#RPC 13

GOODCABS SERVICE ANALYSIS

AGENDA

- INTRODUCTION
- PROBLEM STATEMENT
- DASHBOARD SHOWCASE
- INSIGHTS
- AD-HOC REQUESTS
- RECOMMENDATIONS
- CONCLUSION

INTRODUCTION

Goodcabs, a cab service company established two years ago, has gained a strong foothold in the Indian market by focusing on tier-2 cities. Unlike other cab service providers, Goodcabs is committed to supporting local drivers, helping them make a sustainable living in their hometowns while ensuring excellent service to passengers.

PROBLEM STATEMENT

With operations in ten tier-2 cities across India, Goodcabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction. The Goodcabs management team aims to assess the company’s performance across key metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers. As a data analyst, provide insights to the Chief of Operations regarding the company’s performance in the last 6 months

DASHBOARD SHOWCASE

GOODCABS PERFORMANCE ANALYSIS

- Performance Overview
- Time Based Performance
- City Performance
- Target Analysis

Performance Overview

Month: All

City: All

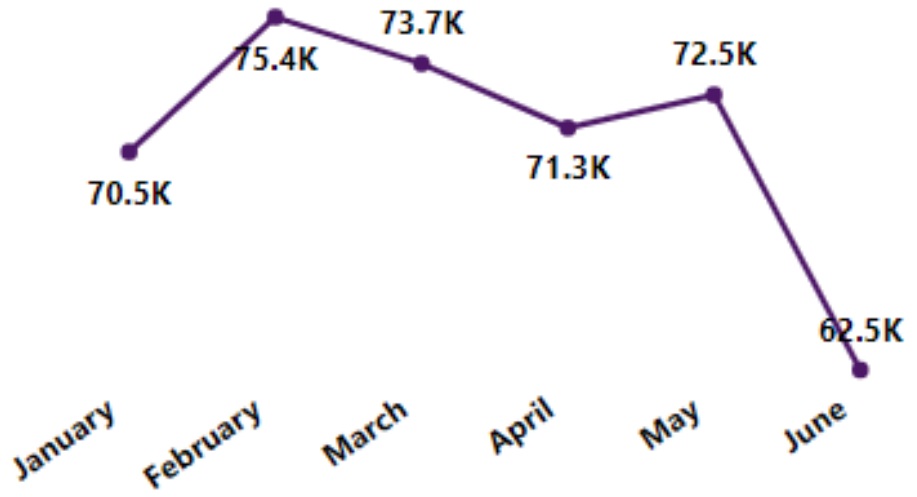
425.90K Total Trips	**8.15M** Total Distance Travelled(km)	**248.91K** Repeat Passengers
108.19M Total Revenue	**19.13** Avg Trip Distance(km))	**177.00K** New Passangers
10 Total City	**45** Max of Distance Travelled(km)	**58.44%** Repeat Passanger Rate
254.02 Avg Fare per Trip	**5** Min of Distance Travelled(km)	**7.66** Avg Passenger Rating
-14.61% Revenue Growth Rate	**13.28** Avg Fare per KM	**7.83** Avg Driver Rating

Time Based Performance

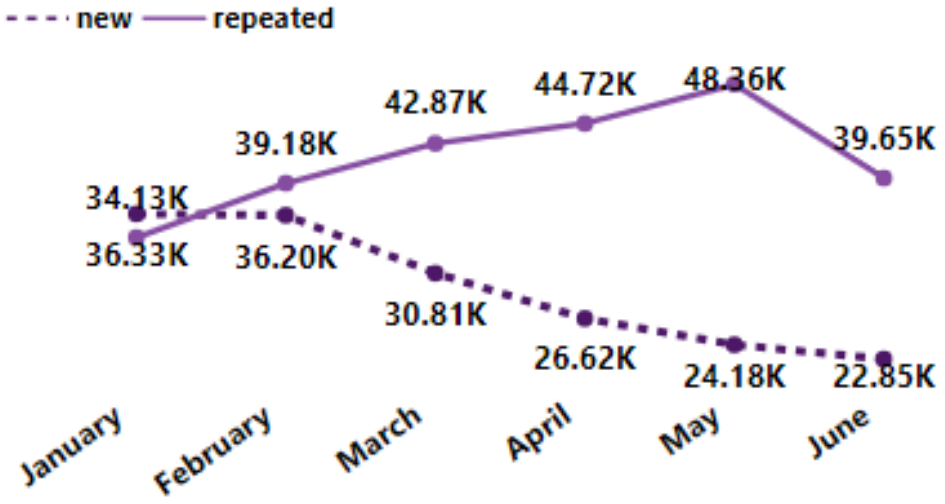
425.90K Total Trips | **108M** Total Revenue | **-14.61%** RGR

Passenger Type: All | City: All

Total Trips by Month

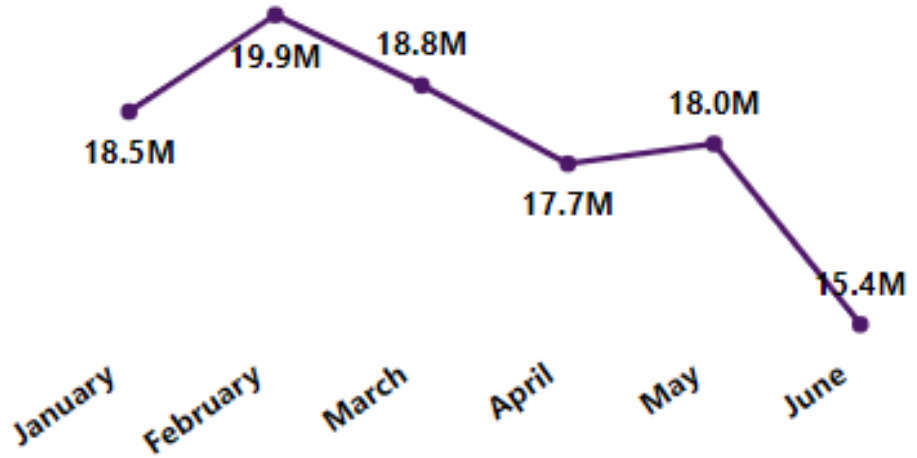


Passanger Type Count by Months

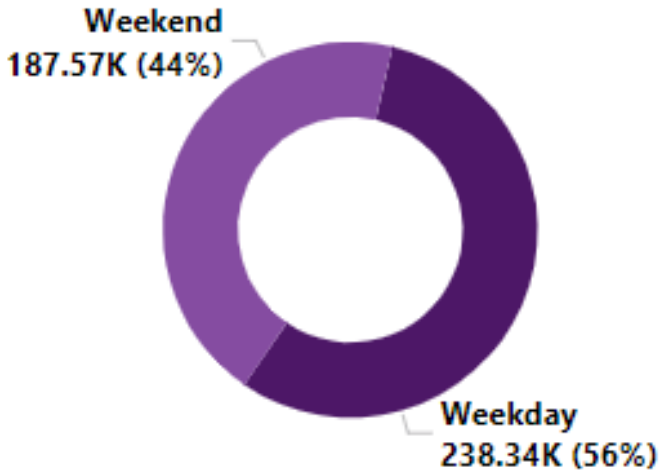


Average distance Travelled(km) by Day Type

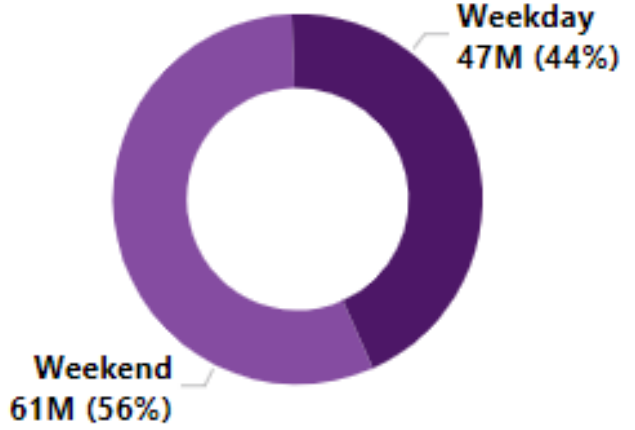
Total Revenue by Month



Trips Count by Day Type



Total Revenue by Day Type

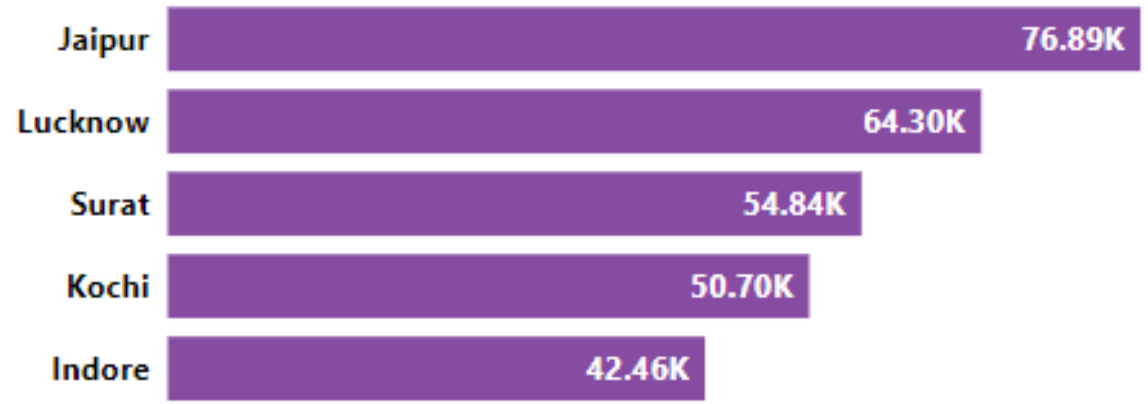


City Performance

10	254.02	58.44%	7.66
Total City	Avg Fare per Trip	Repeat Passanger Rate	Avg Passenger Rating

