek

1. **Number of vehicles used per day/week:** How many number of vehicles used per day/week?

**Query:** SELECT COUNT(DISTINCT [FORPF02\_VEHICLE\_MASTER\_D] FROM [OFFICERIDEORDERS].[FORPO05\_TRIPS] WHERE [FORPO05\_TRIP\_STATUS\_F] = “COMPLETED” AND [FORPO05\_ACTUAL\_END\_TIME] < NOW() - INTERVAL 1 WEEK

1. **Number of riders per day/week:** How many Riders per day/week?

**Query:** SELECT \* FROM [OFFICERIDEORDERSPLATFORM].[FORPU19\_USER\_TRIP\_DETAILS] WHERE [FORPU19\_STATUS\_F] AND [FORPU19\_END\_TIME\_M] < NOW() - INTERVAL 1 WEEK

SELECT @@ROWCOUNT AS NumOfRidersPWeek

1. **Cancellations:** Where are the trips canceled? Do they cancel because of the distance from their home to the stop where they are supposed to get on? (Part of searches) (while canceling few prompts will be asked can be fetched from the table)

**Query:** SELECT [FORPO05\_CANCEL\_REASONS] FROM [OFFICERIDEORDERS].[FORPO05\_TRIPS] WHERE [FORPO05\_TRIP\_STATUS\_F] = “CANCELLED”

1. **Churn:** Where do people search but don’t book? At which step do they drop-off? Is it because of the price? (Yet to be implemented)
2. **Occupancy Ratio:** (Where is our app more demand?)
   1. **Region: Query:**
   2. **Locality:**
   3. **Vehicle Type:**
3. **Total supply:** What is the total number of drivers and how many of them are off-duty or full-time drivers (Not sure | Hold)? (Same as number of trips)
4. **Earnings per Trip for FSM:** To be analysed (Secret Data can’t be shown to everyone)
5. **Revenue:** How is revenue distributed in a city? What are the lowest revenue but the highest driver cost areas? (Secret Data can’t be shown to everyone)
6. **Driver Utilization:** How is driver utilization spread across the city and how does that change with different times of the city? (Hold)
7. **Total Kms driven:** How many kilometers have been driven? How is that spread across unique users and trips?

**Query:**

1. **Requests per hour:** How many booking requests do we get per hour in different areas? (Region wise we can cover this)
2. **Accidents:** Which areas are the most accident-prone? What kind of behavior causes it? (Currently not available in database)
3. **No. of SOS raised:**

**Query:** SELECT \* FROM [OFFICERIDEORDERSPLATFORM].[FORPU25\_SOS\_ALERT] WHERE [FORPU25\_SOS\_ALERT\_N] = “ ” AND [FORPU25\_STATUS\_F] =

Note: 1. Ratings to be implemented for enterprise.