



GOODCABS BUSINESS PERFORMANCE


A Comprehensive Analysis of Operational Metrics


Overview



Trip Analysis 

Passenger Analysis 

Rating Analysis 

Revenue Analysis 



Created By: **Sourav Kumar Sahoo** 

Abbreviations

RPR = Repeat Passenger Rate
ATD = Average Trip Distance
AF/Km = Avg Fare Per Km
AF/Trip = Avg Fare per Trip



Designed by:
Sourav Kumar Sahoo

426K

Trip



▼ -14% from last month

238K

Passenger



▼ -10% from last month

25.73%

RPR %



▼ -11% from last month

108M

Revenue



▼ -15% from last month

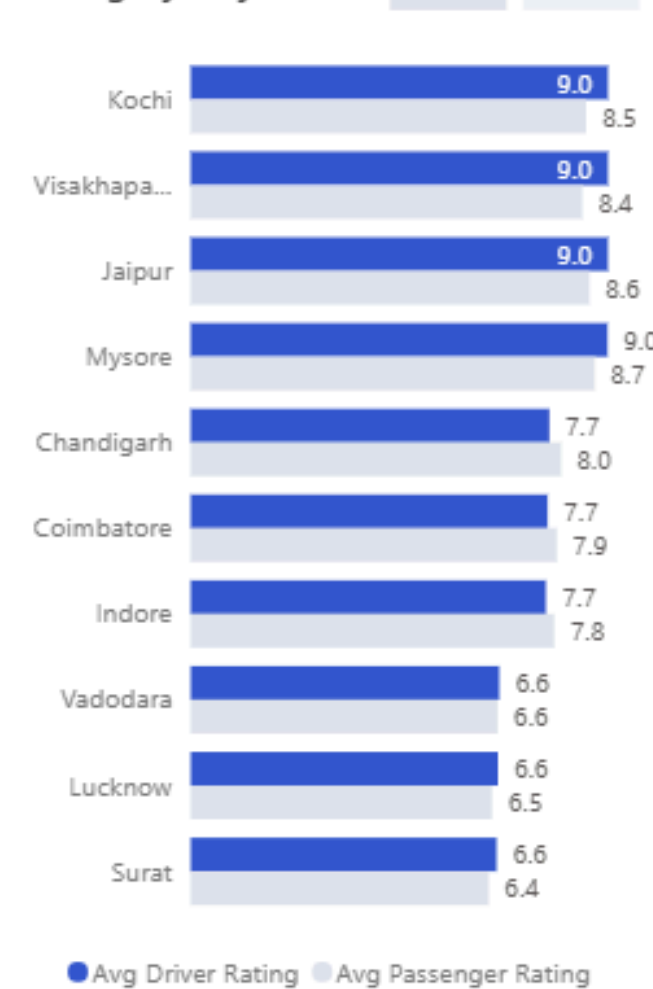
Performance Metrics Summary

City	Trips	Trip %	Passengers	ATD	AF/Km	AF/Trip	Rvenue	Revenue %
Jaipur	77K	18.1%	56K	30.0 km	16	484	97.2M	34.4%
Kochi	51K	11.9%	34K	24.1 km	14	335	17.0M	15.7%
Chandigarh	39K	9.2%	24K	23.5 km	12	284	11.1M	10.2%
Lucknow	64K	15.1%	26K	12.5 km	12	147	9.5M	8.7%
Visakhapatna	28K	6.7%	18K	22.6 km	13	283	8.0M	7.4%
Indore	42K	10.0%	22K	16.5 km	11	180	7.6M	7.1%
Surat	55K	12.9%	20K	11.0 km	11	117	6.4M	5.9%
Mysore	16K	3.8%	13K	16.5 km	15	250	4.1M	3.7%
Vadodara	32K	7.5%	14K	11.5 km	10	119	3.8M	3.5%
Coimbatore	21K	5.0%	11K	15.0 km	11	167	3.5M	3.3%