Month: All

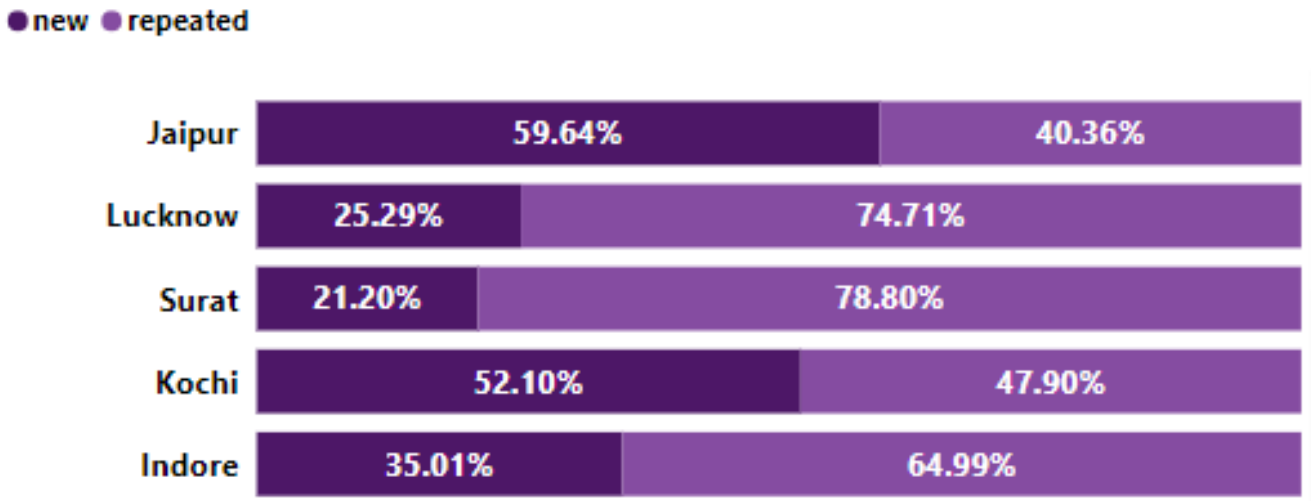
Total Trip by City



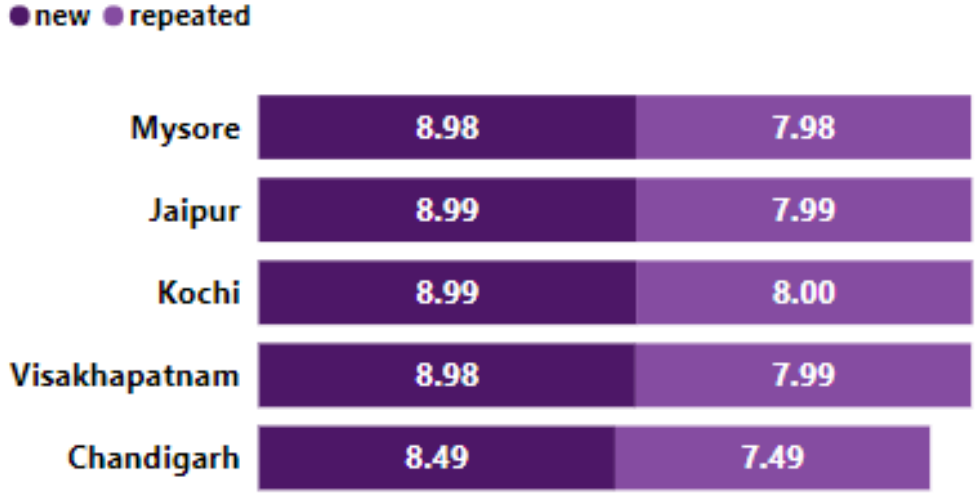
Average & Total Revenue by City

City	Avg Revenue per Trip	Total Revenue	RGR
Jaipur	483.92	37207.50K	-12.87%
Kochi	335.25	16997.60K	-35.80%
Chandigarh	283.69	11058.40K	-7.22%
Visakhapatnam	282.67	8018.28K	-5.96%
Mysore	249.71	4054.75K	-3.97%
Indore	179.84	7635.23K	-17.54%
Coimbatore	166.98	3523.99K	-10.13%
Lucknow	147.18	9463.55K	5.65%
Vadodara	118.57	3797.20K	-18.04%
Surat	117.27	6431.60K	-12.27%

