



# GOOD CABS

Your Journey, Our Promise.



# Good Cabs Company

Good Cabs is a rapidly expanding **cab service provider** in India that operates in multiple cities. It primarily focuses on delivering **affordable, reliable, and convenient transport services** to customers across both **tourism-driven** and **business-centric** cities.

## ⌚ Operational Focus:

- Offers **city-to-city cab services** with a strong emphasis on **passenger experience**.
- Competes with both **local transport options** and **other app-based mobility services**.
- Operates in a diverse range of cities—from **urban IT hubs** to **culturally rich tourism spots**.

## ⌚ Business Objectives:

- Improve **repeat ridership rates** by enhancing customer satisfaction.
- Optimize **monthly performance targets** in terms of:
  - 🚗 Total trips
  - 🚧 New passenger acquisition
  - 🌟 Passenger ratings



## Problem Statement Summary

### ❖ Objective:

To evaluate **monthly performance of key transportation metrics**—including total trips, new passenger acquisition, and average passenger ratings—across various cities.

The analysis compares actual performance against predefined targets and identifies **patterns in achievement**, especially in **tourism vs. business-centric cities**.

### ⌚ Key Goals:

#### 1. Compare Actuals vs. Targets

Analyze how cities performed in terms of:

- 🚗 Total trips completed
- 🚶 New passenger sign-ups
- ★ Average passenger ratings

#### 2. Calculate Percentage Deviations

- Compute the % difference between actual and target values to assess overperformance or underachievement.

#### 3. Classify Achievement

- Label performance as **Met**, **Exceeded**, or **Missed** based on the deviation.

#### 4. Identify Behavioral Patterns

- Spot trends across city types (e.g., **tourist** cities like Jaipur, Mysore vs. **business** hubs like Lucknow, Surat).