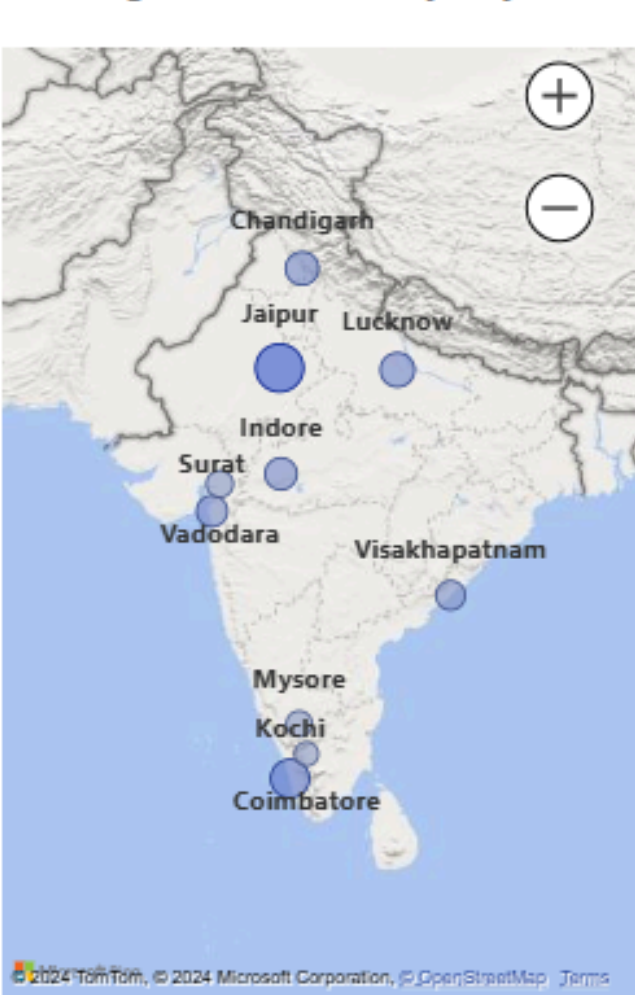
Trips Target Performance by City



Rating by City



Passenger Distribution by City



Abbreviations

RPR = Repeat Passenger Rate
TDT = Total Distance Travelled
ATD = Average Trip Distance
TD = Trip Distance



Designed by:
Sourav Kumar Sahoo

426K

Total Trip



19.1 km

Avg TD



45 km

Max TD

MAX

5 km

Min TD

MIN

Trip Performance

City	Trips	-	Trip %	TDT	ATD	Max TD	Min TD
Chandigarh	39K	<div></div>	9.2%	917K	23.5 km	35 km	12 km
Coimbatore	21K	<div></div>	5.0%	316K	15.0 km	22 km	8 km
Indore	42K	<div></div>	10.0%	701K	16.5 km	25 km	8 km
Jaipur	77K	<div></div>	18.1%	2308K	30.0 km	45 km	15 km
Kochi	51K	<div></div>	11.9%	1220K	24.1 km	38 km	10 km
Lucknow	64K	<div></div>	15.1%	805K	12.5 km	20 km	5 km
Mysore	16K	<div></div>	3.8%	268K	16.5 km	25 km	8 km
Surat	55K	<div></div>	12.9%	603K	11.0 km	17 km	5 km
Vadodara	32K	<div></div>	7.5%	369K	11.5 km	18 km	5 km
Visakhapatna	28K	<div></div>	6.7%	640K	22.6 km	35 km	10 km