Total Passenger Type by City



Average Passenger Rating by City & Passenger Type

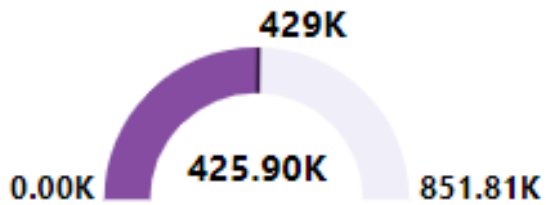


Target Analysis

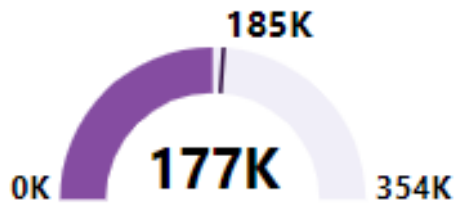
Month: All

City: All

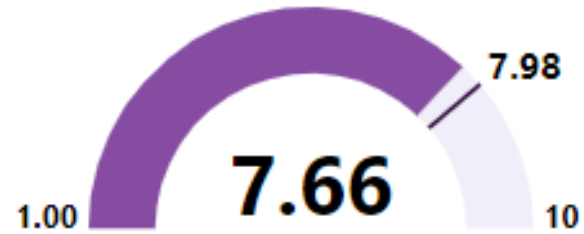
Target - Total Trips



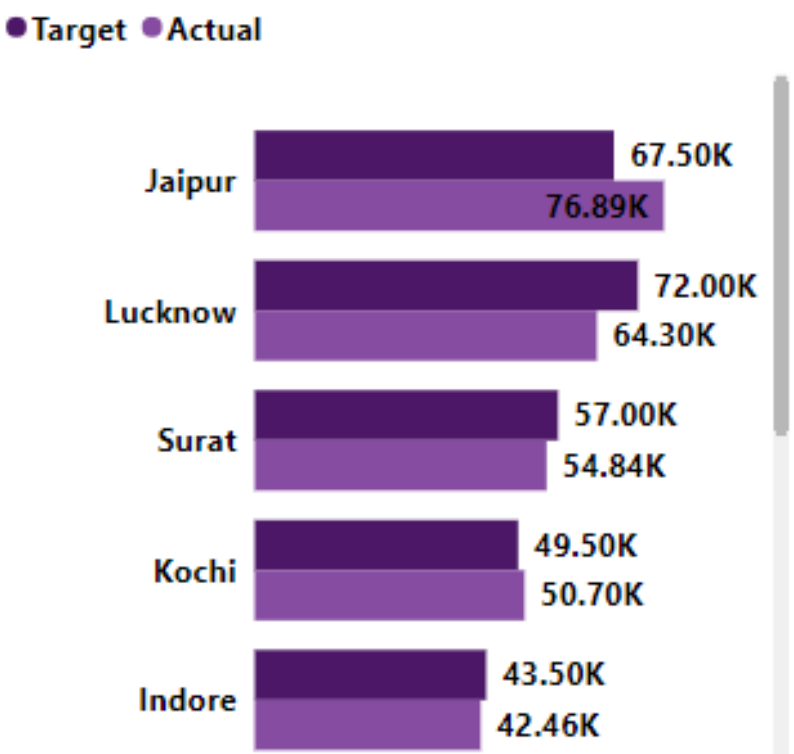
Target - Total New Passengers



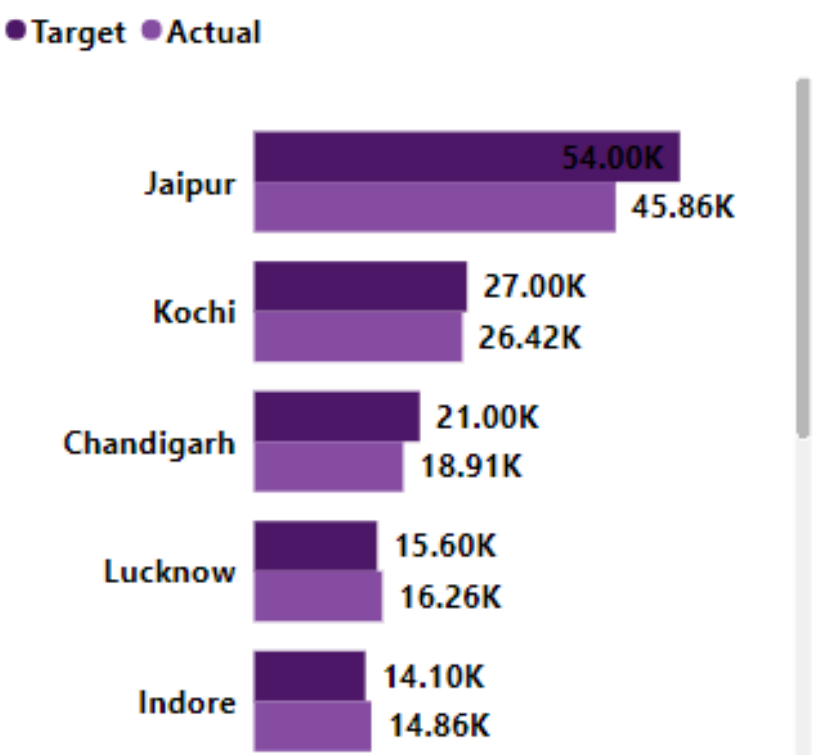
Target-Average Passenger Rating



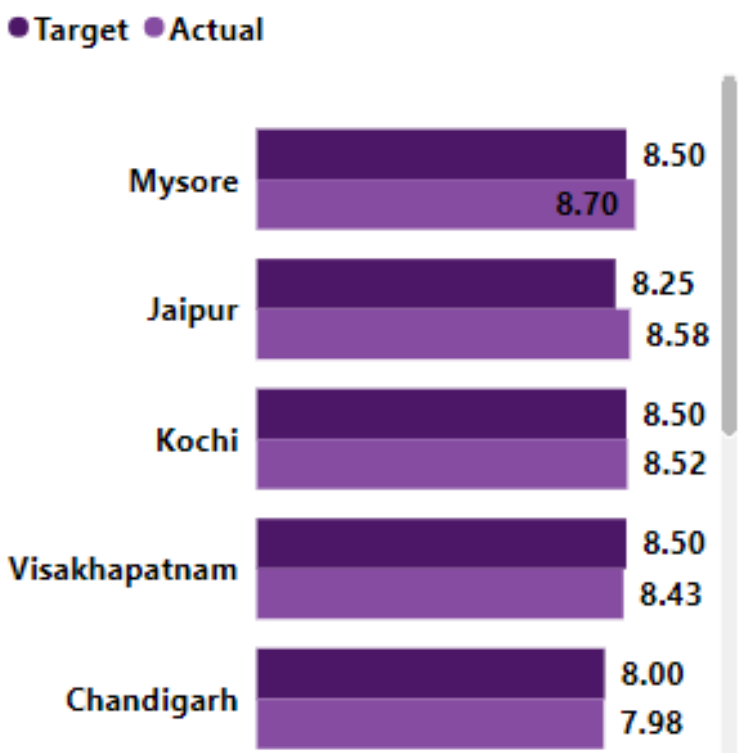
Total Trips - Target vs Actual



New Passengers - Target vs Actual



Avg Passenger Rating - Target vs Actual



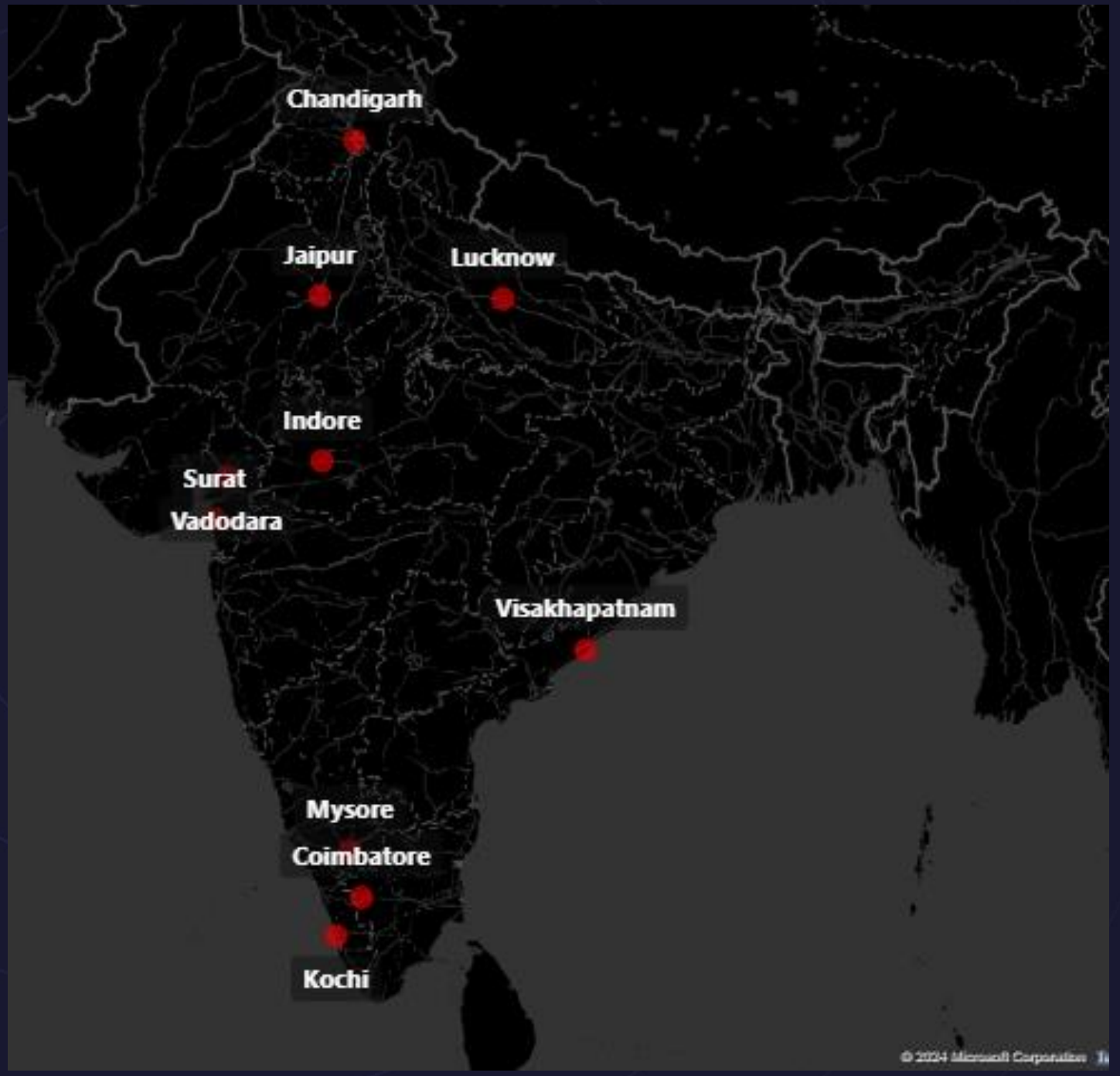
INSIGHTS

TOURISM FOCUSED CITIES

- Jaipur
- Mysore
- Kochi
- Visakhapatnam

BUSINESS FOCUSED CITIES

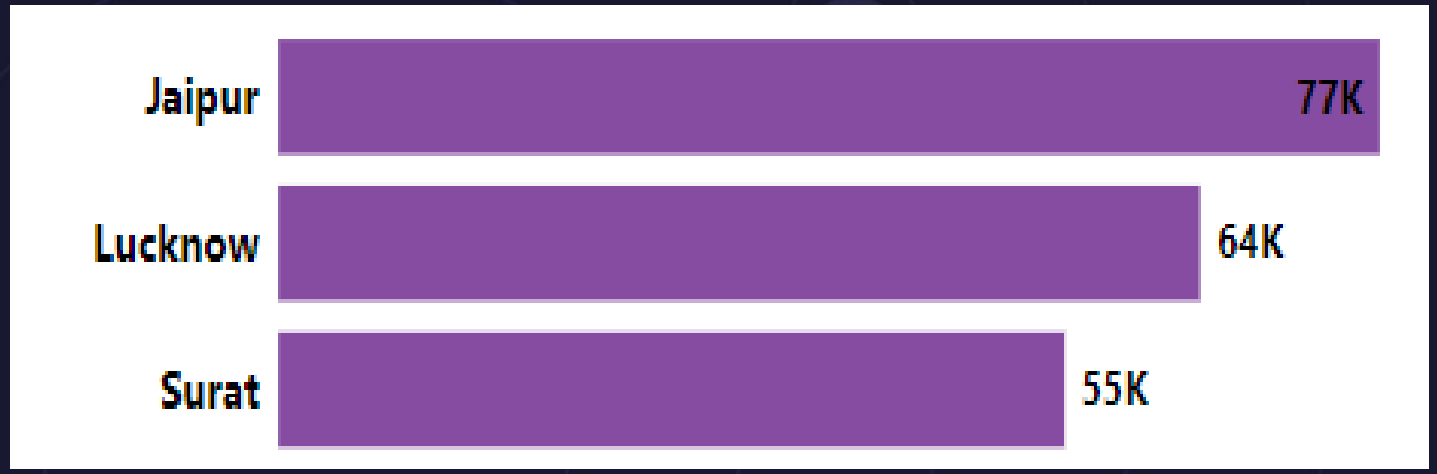
- Lucknow
- Surat
- Vadodara
- Chandigarh
- Coimbatore
- Indore

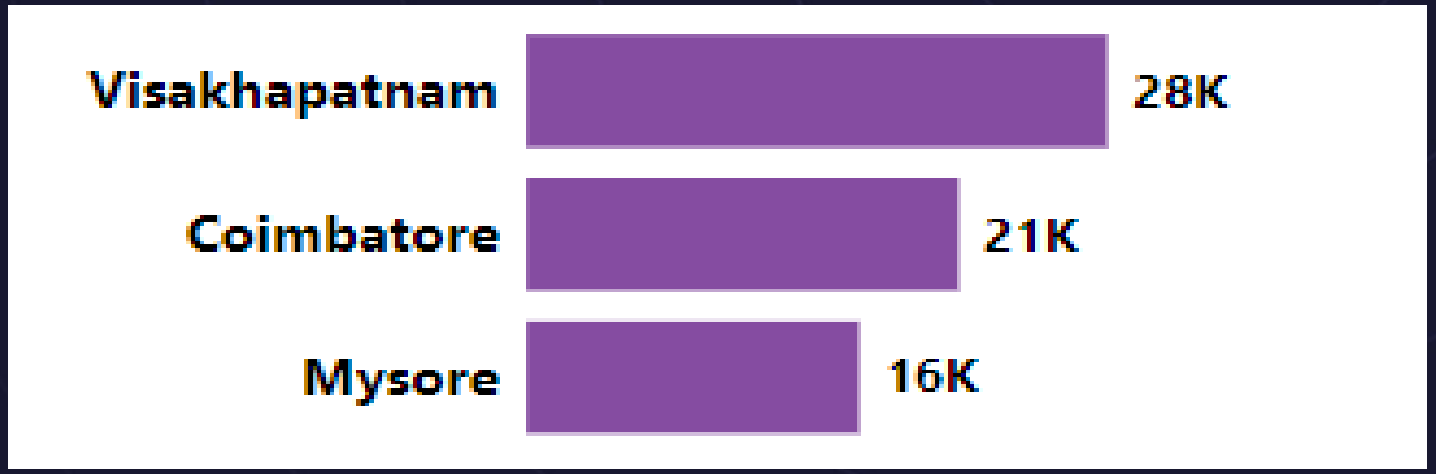


PRIMARY QUESTIONS

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

Top 3 Cities





Bottom 3 Cities

2. 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 fares per trip to assess pricing efficiency across locations.

