


# Travel Analytics Dashboard Insights

This presentation analyzes key travel data for a ride-sharing platform, highlighting key performance metrics and insights.

 by Sai Snehanth



# Key Metrics Overview

**1** **Total Passengers**  
The total number of passengers is 238,000, falling short of the target of 325,333.

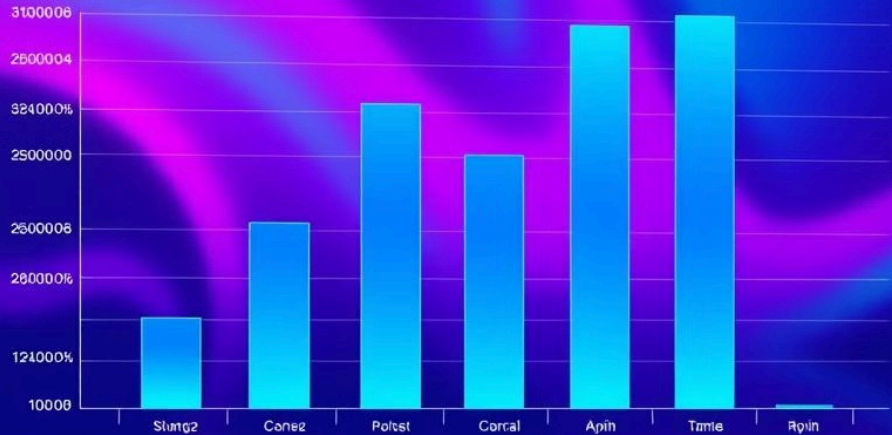
**2** **New Passengers**  
A significant number of new passengers, 185,100, suggests strong customer acquisition.

**3** **Repeat Passengers**  
Repeat passengers contribute a smaller but stable proportion, highlighting potential for loyalty programs.

**4** **Total Trips**  
The total number of trips reached 429,000, indicating high activity on the platform.

Key Performance Indicators (KPI)

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Pagest 10be 657  
Pagest 24fbs 59172  
Pagest 7fbs 4637

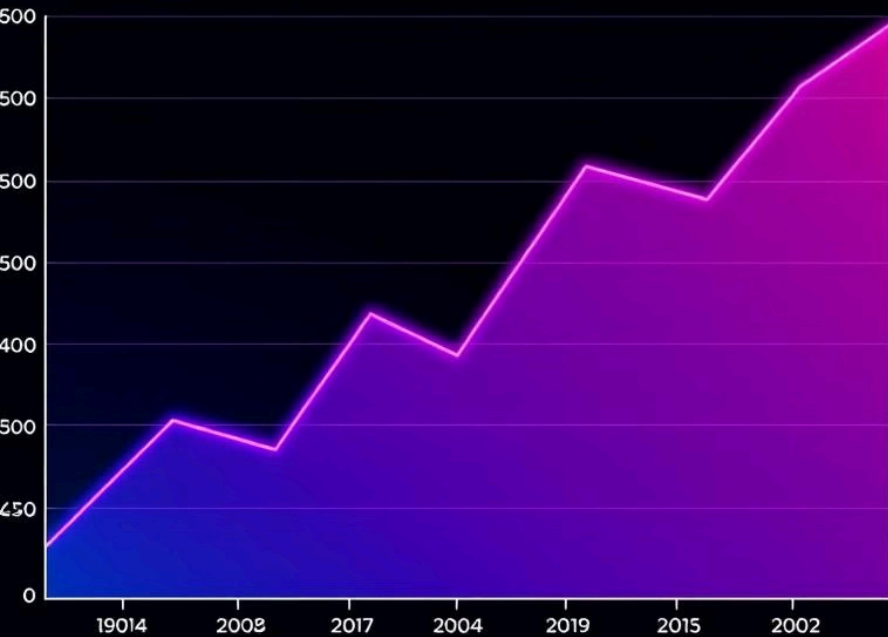
81392  
81740  
81760  
81399  
63429

617450  
61910  
72809  
40819  
63429

\$124.36  
\$156.10  
0954.75  
6119.08  
5.86%  
4.73%

201%  
0.200  
46.7%  
3.5%  
2.5%  
2.8%

# Passenger Trends



1

## Consistent Monthly Growth

The total number of passengers demonstrates consistent growth each month.

2

## High Passenger Counts in Quarter 2

Jaipur (RJ01) and Kochi (KL01) experienced increased travel activity during Q2.

3

## Repeat Passengers

Repeat passengers represent a smaller but stable proportion, indicating potential for loyalty programs.