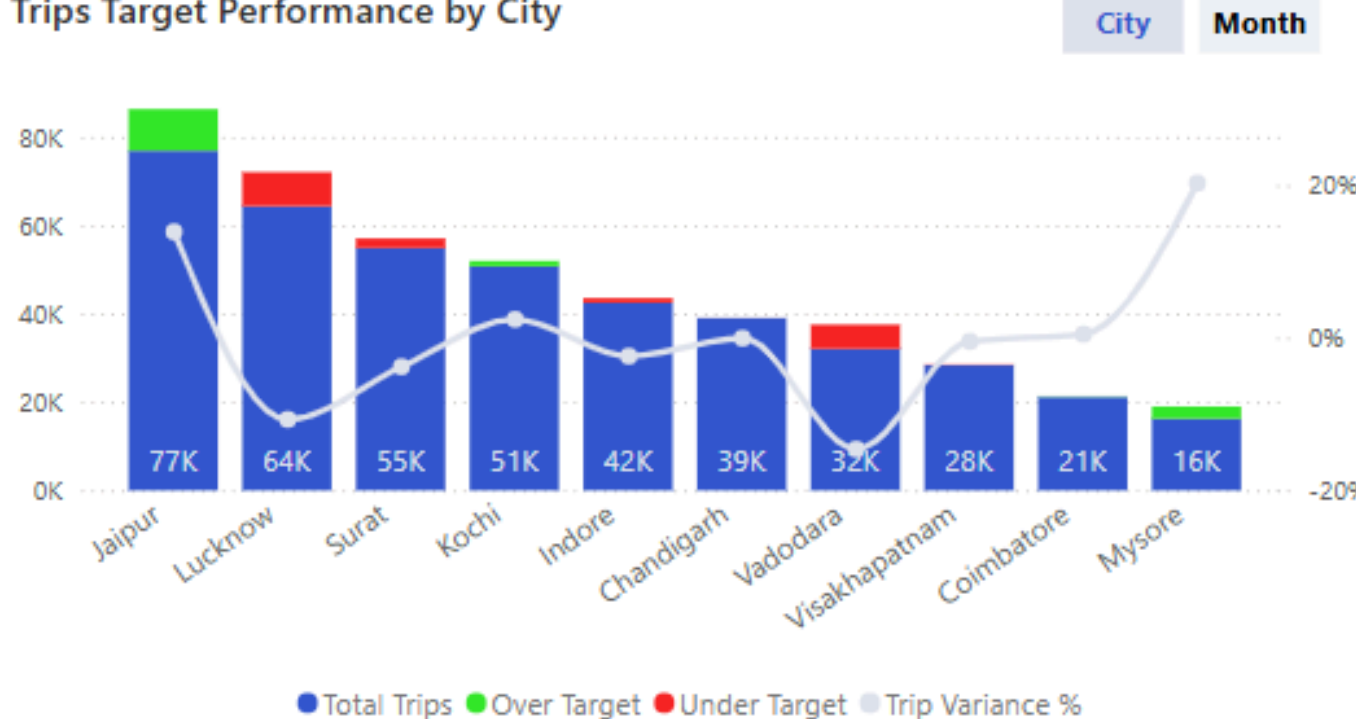
Top 3 Cities by Trips



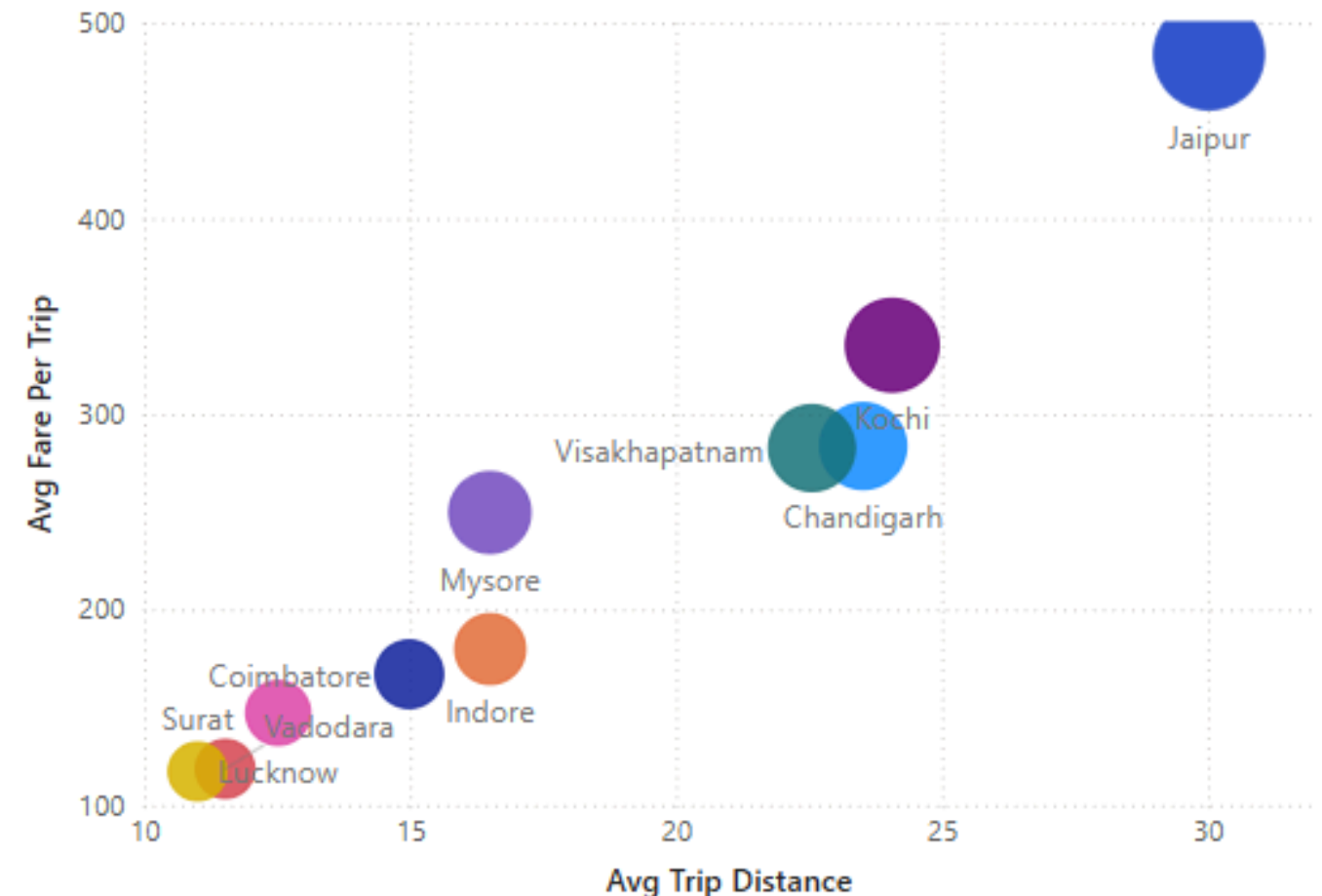
Trips Distribution by Passenger Type



Trips Target Performance by City



Avg Distance vs. Avg Fare Distribution



Abbreviations

RPR = Repeat Passenger Rate

NP = New Passenger

RP = Repeated Passenger



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238K

Passenger



177K

New

NEW!