# Primary Analysis

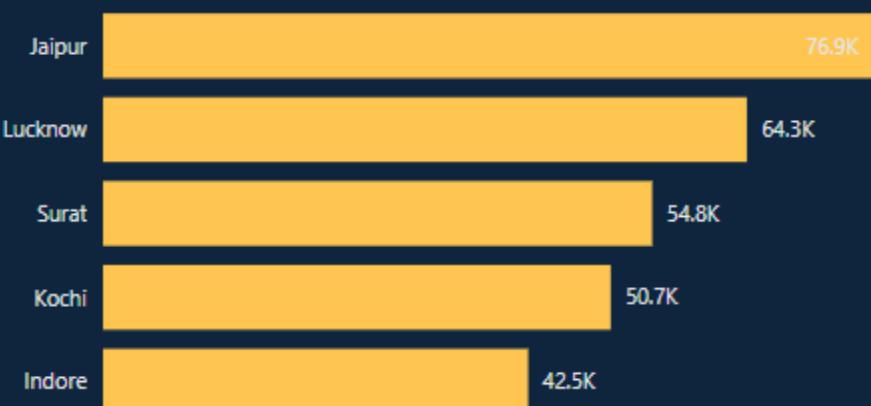


## 1. Top and Bottom Performing Cities

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

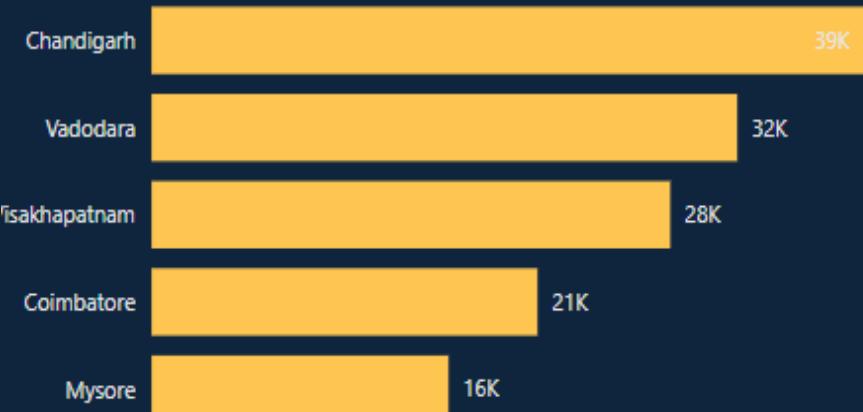
### Top Performing Cities

Top Table



### Bottom Performing Cities

Bottom Table



#### Top 3 Cities (Highest Trips):

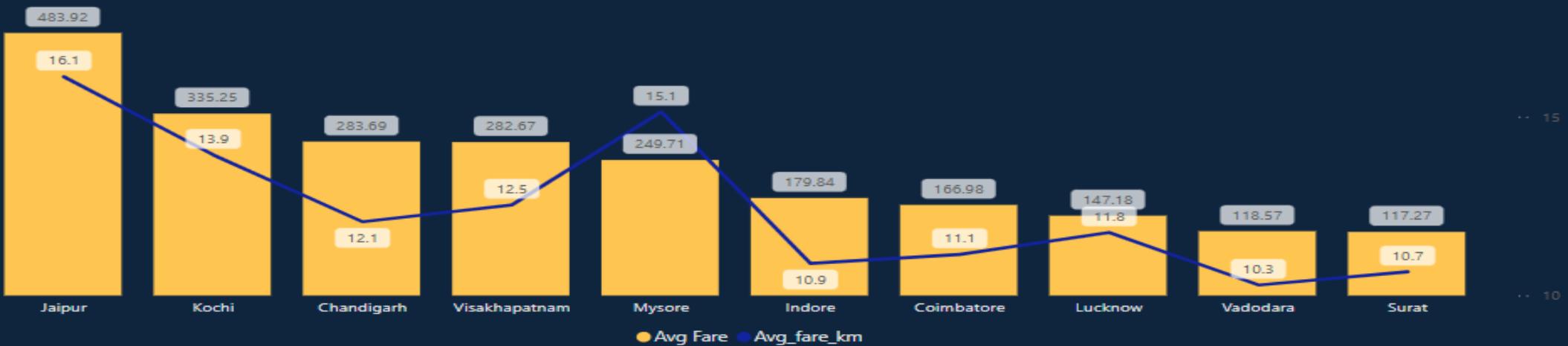
Jaipur  
Lucknow -  
Surat

#### Bottom 3 Cities (Highest Trips):

Mysore  
Visakhapatnam  
Coimbatore

## 2. Average Fare per Trip by City

Calculate the average fare per trip for each city and compare it with the city's average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiency across locations.

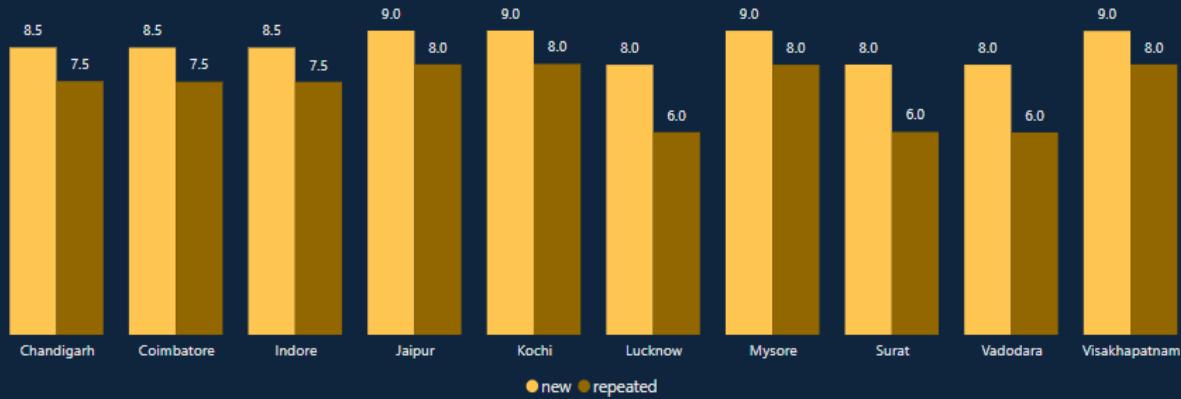


- **Highest Avg Fare per Trip:** Jaipur (₹483.92)
- **Lowest Avg Fare per Trip:** Surat (₹117.27)
- **Most Expensive per km:** Jaipur (₹16.12/km) – despite having the highest trip fare, the per km rate is also very high, indicating premium pricing or inefficiencies.
- **Most Efficient (lowest cost per km):** Vadodara (₹10.29/km) – offers relatively cheap per km fare.