# Geographic Insights

## Top-Performing Cities

1. Jaipur (RJ01): 34,000 passengers
2. Kochi (KL01): 26,000 passengers
3. Lucknow (UP01): 24,000 passengers

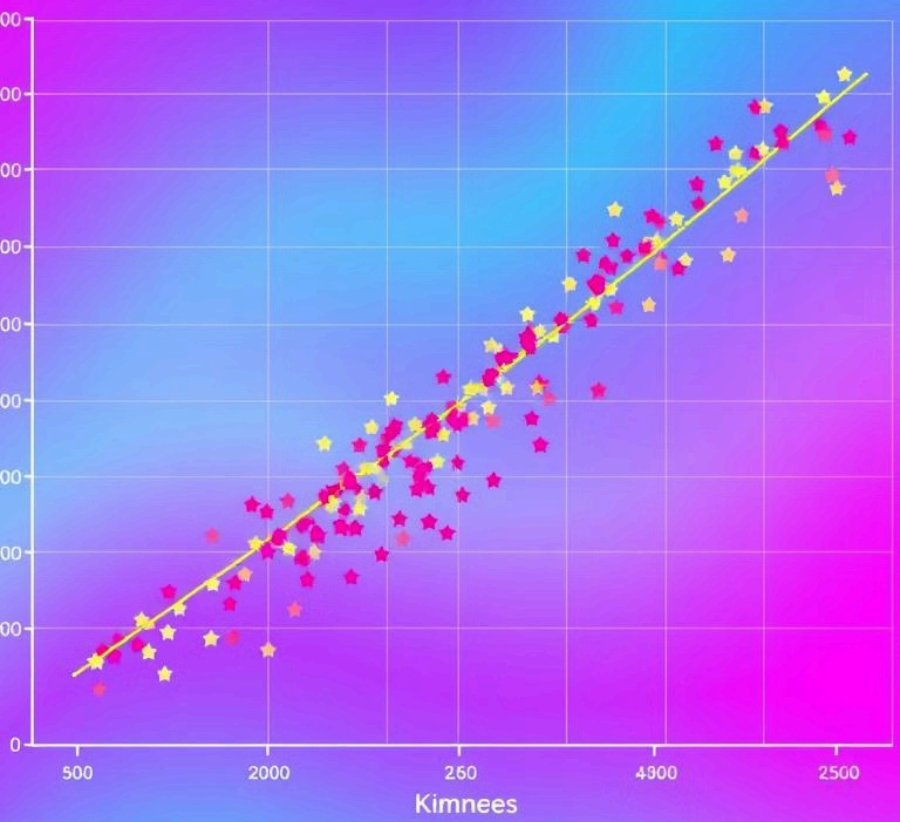
## Andhra Pradesh Growth Potential

Andhra Pradesh (AP01) exhibits high growth potential due to factors like:

- Sum of fare amount: \$179-\$181
- Sum of distance traveled: 25-35 km



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# Driver and Passenger Ratings Analysis

City	Average Driver Rating	Passenger Retention
Coimbatore (TN01)	High	Strong
Kochi (KL01)	High	Strong

# New vs. Repeat Passenger Trends

## New Passengers

New passengers dominate monthly trends, especially in Jaipur (RJ01) and Kochi (KL01).

## Repeat Passengers

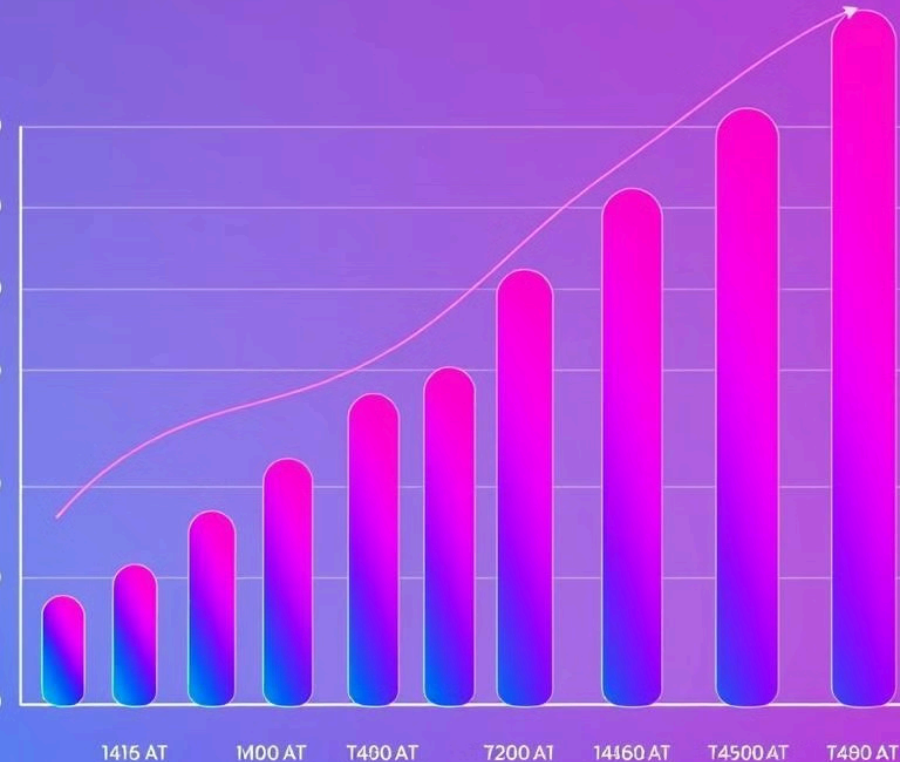
Repeat passengers maintain steady growth, highlighting loyalty opportunities.

## Jaipur (RJ01)

Jaipur has the highest repeat passenger count at 31,000.

## Engagement Opportunities

Surat (GJ01) and Chandigarh (CH01) offer opportunities for increased passenger engagement.



# Financial and Operational Metrics

1

## Distance and Driver Ratings

Distance traveled correlates with driver ratings, with the highest rating (9) associated with the most distance traveled.

2

## Fare Ranges

There is a 15.62x likelihood increase for fare amounts \$179-\$181 in Andhra Pradesh (AP01).

3

## Fare Range Analysis

There is a 4.05x increase in likelihood for fare amounts \$181-\$517.





# Strategic Recommendations



## Expand Marketing

Focus marketing efforts in high-performing cities like Jaipur (RJ01) and Kochi (KL01).



## Customer Retention

Develop strategies to enhance customer retention among repeat passengers.



## Service Quality

Leverage high driver and passenger ratings to promote exceptional service quality.



## Fare Adjustments

Explore fare adjustments to optimize profitability in key areas.

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