61K

Repeated



25.73%

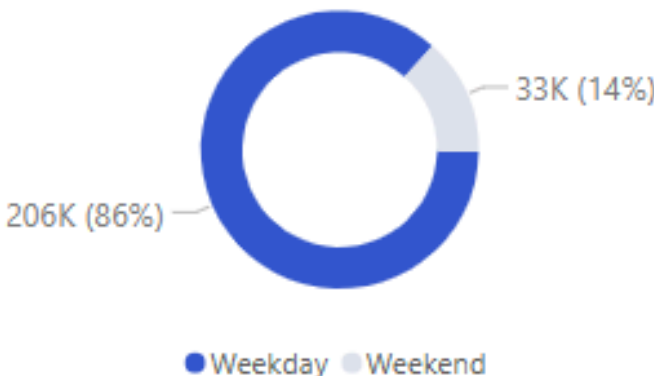
RPR %



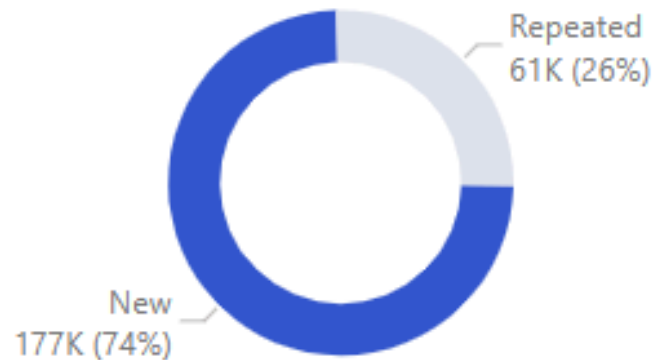
Passenger Summary

City	Passengers	NP	RP	RPR %
Surat	20K	11.6K	8.6K	42.6%
Lucknow	26K	16.3K	9.6K	37.1%
Indore	22K	14.9K	7.2K	32.7%
Vadodara	14K	10.1K	4.3K	30.0%
Visakhapatna	18K	12.7K	5.1K	28.6%
Coimbatore	11K	8.5K	2.6K	23.1%
Kochi	34K	26.4K	7.6K	22.4%
Chandigarh	24K	18.9K	5.1K	21.1%
Jaipur	56K	45.9K	9.7K	17.4%
Mysore	13K	11.7K	1.5K	11.2%