### 3. Average Ratings by City and Passenger Type

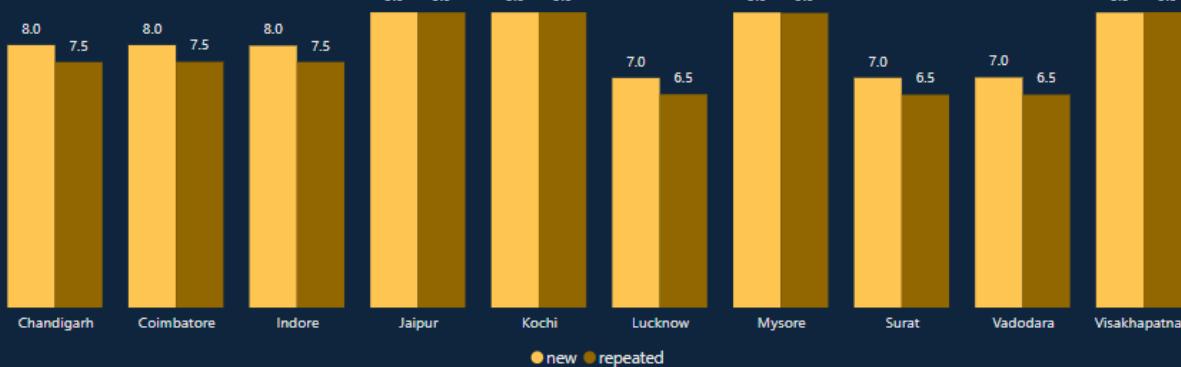
Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings

Passenger Rating



**Top-rated cities:** Jaipur, Kochi, Mysore, and Visakhapatnam scored consistently **9.0** across both **NEW** new and **RE** repeated passengers.

Driver Rating



**⚠ Rating gaps:** Cities like Lucknow, Surat, and Vadodara show a **drop of 1.5** for **RE** repeated users compared to **NEW** new users.

#### 4. Peak and Low Demand Months by City

For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Good cabs understand seasonal patterns and adjust resources accordingly.

city_name	January	February	March	April	May	June
Chandigarh	6,810	7,387	6,569	5,566	6,620	6,029
Coimbatore	3,651	3,404	3,680	3,661	3,550	3,158
Indore	6,737	7,210	7,019	7,415	7,787	6,288
Jaipur	14,976	15,872	13,317	11,406	11,475	9,842
Kochi	7,344	7,688	9,495	9,762	10,014	6,399
Lucknow	10,858	12,060	11,224	10,212	9,705	10,240
Mysore	2,485	2,668	2,633	2,603	3,007	2,842
Surat	8,358	9,069	9,267	9,831	9,774	8,544
Vadodara	4,775	5,228	5,598	5,941	5,799	4,685
Visakhapatnam	4,468	4,793	4,877	4,938	4,812	4,478

City	Peak Month	Low Month
Chandigarh	▲ February (3387)	▼ April (5566)
Coimbatore	▲ January (3651)	▼ June (3158)
Indore	▲ May (7787)	▼ Jan (6737)
Jaipur	▲ February (15872)	▼ June (9842)
Kochi	▲ May (10014)	▼ Jan (7344)
Lucknow	▲ June (10240)	▼ May (9705)
Mysore	▲ May (3007)	▼ April (2603)
Vadodara	▲ April (5941)	▼ June (4685)
Visakhapatnam	▲ April (4938)	▼ January (4468)

➊ Peak Month: March is the month where Most cities show high trip volumes, indicating strong overall demand and favorable travel conditions.