- **Jaipur** has the **highest** average fare per trip, while **Surat** has the **lowest** average fare per trip, a difference of 76% in the prices.

City	Avg Fare per Trip	Avg Trip Distance(km)
Jaipur	483.92	30.02
Kochi	335.25	24.07
Chandigarh	283.69	23.52
Visakhapatnam	282.67	22.55
Mysore	249.71	16.50
Indore	179.84	16.50
Coimbatore	166.98	14.98
Lucknow	147.18	12.51
Vadodara	118.57	11.52
Surat	117.27	11.00

Insight: Tourism-based cities (Jaipur, Kochi, Vishakhapatnam, Mysore) have average fare per trip & average trip distance higher than business-based cities

Reason:

- Tourists are generally willing to pay a premium for convenience, safety, and tailored services (e.g., guided tours, and airport transfers). While, daily commuters, including office workers and residents, are cost-conscious and prefer budget-friendly options like ride-sharing or public transport alternatives.
- Tourist attractions are often located on the outskirts of cities or require multi-stop itineraries. While, daily commuters typically travel within compact urban centers or industrial zones, resulting in shorter trip durations and lower fares.

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

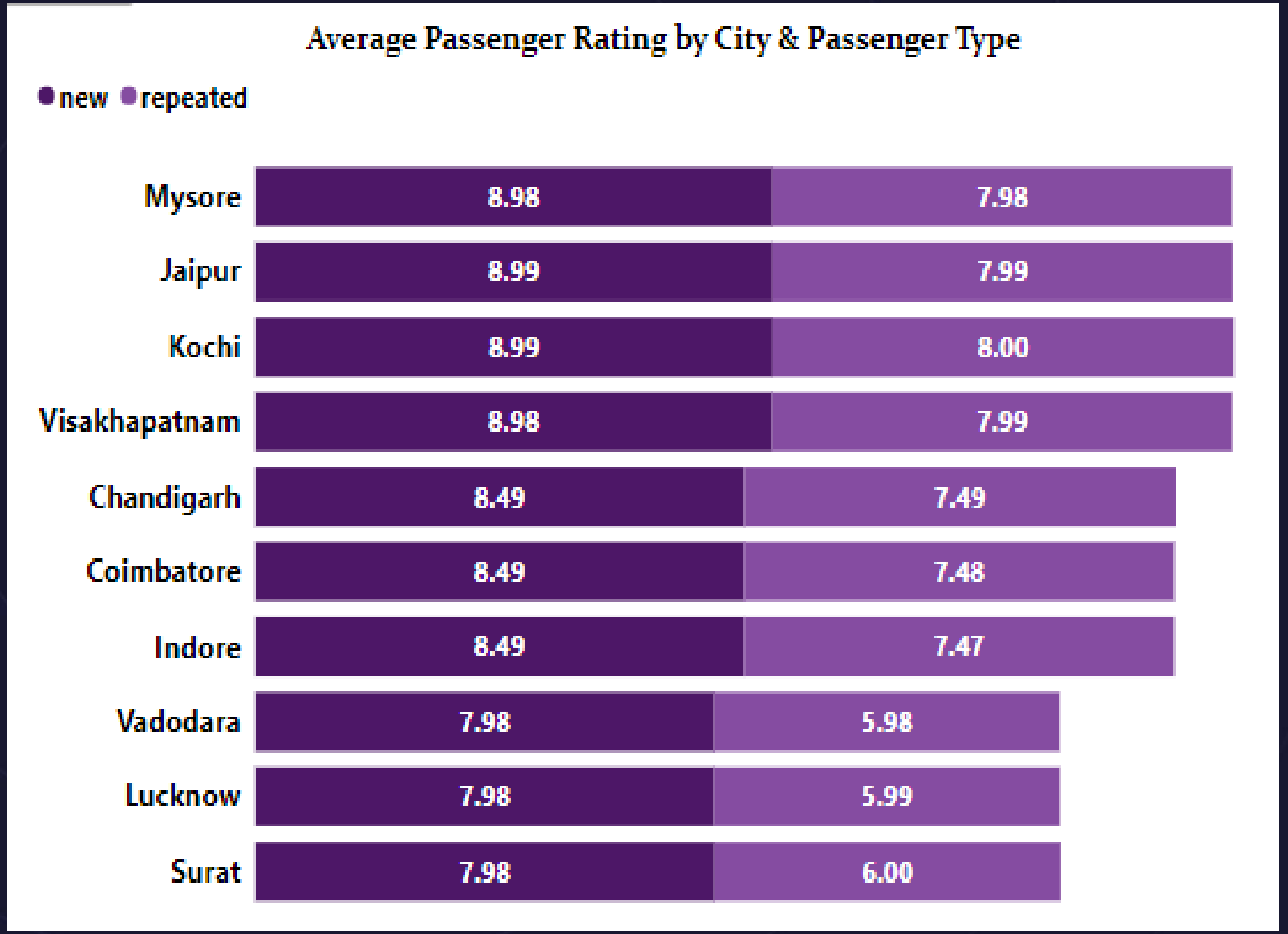
<u>Passengers Ratings</u>

New Customers –

- Jaipur & Kochi – Highest Rating
- Vadodara, Lucknow, & Surat – Lowest Rating

Repeat Customers –

- Kochi – Highest Rating
- Vadodara – Lowest Rating



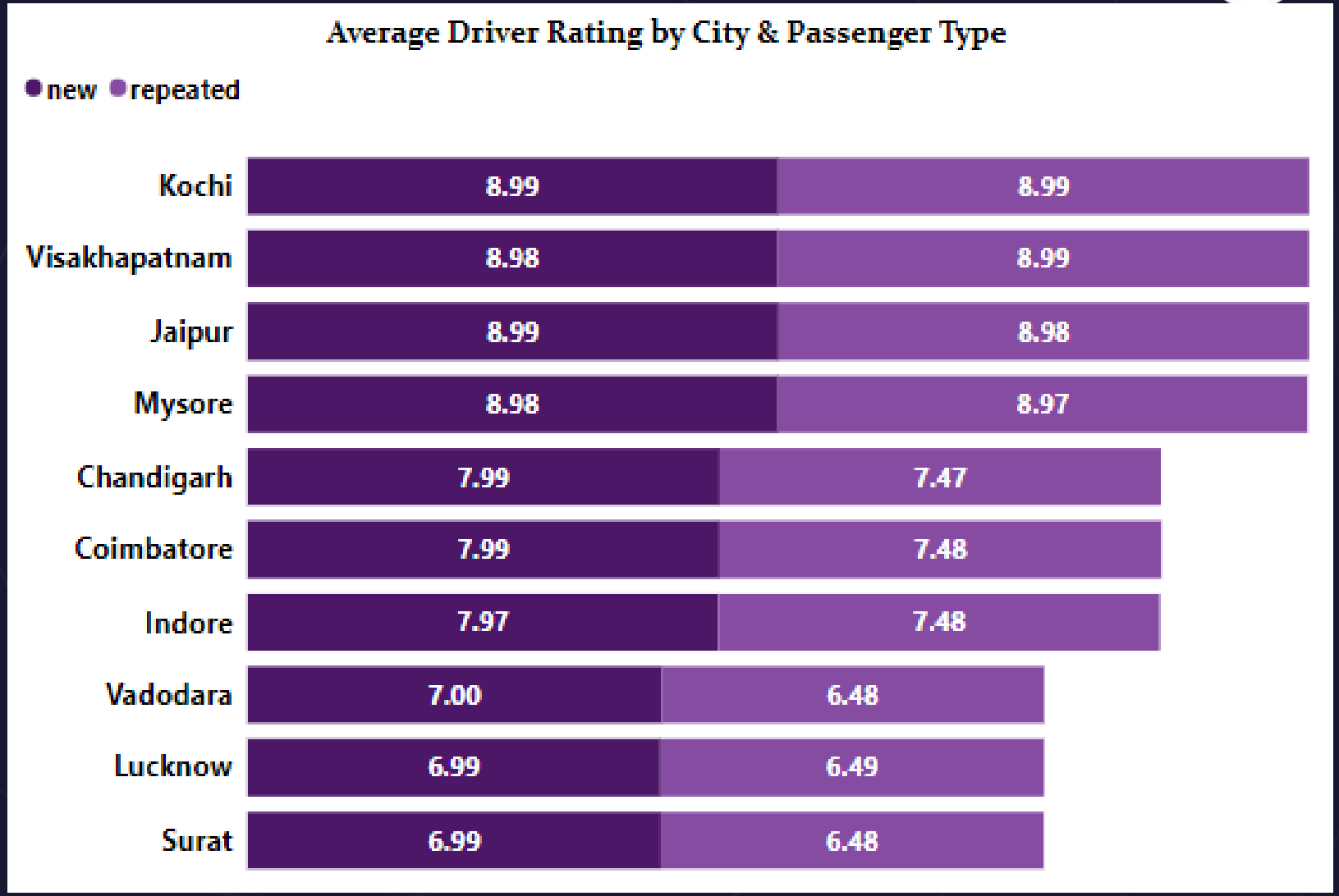
Drivers Ratings

New Customers –

- Jaipur & Kochi – Highest Rating
- Lucknow & Surat – Lowest Rating

Repeat Customers –

- Kochi & Visakhapatnam– Highest Rating
- Vadodara & Surat– Lowest Rating

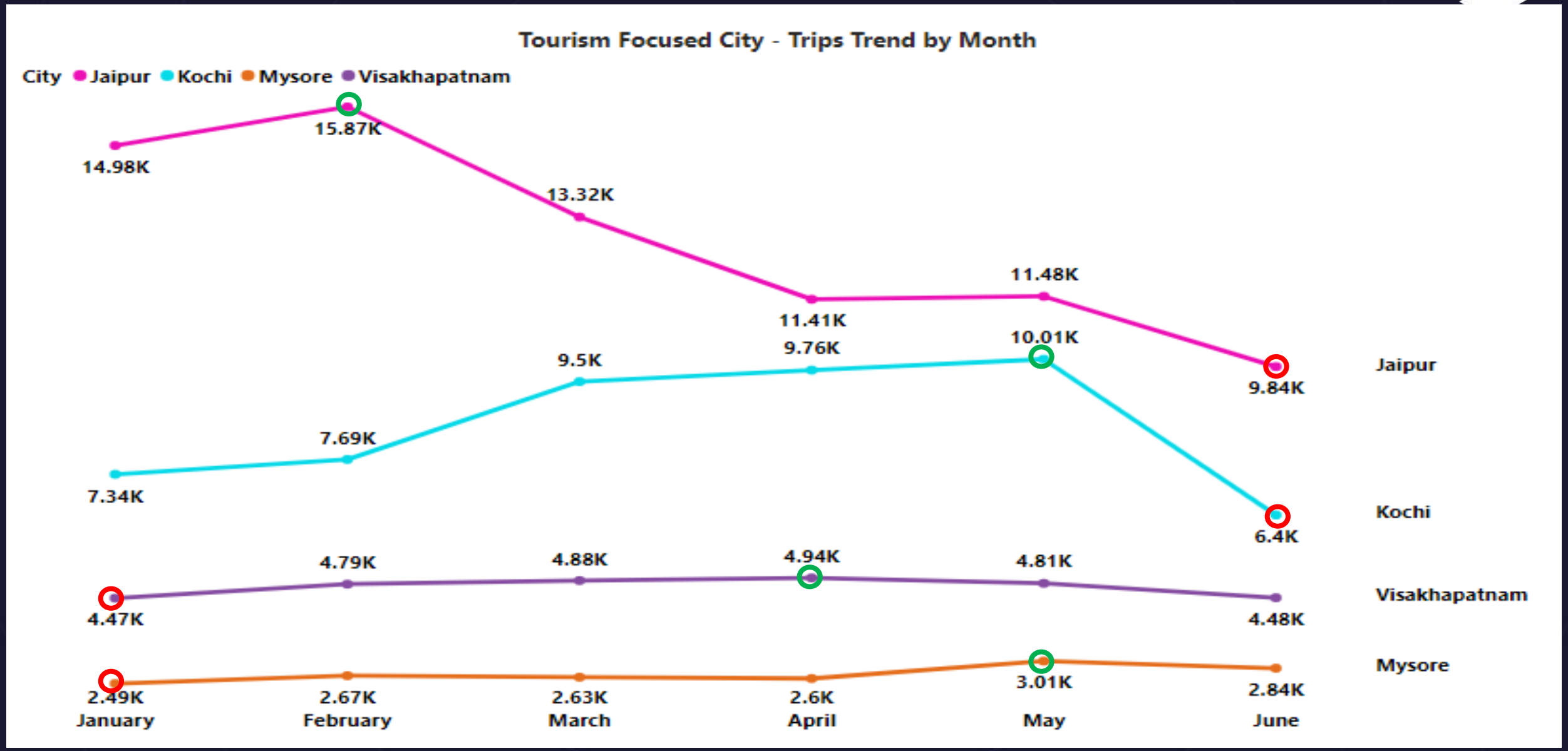


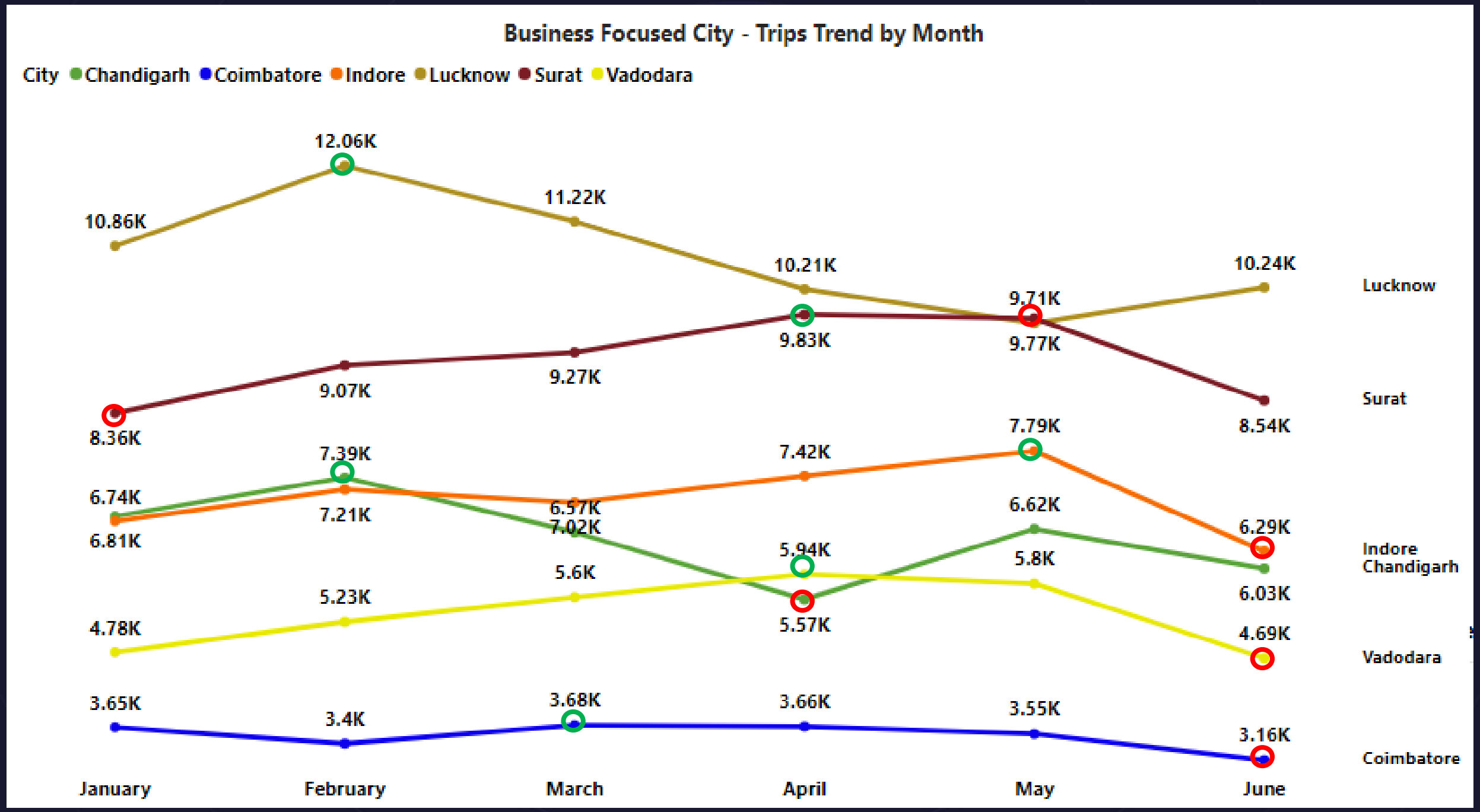
Insights: Average passenger and driver ratings are higher in tourism-heavy cities compared to business-focused cities.

Reasons:

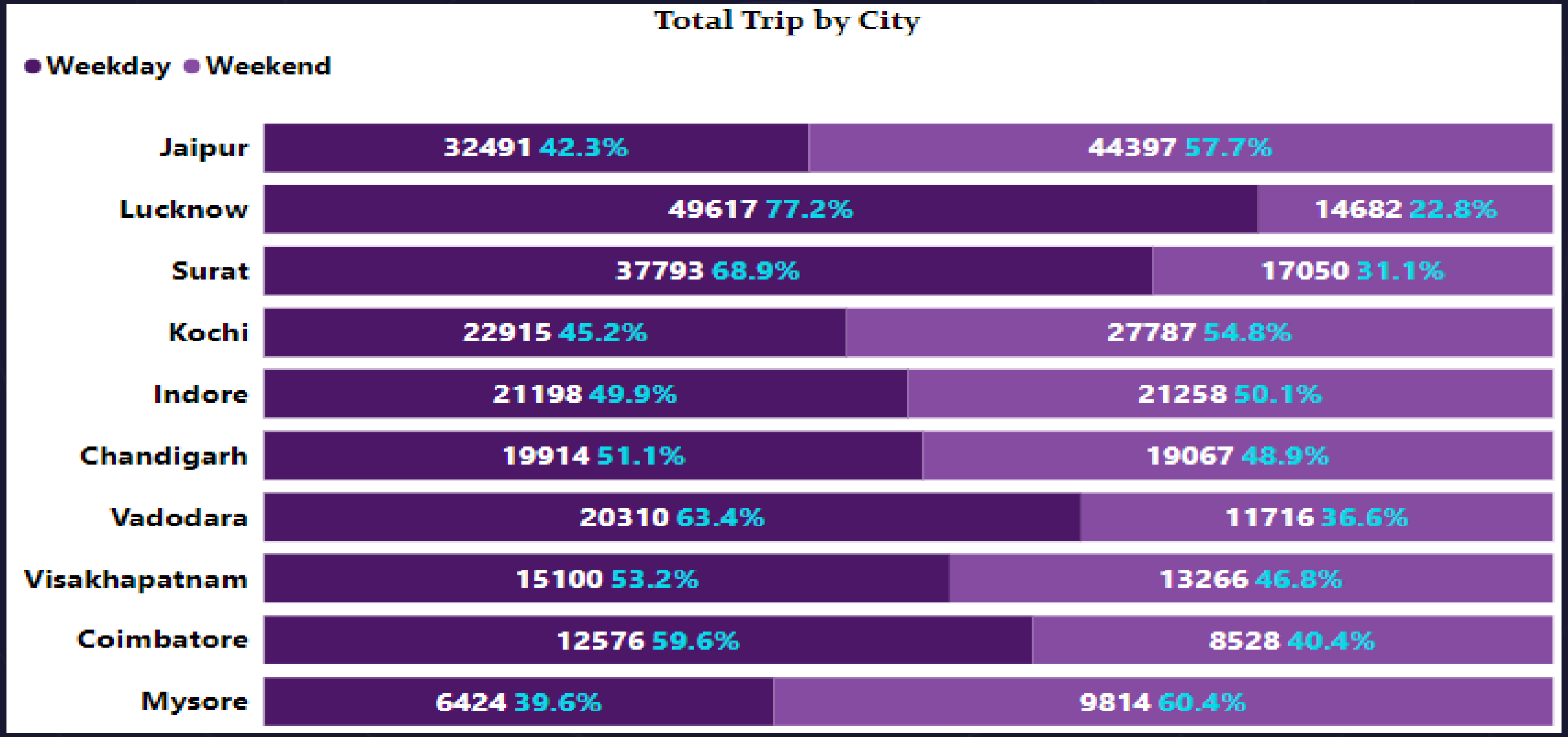
In tourism-heavy cities, drivers often engage more with passengers, who prioritize comfort, safety, and experience. In contrast, commuters in business-focused cities typically take shorter trips, which involve less personal engagement. These passengers prioritize cost over experience and may give lower ratings even for minor inconveniences.

4. For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand).




Business Focused City - Trips Trend by Month
City
Chandigarh
Coimbatore
Indore
Lucknow
Surat
Vadodara
12.06K
10.86K
11.22K
10.21K
9.71K
10.24K
9.83K
9.77K
9.27K
9.07K
8.36K
8.54K
7.79K
7.39K
7.42K
6.74K
7.21K
6.57K
6.62K
6.29K
6.81K
7.02K
5.94K
5.8K
6.03K
5.6K
5.23K
5.57K
4.78K
4.69K
3.65K
3.68K
3.66K
3.55K
3.4K
3.16K
January
February
March
April
May
June
Lucknow
Surat
Indore
Chandigarh
Vadodara
Coimbatore

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



Insights:

- Business-focused cities (Lucknow, Surat, Vadodara & Coimbatore) have strong demand (60% +) during weekdays.
- Tourism-focused cities (Mysore, Kochi & Jaipur) have strong demand (55%+) during weekends.

6. Analyse the frequency of trips taken by repeat passengers in each city (eg. % of repeat passengers taking 2trips, 3 trips, etc.). Identify which city contribute most to the higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism focused and business focused.

Repeat Passengers Trip Frequency by City-Tourism Focused

City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%
Visakhapatnam	0.92%	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	0.88%

- Repeat Passenger Rate decreased consistently with an increase in trip frequency across all tourism-focused cities.

Repeat Passengers Trip Frequency by City-Business Focused									
City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%
Vadodara	1.61%	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	2.05%

- Repeat Passenger Rate is between 9%-20% for 2 to 7 trips for all business-focused cities i.e. most of the people have taken a ride from 2-7 times and very few beyond that, except Chandigarh & Indore where the majority concentrates between 2-5 trips.

7. 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 vs. business-focused cities.

Exceeded Total Trip Target

City	Target	Actual	% exceeded
Mysore	13500	16238	20.28%
Jaipur	67500	76888	13.91%
Kochi	49500	50702	2.43%
Coimbatore	21000	21104	0.50%

Missed Total Trip Target

City	Target	Actual	% missed
Vadodara	37500	32026	-14.60%
Lucknow	72000	64299	-10.70%
Surat	57000	54843	-3.78%
Indore	43500	42456	-2.40%
Visakhapatnam	28500	28366	-0.47%
Chandigarh	39000	38981	-0.05%

Insights:

- Target is exceeded in almost all tourism-focused cities except Visakhapatnam which missed the target by a tiny margin of 0.47%.
- Target is missed in all of the business-focused cities except Coimbatore.

Reasons:

Due to tourist attractions and seasonal spikes, tourist-focused cities have a higher demand, while due to more routine commutes, it is harder to achieve high growth in business-focused cities.

Exceeded New Passengers Target			
City	Target	Actual	% exceeded
Coimbatore	7500	8514	13.52%
Surat	10500	11626	10.72%
Indore	14100	14863	5.41%
Lucknow	15600	16260	4.23%
Vadodara	9900	10127	2.29%

Missed New Passengers Target			
City	Target	Actual	% missed
Jaipur	54000	45856	-15.08%
Chandigarh	21000	18908	-9.96%
Visakhapatnam	13500	12747	-5.58%
Mysore	12000	11681	-2.66%
Kochi	27000	26416	-2.16%

Insights:

- Target is exceeded in all business-focused cities except Chandigarh.
- Target is missed in all of the tourism-focused cities.

Reasons:

In tourism-focused cities, a lack of targeted marketing for tourists or limited visibility in key arrival points like airports, train stations, and hotels could hinder new passenger acquisition.

Exceeded Average Passenger Rating Target

City	Target	Actual	% exceeded
Jaipur	8.25	8.58	4.00%
Mysore	8.50	8.70	2.35%
Kochi	8.50	8.52	0.24%

Missed Average Passenger Rating Target

City	Target	Actual	% missed
Vadodara	7.50	6.61	-11.87%
Lucknow	7.25	6.49	-10.48%
Surat	7.00	6.42	-8.29%
Coimbatore	8.25	7.88	-4.48%
Indore	8.00	7.83	-2.12%
Visakhapatnam	8.50	8.43	-0.82%
Chandigarh	8.00	7.98	-0.25%

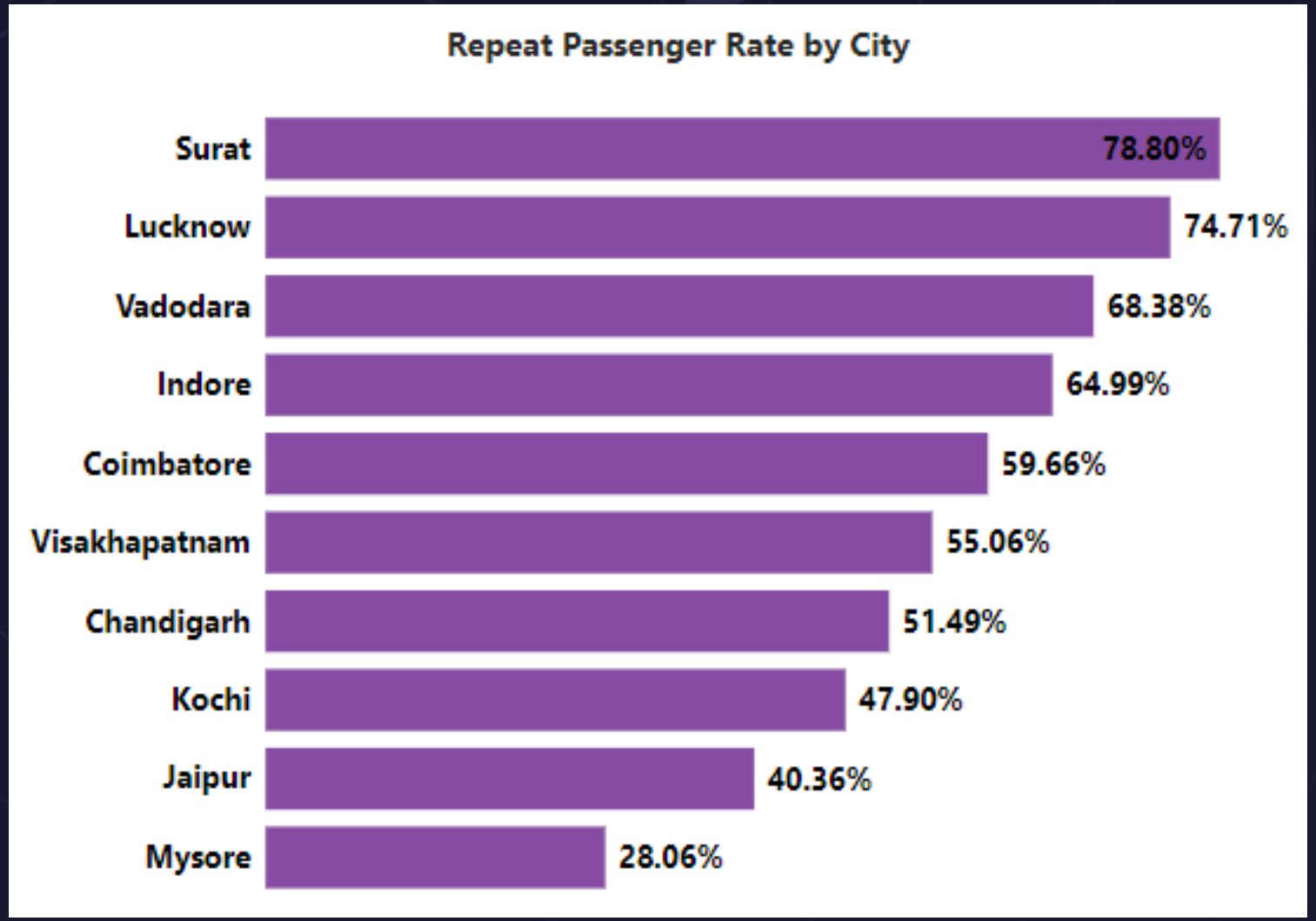
Insights:

- Target exceeded in all tourism-focused cities, except Visakhapatnam which missed by a tiny margin of 0.25%.
- Target missed in all business-focused cities.