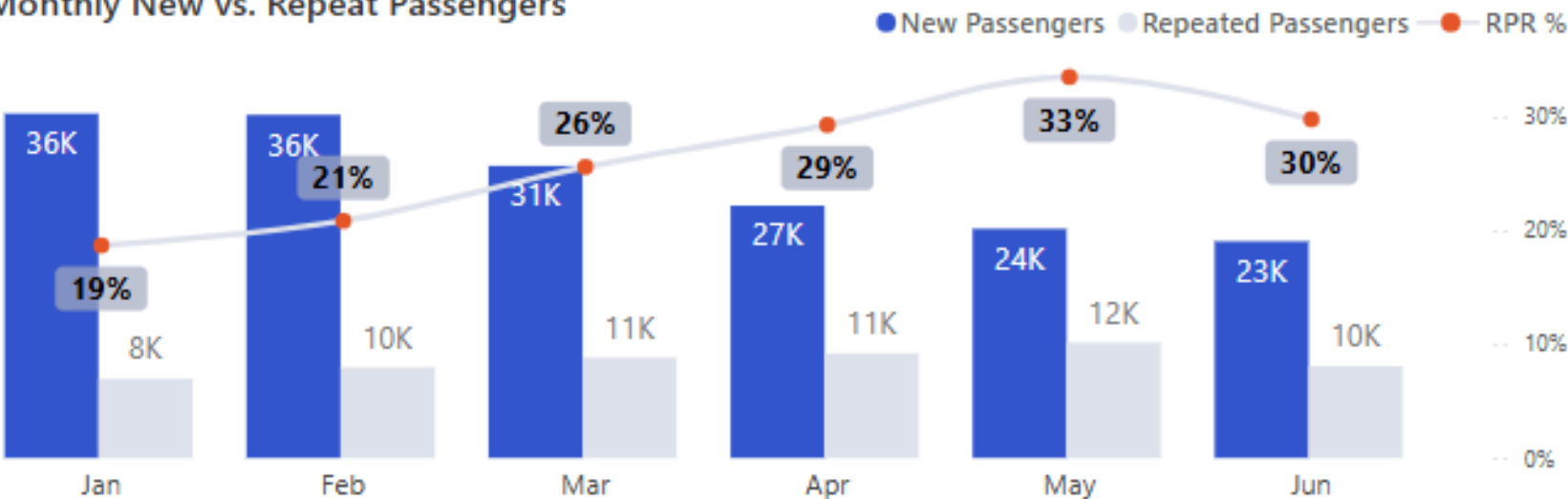
Passenger Distribution by Day Type



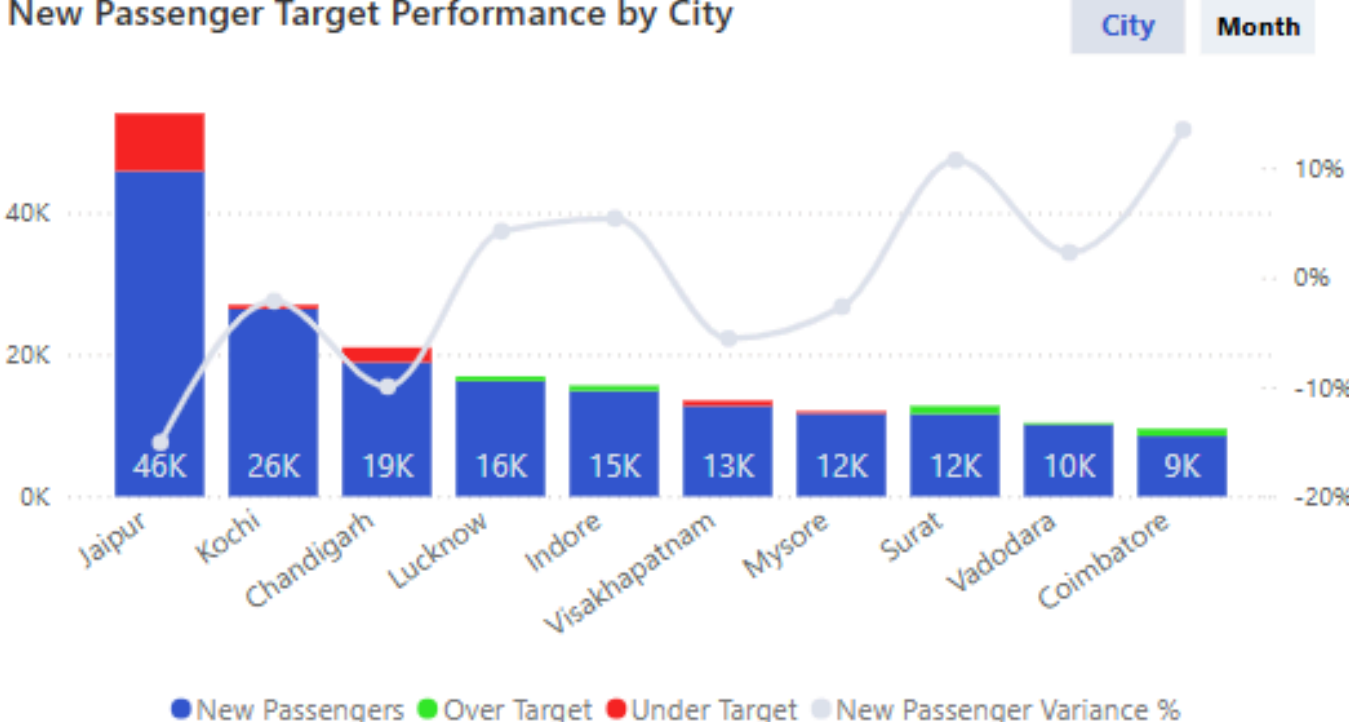
Passenger Types



Monthly New vs. Repeat Passengers



New Passenger Target Performance by City



Repeated Passenger Frequency by City

City	2-trips	3-trips	4-trips	5-trips	6-trips	7-trips	8-trips	9-trips	10-trips
Chandigarh	32.3%	19.3%	15.7%	12.2%	7.4%	5.5%	3.5%	2.3%	1.8%
Coimbatore	11.2%	14.8%	15.6%	20.6%	17.6%	10.5%	6.2%	2.3%	1.2%
Indore	34.3%	22.7%	13.4%	10.3%	6.8%	5.2%	3.3%	2.4%	1.5%
Jaipur	50.1%	20.7%	12.1%	6.3%	4.1%	2.5%	1.9%	1.2%	1.0%
Kochi	47.7%	24.4%	11.8%	6.5%	3.9%	2.1%	1.7%	1.2%	0.8%
Lucknow	9.7%	14.8%	16.2%	18.4%	20.2%	11.3%	6.4%	1.9%	1.1%
Mysore	48.7%	24.4%	12.7%	5.8%	4.1%	1.8%	1.4%	0.5%	0.5%
Surat	9.8%	14.3%	16.6%	19.7%	18.5%	11.9%	6.2%	1.7%	1.4%
Vadodara	9.9%	14.2%	16.5%	18.1%	19.1%	12.9%	5.8%	2.0%	1.6%
Visakhapatnam	51.3%	25.0%	10.0%	5.4%	3.2%	2.0%	1.4%	0.9%	0.9%