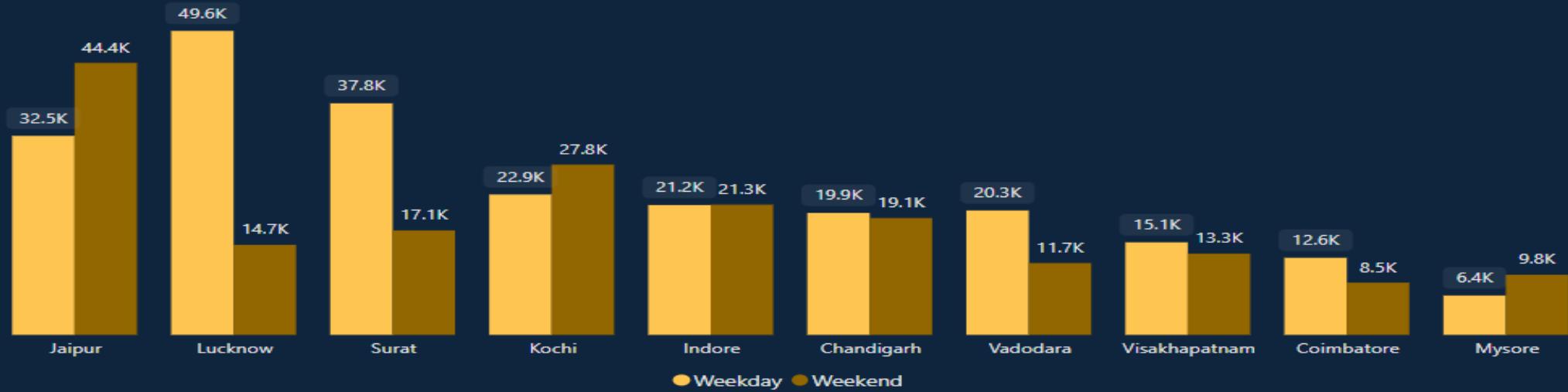
➋ Lowest Month: June is the month where Many cities report the lowest trips, likely due to monsoon season and school holidays.

February and March is the best-performing month overall.

⚠ June sees the weakest demand.

## 5. Weekend vs. Weekday Trip Demand by City

- Compare the total trips taken on weekdays versus weekends for each city over the six-month period. Identify cities with a strong preference for either weekend or weekday trips to understand demand variations.



- Lucknow, Surat, Coimbatore, and Vadodara show a strong weekday trip preference (orange bar for weekday, brown bar for weekend), indicating work-related demand.
- Jaipur, Kochi, and Mysore have higher weekend trips, suggesting tourism or leisure patterns.
- Chandigarh and Indore show balanced demand with nearly equal weekday and weekend trips.

## b. Repeat Passenger Frequency and City Contribution Analysis

Analyze the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguish patterns between tourism-focused and business-focused cities.



- Most repeat passengers took 2-4 trips, showing occasional or moderate usage—likely from tourist-heavy cities.
- High-frequency usage (6+ trips) is low, suggesting fewer daily commuters—mostly seen in business-focused cities.
- Cities like Jaipur and Kochi likely contribute to low-repeat trends, while Lucknow and Surat support higher repeat usage.

## 7. Monthly Target Achievement Analysis for Key Metrics

For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.

city_name	Trips	Target Trips	Target%	New Passengers	New passengers Target	Target	Avg Passenger Rat	Target Passenger rating	Target Met %
Chandigarh	38,981	39,000	-0.05%	18,908	21,000	-9.96%	8.0	8.0	0.00%
Coimbatore	21,104	21,000	0.50%	8,514	7,500	13.52%	7.9	8.3	-4.82%
Indore	42,456	43,500	-2.40%	14,863	14,100	5.41%	7.8	8.0	-2.50%
Jaipur	76,888	67,500	13.91%	45,856	54,000	-15.08%	8.6	8.3	3.61%
Kochi	50,702	49,500	2.43%	26,416	27,000	-2.16%	8.5	8.5	0.00%
Lucknow	64,299	72,000	-10.70%	16,260	15,600	4.23%	6.5	7.3	-10.96%
Mysore	16,238	13,500	20.28%	11,681	12,000	-2.66%	8.7	8.5	2.35%
Surat	54,843	57,000	-3.78%	11,626	10,500	10.72%	6.4	7.0	-8.57%
Vadodara	32,026	37,500	-14.60%	10,127	9,900	2.29%	6.6	7.5	-12.00%
Visakhapatnam	28,366	28,500	-0.47%	12,747	13,500	-5.58%	8.4	8.5	-1.18%

## Monthly Target Achievement Analysis

### 1. 🚅 Trip Leaders: Mysore & Jaipur

1. Mysore (+20.28%) and Jaipur (+13.91%) far exceeded trip targets, pointing to strong tourist inflow or seasonal demand.