Reasons: In tourism-heavy cities, drivers often engage more with passengers, who prioritize comfort, safety, and experience. While in business-focused cities commuters typically take shorter trips, which involve less personal engagement. These passengers prioritize cost over experience and may give lower ratings even for minor inconveniences

8. Analyse 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 & Lucknow (business-focused) has the highest RPR.
- Jaipur & Mysore (tourism-focused) has the lowest RPR.



Insights:

- All business-focused cities have RPR% over 50%, while except Vishakhapatnam all tourist-focused cities have RPR% below 50%.

Reasons:

- Business-focused cities cater to daily commuters and regular users, leading to higher RPR%, while tourism-focused cities rely more on one-time users who are less likely to use the service repeatedly due to their transient presence.

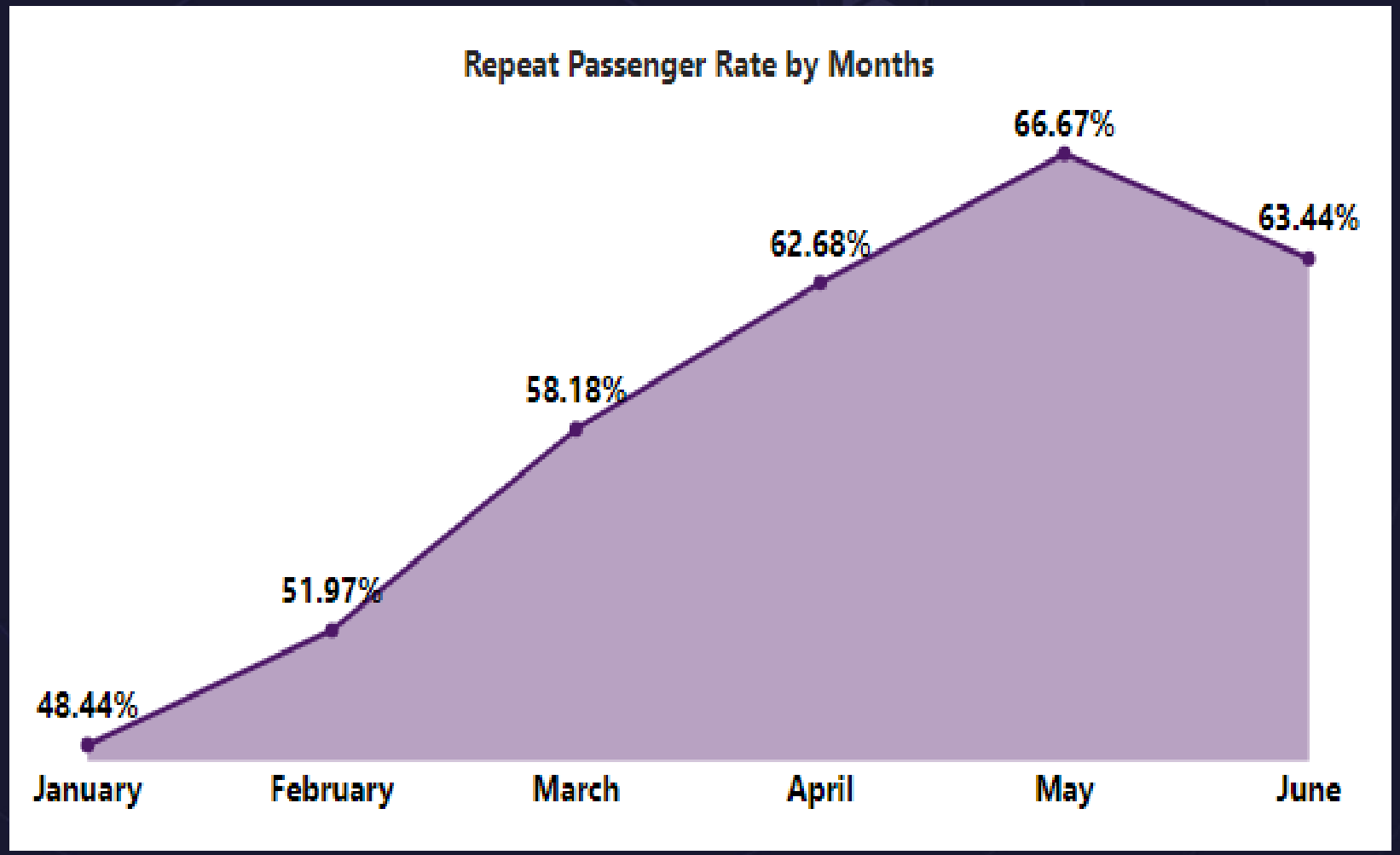
9. Analyse the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates.

Insight:

- May has the highest repeat rate while January has the lowest.

Reasons:

- In May increased leisure travel and tourism due to summer vacation in India.
- In January, post-holiday season travel fatigue, reducing the need for frequent trips.



SECONDARY QUESTIONS

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 any correlations with the socioeconomic or lifestyle patterns in these cities?

Factors Influencing Repeat Passenger Rates

1. Quality of Service

- **Reliability and Punctuality**: In business-focused & heavy-traffic cities ensuring cabs are on time boosts customer loyalty.
- **Driver Behavior**: Polite, well-trained drivers can make customers feel safe and valued, increasing repeat usage.
- **Cab Maintenance**: Clean, well-maintained vehicles encourage repeat passengers, especially for corporate customers.
- **Technology Integration**: Features like real-time tracking, easy app usability, and cashless payment options enhance the user experience.

2. Competitive Pricing

- **Affordability**: Dynamic pricing or loyalty discounts attract budget-conscious passengers in price-sensitive markets.
- **Surge Pricing Impact**: Excessive surge pricing during peak hours can deter passengers in cities where cheaper alternatives like autos or buses are easily available, like in tourist-heavy cities (Jaipur & Mysore)
- **Corporate Tie-Ups**: Offering discounts to companies for employee commutes increases repeat users in business-heavy cities (Chandigarh & Indore).

3. City Demographics

- **Population Size and Density**: High-density cities (Lucknow, Surat, Vishakapatnam, Indore, Vadodara) typically generate more frequent cab rides, especially in areas with limited parking or public transit.
- **Age Distribution**: Younger populations in tech hubs (Indore, Vadodara, Surat) may prefer app-based cabs for convenience, while older populations may stick to traditional modes.

4. Public Transportation Availability

- **Competition with Public Transit**: Cities with efficient public transit systems (Kochi (Metro), Chandigarh (Buses))) may see lower repeat rates for cabs unless the service provides unique benefits.
- **First-Mile and Last-Mile Connectivity**: Inadequate public transit connectivity can make cabs indispensable, boosting repeat usage (Mysore, Indore, Coimbatore).

Repeat Passenger Rate & Correlations with the Socioeconomic or Lifestyle Patterns

1. Economic Activity and Workforce Mobility

- **Business Cities**: High repeat rates stem from daily commutes for work, particularly in sectors like IT, manufacturing, and administration.
- **Mixed Economies**: Cities with both business and tourism appeal may see a balance of short-term and repeat customers.

2. Tourist-Driven Markets

- Tourists may not contribute to high repeat rates unless the service offers long-term convenience (e.g., multi-day packages, and loyalty programs for frequent travelers, such as airport pickups)

3. Lifestyle and Urban Preferences

- **Tech-Savvy Users in Urban Areas**: App-based services attract users who value digital solutions, while rural or semi-urban populations may still rely on traditional taxis.

4. Cultural and Behavioral Patterns

- **Carpooling in Social Cities**: Cities like Lucknow, where shared culture thrives, may see higher adoption of shared rides.
- **Status Symbol in Affluent Areas**: In wealthier neighborhoods, customers may prefer premium cab categories, correlating with higher income levels.

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

- Tourism seasons and local events significantly influence the demand for cab services as the activities increase within the city, so does the mobility of people to Airports, stations, hotels, restaurants, and tourist/events places.
- Tailoring marketing efforts to these events will increase trip volume in tourism-oriented cities, and even boost the demand in business-oriented cities too, through measures like -

- **Event-Specific Promotions:** Offer discounts or packages tied to major events; partnerships with event organizers for exclusive cab services.
- **Seasonal Campaigns:** Promote special sightseeing tours during peak seasons.
- **Surge Readiness:** Implement dynamic pricing during high-demand periods while ensuring availability through driver incentives.
- **Targeted Ads:** Use geotargeted ads on social media and apps, focusing on tourist-heavy areas like airports, hotels, and event venues.
- **Collaborations:** Collaborate with hotels, resorts, and travel agencies to provide bundled services.
- **Enhanced Visibility During Events:** Deploy more cabs near event hotspots, airports, and railway stations.