7.7

APR

7.8

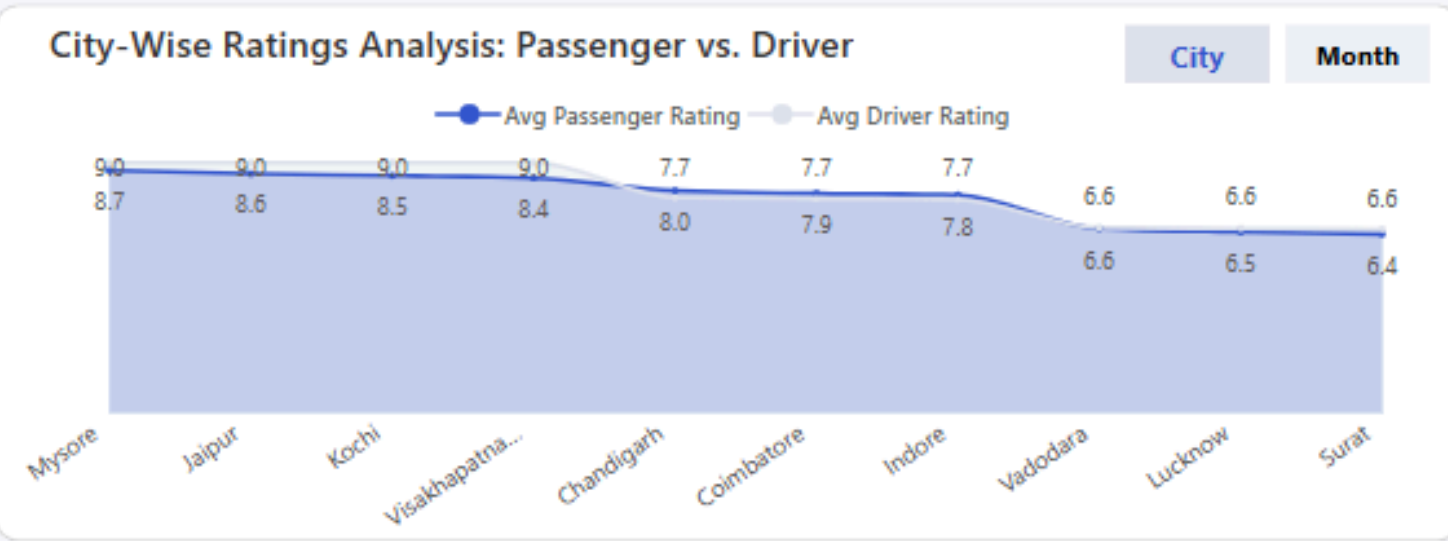
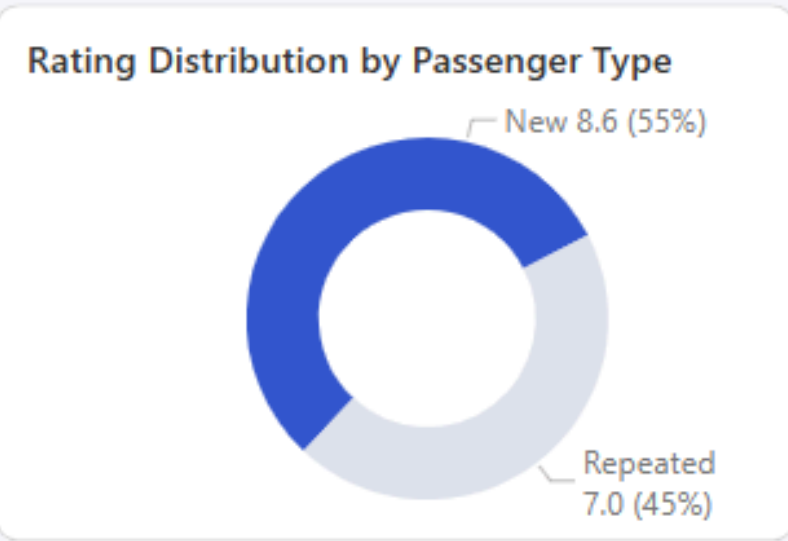
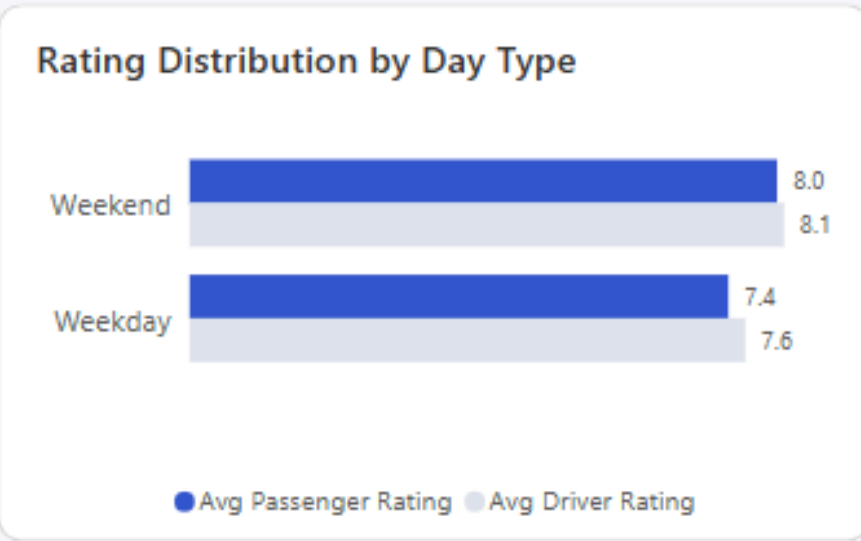