### 2. ⚠️ New Passenger Gap in Jaipur

1. Despite high trip volumes, Jaipur (-15.08%) lagged in new passengers—indicating heavy repeat usage over new customer acquisition.

### 3. 📈 Poor Ratings in Business Cities

1. Lucknow (-10.96%), Vadodara (-12%), and Surat (-8.57%) fell short in passenger satisfaction, suggesting service issues in commuter-heavy zones.

### 4. 🔍 Stable Cities: Chandigarh & Coimbatore

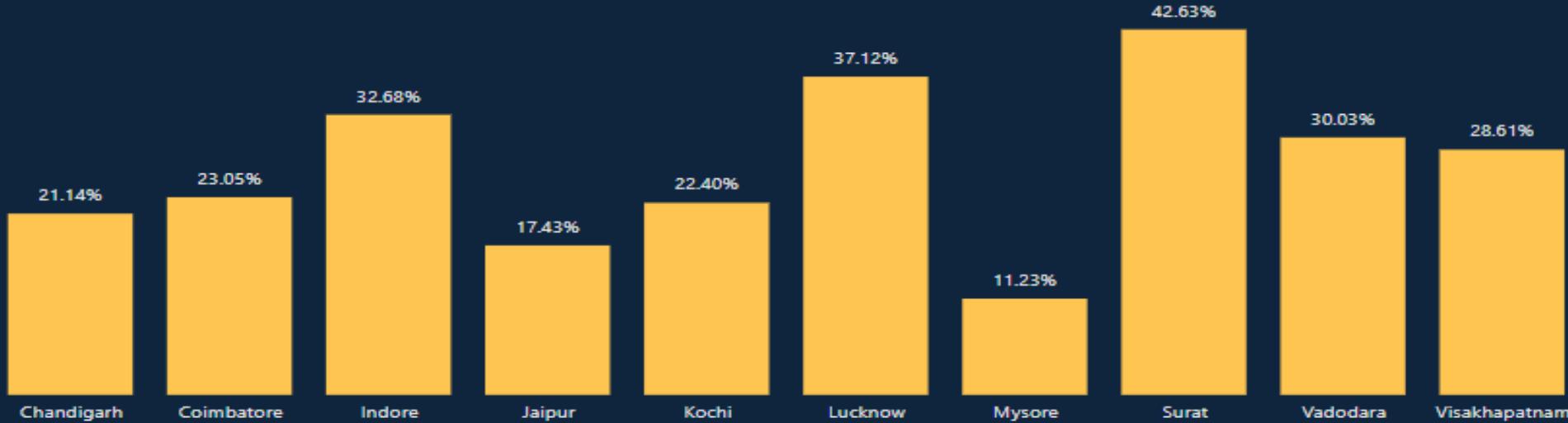
1. These cities remained close to all targets with minimal variance, showing operational consistency and balanced demand.

### 5. 🔎 Tourism vs. Business Trend

1. Tourist cities (🔰 Jaipur, Kochi): High trip & rating performance but low new user growth.
2. Business cities (🔰 Lucknow, Surat): Low satisfaction + trip target misses → risk of user churn.

