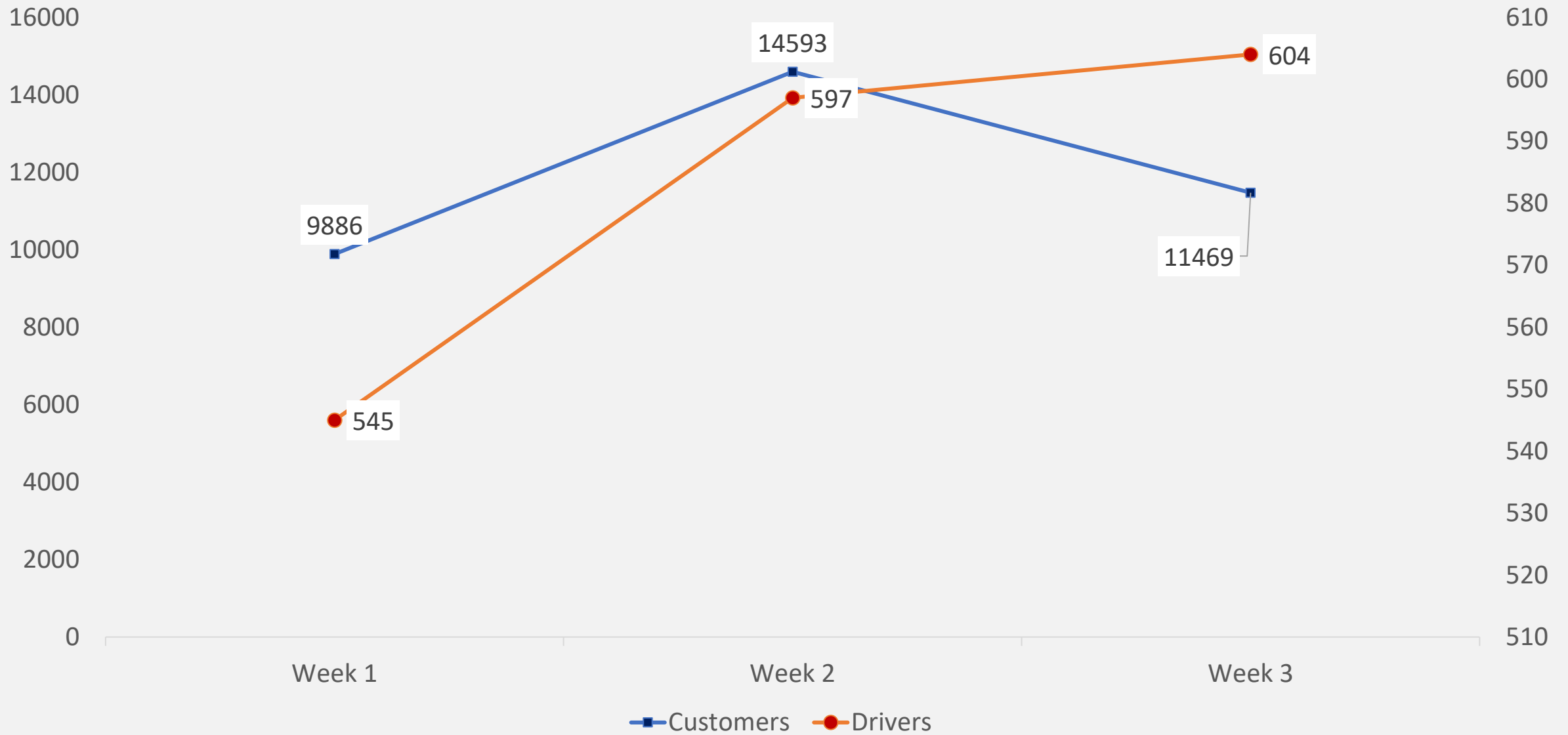


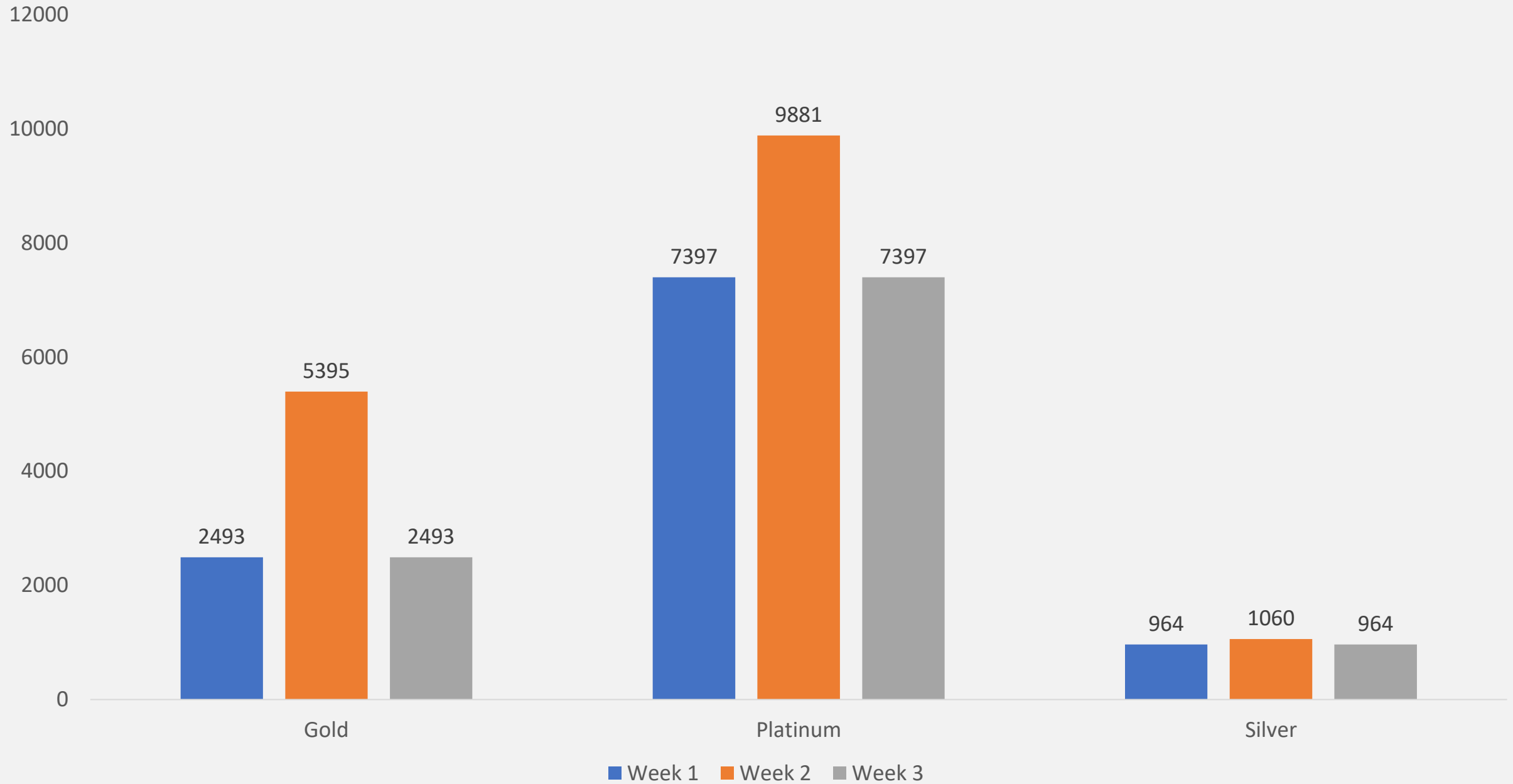
ORANGE CABS

CASE STUDY

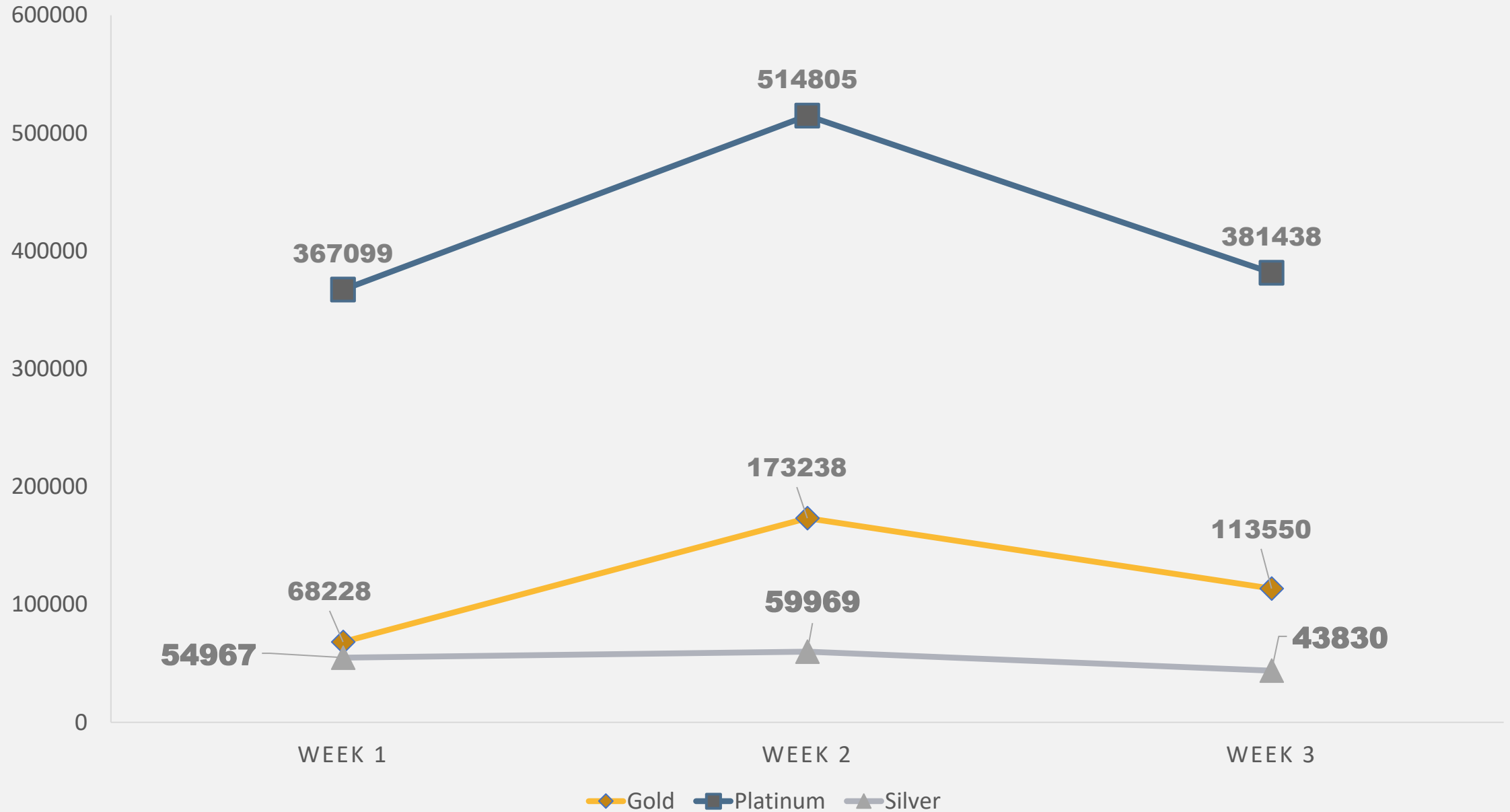
Variation between Customers & Drivers



Ridership Across Cab Types



CAB TYPE TOTAL REVENUE



TOTAL_ETA

900000

800000

700000

600000

500000

400000

300000

200000

100000

0

Silver

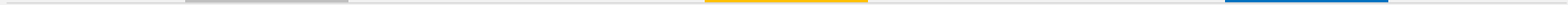
Gold

Platinum

329622

513624

780275



Sum of Ratings		car_type ▼		
weeks ▼	client_rating ▼	Gold	Platinum	Silver
⊟ 1				
	1	30	173	20
	2	69	173	20
	3	145	463	47
	4	446	788	109
	5	3024	10637	1059
1 Total		3714	12234	1255
⊟ 2				
	1	56	140	24
	2	145	130	11
	3	287	419	40
	4	740	898	104
	5	7902	14574	1164
2 Total		9130	16161	1343
⊟ 3				
	1	21	113	10
	2	81	84	8
	3	161	342	50
	4	559	746	79
	5	5436	11297	881
3 Total		6258	12582	1028
Grand Total		19102	40977	3626

CONCLUSIONS

01

The company's customer base has grown significantly, and even after the removal of discounts, new customers continue to be attracted to the cab service.

02

During the discount period (Week 2), revenue growth was significant for Gold and Platinum cab types but minimal for Silver. Revenue increased by 154% for Gold, 40% for Platinum, and only 9% for Silver.

03

Despite an increase in the customer base, user experience has declined, as reflected in lower client ratings. This decline may be attributed to inaccurate Estimated Time of Arrival (ETA) during bookings. Implementing measures such as employing experienced drivers and leveraging advanced technology for accurate ETA predictions can enhance the overall user experience.

04

There is a scope in expansion for mid to long distance drive market as its still untapped and the usage of Silver type cab can be increased.

05

The company should discontinue offering discounts, as customer awareness has increased and retention rates are strong. The primary focus should now be on optimizing the pricing strategy to enhance profitability