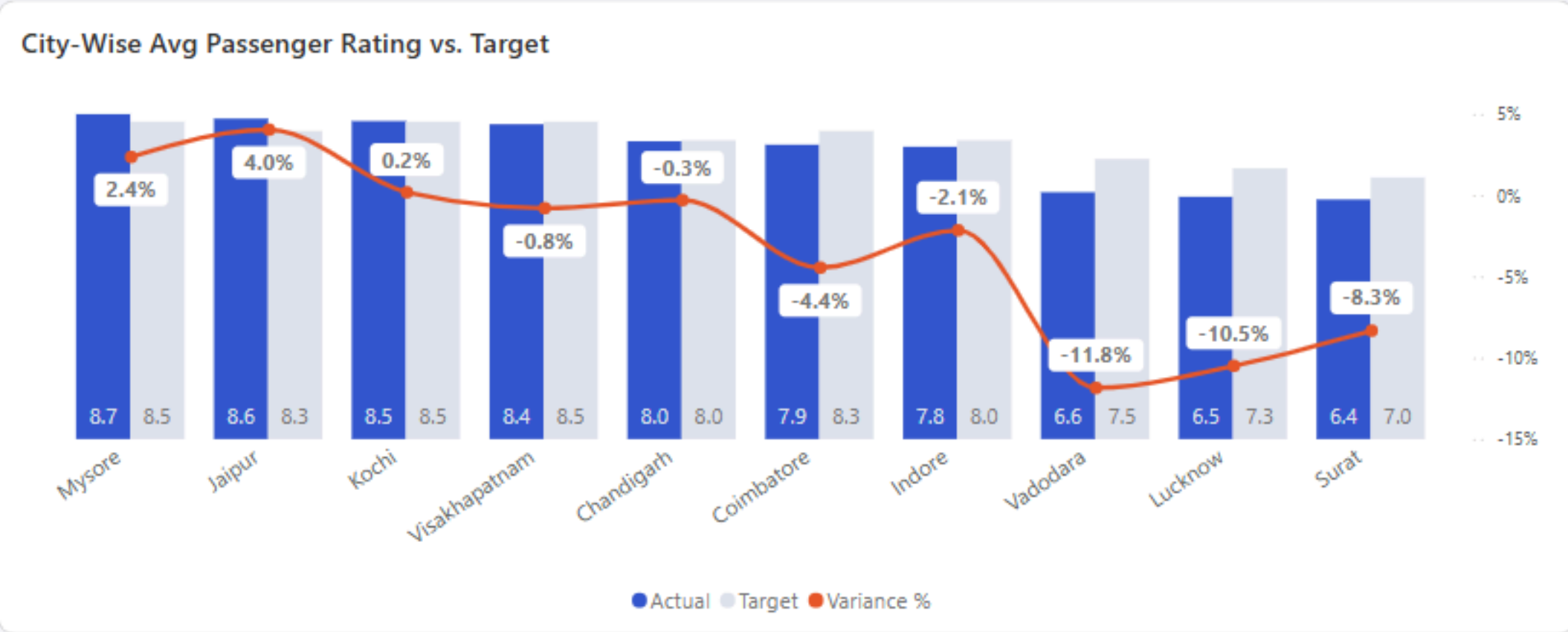
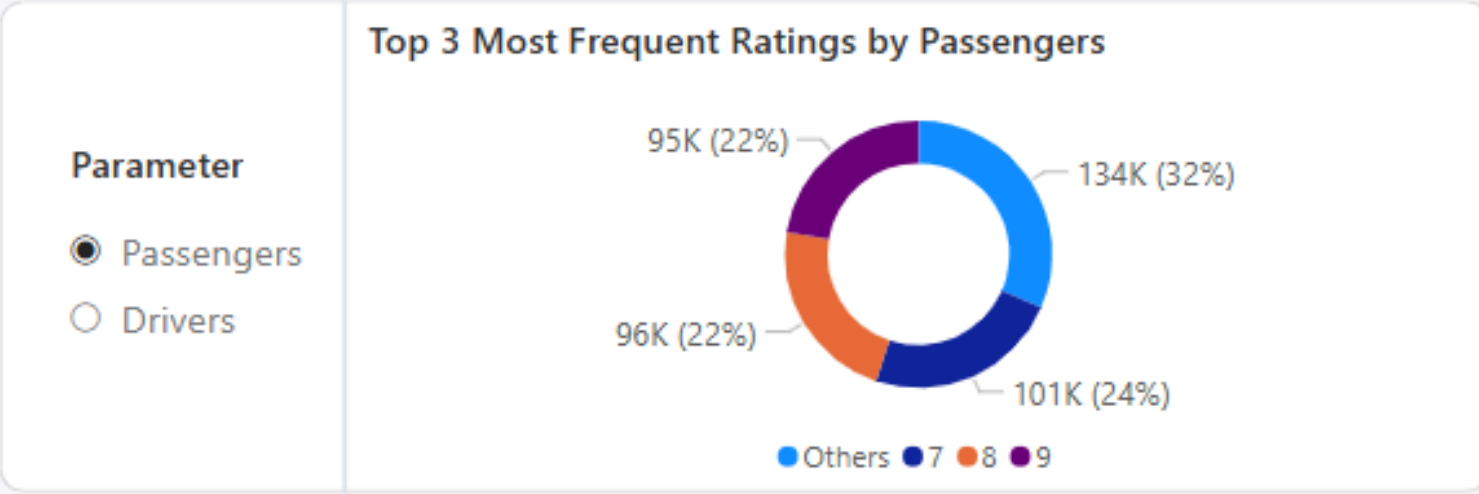
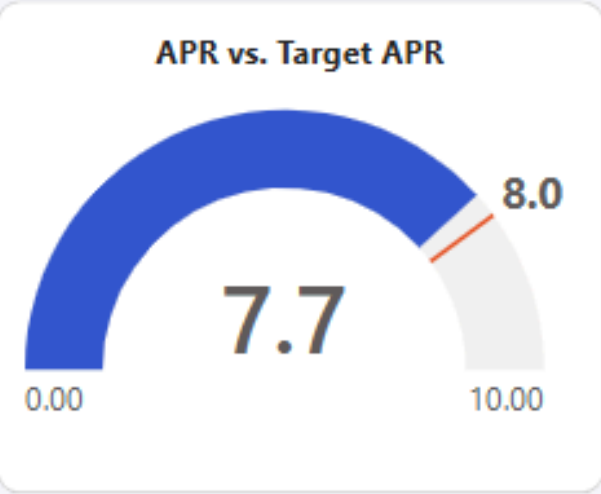
ADR