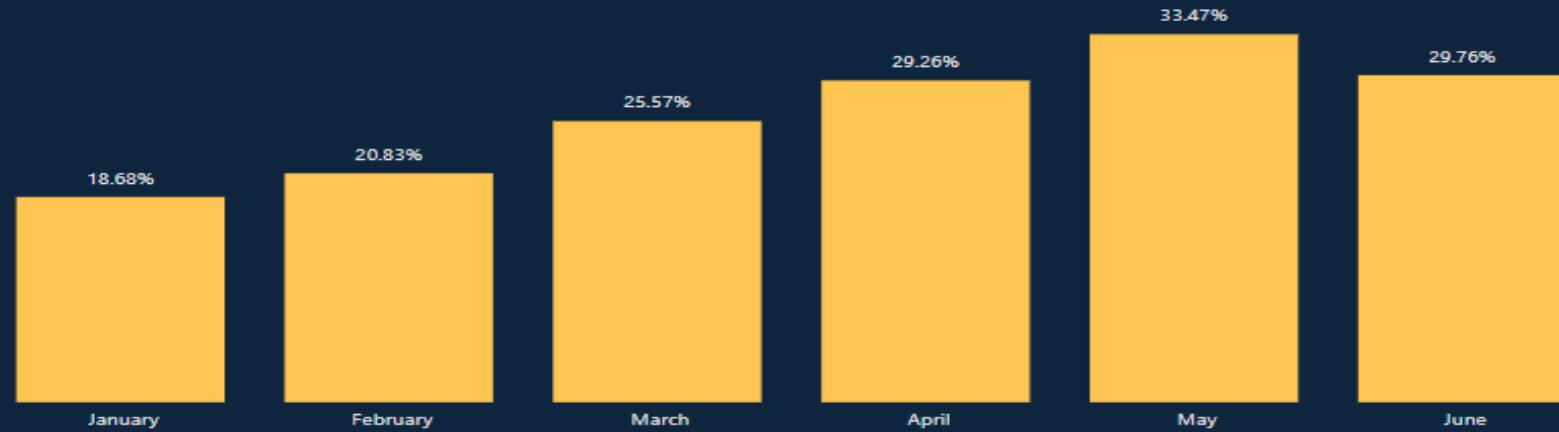
#### 8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

Analyze the Repeat Passenger Rate (RPR%) for each city across the six month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.



- Surat (42.63%), Lucknow (37.12%), and Indore (32.68%) show the highest repeat usage, indicating strong commuter or local travel patterns.
- Mysore (11.23%) and Jaipur (17.43%) have the lowest RPR%, reflecting more tourism-driven or one-time travel behavior.
- Business-focused cities show higher loyalty, while tourist-focused cities have lower repeat rates.

Similarly, analyze the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.



- ➊ May (33.47%) and June (29.76%) show the highest repeat passenger rates, indicating strong loyalty or regular usage during these months.
- ➋ January (18.68%) has the lowest RPR%, suggesting lower engagement or more one-time users, possibly due to post-holiday travel slowdowns.
- ➌ A steady rise from January to May points to a seasonal increase in repeat usage, peaking just before summer.



# Secondary Analysis

Further analysis & recommendations:



1.

What factors (such as quality of service, competitive pricing, or city demographics) might contribute to higher or lower repeat passenger rates in different cities? Are there correlations with socioeconomic or lifestyle patterns in these cities?



## Factors Influencing Repeat Passenger Rates in Different Cities



### Quality of Service

High on-time performance, clean vehicles, and professional drivers encourage repeat usage



### Pricing & Promotions

Affordable fares and appealing offers support regular ridership



### City Demographics

Tourist-heavy cities see fewer repeat riders, while Tier-2/3 cities may have higher rates



### Commuter Lifestyle

Daily office-goers form a substantial part of repeat passengers



### Socioeconomic Correlation

Higher-income areas tend to favor repeat ridership

### • ★ Quality of Service

Good experiences (clean cabs, courteous drivers, punctuality) drive loyalty; poor service causes churn.

### • 💰 Pricing & Affordability

Cities with value-driven fares or offers see more repeat usage—especially among daily commuters.

### • 🏙️ Urban Structure & Demographics

Tourist cities show more one-time rides; commuter-heavy cities see higher repeat demand if cabs are reliable.

### • 🚶 Work Culture & Travel Habits

Regular office-goers in business hubs rely on cabs—remote work or poor service can reduce their frequency.

### • 📊 Socioeconomic Profile

Affluent areas may prefer premium rides; price-sensitive zones favor budget-friendly, reliable options.

## 2

### Tourism vs. Business Demand Impact

How do tourism seasons or local events (festivals, conferences) impact Good cabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?



#### • **Peak Demand During Tourism Seasons**

- Holidays, festivals, and vacations lead to higher cab bookings for airport transfers, sightseeing, and travel in tourist areas.

#### • **Demand Spikes from Local Events like IPL**

- IPL matches, conferences, and concerts cause sudden surges in demand near venues (e.g., stadiums, malls).

#### • **Event-Based Marketing Boosts Engagement**

- IPL-themed discounts, ride vouchers, and geo-targeted ads increase visibility and attract more users.