City Ratings Over Time: APR

APR

ADR

City	Jan	Feb	Mar	Apr	May	Jun
Chandigarh	8.1	8.0	8.0	7.9	7.9	7.9
Coimbatore	8.0	8.0	7.9	7.8	7.8	7.9
Indore	7.9	7.9	7.9	7.8	7.7	7.8
Jaipur	8.7	8.7	8.5	8.5	8.5	8.6
Kochi	8.7	8.6	8.5	8.5	8.4	8.5
Lucknow	6.6	6.6	6.5	6.5	6.4	6.3
Mysore	8.8	8.8	8.7	8.7	8.6	8.6
Surat	6.6	6.5	6.4	6.4	6.3	6.4
Vadodara	6.9	6.8	6.6	6.5	6.5	6.4
Visakhapatnam	8.6	8.5	8.4	8.4	8.4	8.4



108M
Revenue

16.54%
RG %

13
AF/Km

254
AF/Trip

Revenue Metrics Overview				
City	Revenue	Revenue %	AF/Km	AF/Trip
Jaipur	37.2M	34.4%	16	484
Kochi	17.0M	15.7%	14	335
Chandigarh	11.1M	10.2%	12	284
Visakhapatna	8.0M	7.4%	13	283
Mysore	4.1M	3.7%	15	250
Indore	7.6M	7.1%	11	180
Coimbatore	3.5M	3.3%	11	167
Lucknow	9.5M	8.7%	12	147
Vadodara	3.8M	3.5%	10	119
Surat	5.4M	5.9%	11	117