#### • **Partnerships Drive User Loyalty** Collaborations with hotels, event organizers, and fan zones build trust and offer a seamless experience.

#### • **Outcome: Higher Trip Volume & Retention**

- Aligning offers with peak seasons and events leads to more trips, better conversions, and sustained growth in tourism cities

### 3.

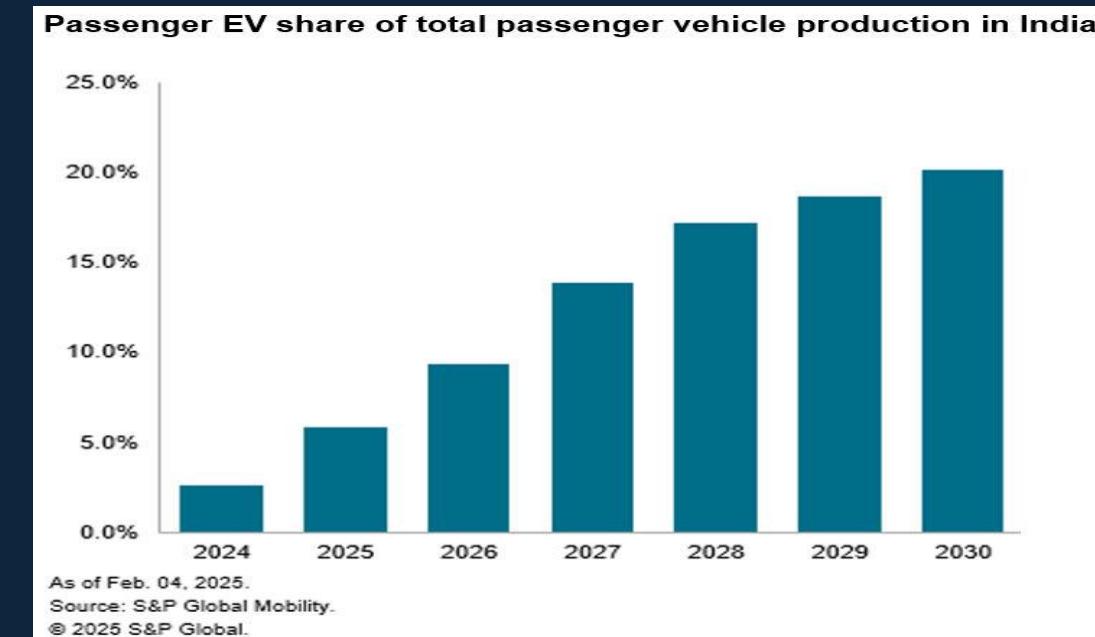
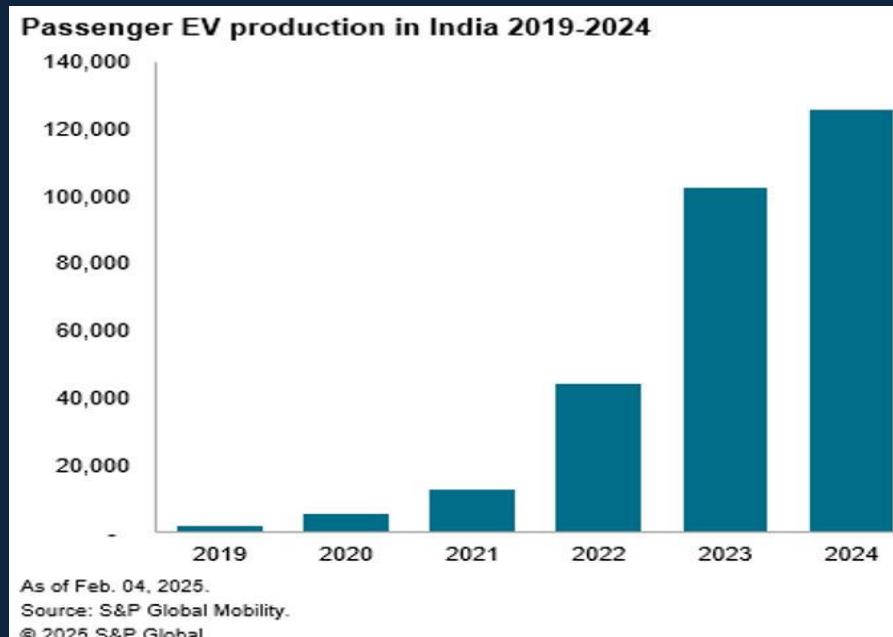
Emerging Mobility Trends and Good cabs' Adaptation o What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Good cabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

▣ Strong Surge in EV Production (2025 Onward)EV production in India is projected to grow 140.2% reaching 301,400 units, which is 6% of India's total projected vehicle production. By 2030, EV output is expected to hit 1.33 million units. (S&P Global)

◆ Automakers Launching New EV Models Brands like Tata, Maruti, BYD, Mahindra, are rolling out EVs with longer range & faster charging, complying with the upcoming 2027 emission norms. (S&P Global, Reuters)



- Cab Aggregators Leading the EV Transition BluSmart runs a fully electric fleet in cities like Delhi & Bangalore . Uber plans to deploy 25,000 EVs in India by 2026 via local fleet partnerships. (Team-BHP, Rest of World)
- Government & State-Level Push Maharashtra: Toll-free EV access on major roads, charging stations every 25 km . Delhi : EV charging hubs every 5 km, incentives for retrofitting & battery swapping. (Times of India)
- Expanding Charging Ecosystem dashboards, public-private collaborations, and new mandates (e.g., chargers in housing complexes) are driving charging infra across urban & semi-urban areas. (Times of India)



#### 4.

##### Partnership Opportunities with Local Businesses

Are there opportunities for Good cabs to partner with local businesses (such as hotels, malls, or event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism heavy or high-footfall areas?



-  **Malls & Shopping Centers**

*Opportunity:* Establishing designated pickup/drop-off zones can enhance customer convenience and increase ride bookings.

*Consideration:* Requires coordination with mall management and potential investment in signage or infrastructure.

-  **Hotels & Resorts**

*Opportunity:* Collaborating with hotels for guest transportation can lead to consistent ride demand and improved guest experience.

*Consideration:* May necessitate service level agreements and driver training to meet hospitality standards. [DriveMond](#)

-  **Restaurants & Bars**

*Opportunity:* Offering safe ride options for patrons, especially during late hours, can enhance community safety and brand image.

*Consideration:* Demand may be concentrated during specific hours, requiring strategic driver allocation. [DriveMond](#)

-  **Event Venues & Nightlife Spots**

*Opportunity:* Providing transportation for events can result in high-volume bookings and increased visibility.

*Consideration:* Demand spikes may require dynamic pricing strategies and efficient fleet management.

-  **Corporate Offices & Business Parks**

*Opportunity:* Partnering for employee commute solutions can ensure steady demand and foster long-term contracts.

*Consideration:* May involve meeting specific corporate requirements and integrating with existing systems. [DriveMond](#)

## 5.

### Data Collection for Enhanced Data-Driven Decisions

To make Good cabs more data-driven and improve its performance across key metrics (such as repeat passenger rate, customer satisfaction, new passengers and trip volume), what additional data should Good cabs collect? Consider data that could provide deeper insights into customer behavior, operational efficiency, and market trends.



#### •Real-Time GPS & Traffic Data

Utilizing GPS and traffic information allows for optimized routing, reducing travel times and fuel consumption.

#### •Customer Feedback & Ratings

Collecting detailed feedback on driver behavior, vehicle cleanliness, and punctuality helps improve service quality and customer satisfaction.

#### •Driver Performance Metrics

Monitoring driver behavior, including adherence to routes and speed limits, ensures quality service delivery and safety.

#### •Demand Fluctuation Analysis

Analyzing temporal patterns and external factors like local events or weather conditions aids in predicting high-demand periods, allowing for better resource allocation.

#### •Fare Breakdown & Payment Preferences

Collecting detailed fare information and understanding customer payment method preferences streamline the payment process and enhance financial management.



## DATA CAB SERVICES SHOULD COLLECT



### REAL-TIME GPS & TRAFFIC DATA

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### CUSTOMER FEEDBACK & RATINGS

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### DEMAND FLUCTUATION ANALYSIS

Analyzing temporal patterns and external factors like local events or weather conditions aids in predicting high-demand



### FARE BREAKDOWN & PAYMENT PREFERENCES

Thank you