These are some of the particularly significant events in each city other than usual festivals & celebrations which attract high number of tourists -

1. **Jaipur -** Jaipur Literature Festival(January); Desert Festival(February)**;** Pushkar Fair, Rajasthan International Folk Festival(November); Winter Festival at Mount Abu(December).
2. **Chandigarh -** Rose Festival(February); Baisakhi Festival(April); Chandigarh Carnival(September).
3. **Mysore -** Dasara Festival (October); Winter Festival at Mysore Palace(December).
4. **Surat -** International Textile Expo
5. **Kochi -** Cochin Carnival(January); Biennale Art Festival(February); Kochi-Muziris Biennale (November).
6. **Indore -** Indore Carnival(December).
7. **Vadodara -** International Art Festival(November).
8. **Coimbatore -** Tamil Nadu Global Investors Meet(January); Codissia Trade Fair (February)

3. What emerging mobility trends(such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcab consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

Emerging Mobility Trends in Tier-2 Cities

1. **Adoption of Electric Vehicles (EVs) -** Growing awareness and adoption of EVs due to Government Push(subsidies under the FAME), Charging Infrastructure Growth**,** lower operational costs, and environmental benefits.
2. **Shift Towards Green Energy and Sustainability -** Increased focus on reducing carbon emissions and integrating sustainable practices.
3. **Ride-sharing and Pooling Initiatives -** Increasing popularity of shared mobility options to reduce costs and environmental impact. Governments are encouraging ride-sharing to reduce traffic congestion and emissions.

4. **Smart Mobility and Technology Integration -** Integrating AI, IoT, and big data to improve fleet efficiency and customer experience anticipating demand surges during festivals or events, and monitoring vehicle performance to ensure timely maintenance, especially for EVs.

Should Goodcab Integrate Electric Vehicles or Eco-Friendly Initiatives?

Yes, by embracing EVs and eco-friendly strategies, Goodcab can not only stay competitive but also build a sustainable and future-ready business model in Tier-2 cities.

- Transitioning to EVs could reduce operational costs in the long term.
- Attracting environmentally conscious riders, especially younger demographics, can foster loyalty among environmentally conscious passengers.
- Collaborating with local governments or private players for EV charging infrastructure and promoting green energy can improve brand positioning as a forward-thinking and responsible brand.
- Shared rides can optimize fleet utilization, and can attract budget-conscious customers.
- Technology integration can reduce idle times, optimize route planning, features like real-time tracking and app-based payment options attract tech-savvy users, enhancing user experience.

4. Are there opportunities for GoodCabs 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?

1. **Hotels and Resorts -** exclusive pick-up and drop-off services, GoodCabs booking links on hotel websites and apps.
2. **Shopping Malls and Retail Outlets -** kiosks at malls for bookings or ride inquiries, discounts on rides during peak shopping seasons or events.
3. **Event Venues and Convention Centres –** to create bundled packages for attendees
4. **Tourist Attractions and Travel Agencies -** exclusive sightseeing packages
5. **Airports and Railway Stations**
6. **Restaurants and Cafes**
7. **Offices and Corporate Hubs -** to provide employee transportation services

8. Educational Institutions - to provide safe transportation for students, discounts for travel during admission periods or campus events

Benefits –

1. **Increased Trip Volume:** regular and bulk demand from partnered businesses.
2. **Improved Customer Loyalty**: Value-added services and discounts build stronger customer relationships.
3. **Broader Reach**: Partnerships provide exposure to new customer segments.
4. **Revenue Diversification**: Collaborations reduce reliance on tourism alone, ensuring steady demand year-round.
5. **Enhanced Competitive Edge**: Differentiates GoodCabs from competitors by offering unique and tailored services

Hence by forging strategic partnerships with local businesses, GoodCabs can significantly boost demand, strengthen its market presence, and position itself as a reliable, customer-focused cab service provider

5. To make Goodcabs 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 Goodcabs collect? Consider data that could provide deeper insights into customer behavior, operational efficiency, and market trends.

To make GoodCabs more data-driven and improve its performance across key metrics, the company should collect and analyze data in the following areas –

1. Customer Behavior Data -

- **Trip Data**: Pickup and drop-off locations, time of travel, commonly preferred destinations (e.g., airports, malls, tourist spots).
- **Demographics**: Age, gender, occupation, and income brackets.
- **Preferences**: Preferred payment methods (cash, cards, wallets), vehicle preferences (e.g., standard vs. premium), and ride-sharing preferences (solo or shared rides).

2. Operational Efficiency Data -

- **Driver Performance**: Punctuality, trip acceptance rates, and customer ratings; average trips completed per day/week/month.
- **Vehicle Utilization**: Fleet availability and downtime; maintenance and repair history; fuel consumption patterns.
- **Service Response Times**: Time taken for drivers to reach pickup locations; average wait times for customers.
- **Cancellation Data**: Cancellation rates (driver vs. passenger cancellations); reasons for cancellations.

3. Market and Competitor Analysis -

- **Demand Trends**: Seasonal or event-specific demand spikes; time-of-day demand variations.
- **Competitor Analysis**: Pricing strategies and promotions by competitors; unique features offered by competitors.
- **Emerging Trends**: Adoption of electric or eco-friendly vehicles in the market; popularity of ride-sharing or carpooling.

4. Marketing and Engagement Data -

- **Customer Acquisition**: Sources of new customers (referrals, social media, partnerships); effectiveness of promotional campaigns (coupons, discounts).
- **Engagement Metrics**: Email and SMS campaign open/click rates; social media engagement and reach.
- **Loyalty Program Data**: Impact of loyalty programs on repeat trip volume.

5. Financial and Pricing Data -

- **Cost Data**: Driver payouts, fuel costs, and vehicle maintenance expenses; overheads like tech infrastructure and customer support.
- **Promotional Impact**: Discounts or offers vs. resulting trip volume or new customers.

6. Geographic and Infrastructure Data -

- **Traffic Patterns**: Areas with high congestion and time impact on trips; alternate routes for quicker trips.
- **Service Coverage**: Areas with low service availability or high demand.

AD-HOC REQUESTS

1. Generate a report that displays the total trips, average fare per km, average fare per trip, and the percentage contribution of each city's trips to the overall trips. This report will help in assessing trip volume, pricing efficiency, and each city’s contribution to the overall trip count.

	city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	percentage_contribution_to_total_trips
1	Jaipur	76888	16	483	18
2	Lucknow	64299	11	147	15
3	Surat	54843	10	117	12
4	Kochi	50702	13	335	11
5	Chandigarh	38981	12	283	9
6	Indore	42456	10	179	9
7	Vadodara	32026	10	118	7
8	Visakhapatnam	28366	12	282	6
9	Coimbatore	21104	11	166	4
10	Mysore	16238	15	249	3

2. Generate a report that evaluates the target performance for trips at the monthly and city level. For each city and month, compare the actual total trips with the target trips and categorize the performance as follows:
- if actual trips are greater than target trips, mark it as "above target".
- if actual trips are less than or equal to target trips, mark it as "below target".
Additionally, calculate the % difference between actual and target trips to quantify the performance gap.

	city_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
1	Chandigarh	April	5566	6000	Below Target	-7.00
2	Chandigarh	February	7387	7000	Above Target	5.00
3	Chandigarh	January	6810	7000	Below Target	-2.00
4	Chandigarh	June	6029	6000	Above Target	0.00
5	Chandigarh	March	6569	7000	Below Target	-6.00
6	Chandigarh	May	6620	6000	Above Target	10.00
7	Coimbatore	April	3661	3500	Above Target	4.00
8	Coimbatore	February	3404	3500	Below Target	-2.00
9	Coimbatore	January	3651	3500	Above Target	4.00
10	Coimbatore	June	3158	3500	Below Target	-9.00
11	Coimbatore	March	3680	3500	Above Target	5.00
12	Coimbatore	May	3550	3500	Above Target	1.00
13	Indore	April	7415	7500	Below Target	-1.00
14	Indore	February	7210	7000	Above Target	3.00
15	Indore	January	6737	7000	Below Target	-3.00
16	Indore	June	6288	7500	Below Target	-16.00
17	Indore	March	7019	7000	Above Target	0.00
18	Indore	May	7787	7500	Above Target	3.00
19	Jaipur	April	11406	9500	Above Target	20.00
20	Jaipur	February	15872	13000	Above Target	22.00
21	Jaipur	January	14976	13000	Above Target	15.00
22	Jaipur	June	9842	9500	Above Target	3.00
23	Jaipur	March	13317	13000	Above Target	2.00
24	Jaipur	May	11475	9500	Above Target	20.00

	city_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
25	Kochi	April	9762	9000	Above Target	8.00
26	Kochi	February	7688	7500	Above Target	2.00
27	Kochi	January	7344	7500	Below Target	-2.00
28	Kochi	June	6399	9000	Below Target	-28.00
29	Kochi	March	9495	7500	Above Target	26.00
30	Kochi	May	10014	9000	Above Target	11.00
31	Lucknow	April	10212	11000	Below Target	-7.00
32	Lucknow	February	12060	13000	Below Target	-7.00
33	Lucknow	January	10858	13000	Below Target	-16.00
34	Lucknow	June	10240	11000	Below Target	-6.00
35	Lucknow	March	11224	13000	Below Target	-13.00
36	Lucknow	May	9705	11000	Below Target	-11.00
37	Mysore	April	2603	2500	Above Target	4.00
38	Mysore	February	2668	2000	Above Target	33.00
39	Mysore	January	2485	2000	Above Target	24.00
40	Mysore	June	2842	2500	Above Target	13.00
41	Mysore	March	2633	2000	Above Target	31.00
42	Mysore	May	3007	2500	Above Target	20.00
43	Surat	April	9831	10000	Below Target	-1.00
44	Surat	February	9069	9000	Above Target	0.00
45	Surat	January	8358	9000	Below Target	-7.00
46	Surat	June	8544	10000	Below Target	-14.00
47	Surat	March	9267	9000	Above Target	2.00
48	Surat	May	9774	10000	Below Target	-2.00

	city_name	month_name	actual_trips	target_trips	performance_status	percentage_difference
38	Mysore	February	2668	2000	Above Target	33.00
39	Mysore	January	2485	2000	Above Target	24.00
40	Mysore	June	2842	2500	Above Target	13.00
41	Mysore	March	2633	2000	Above Target	31.00
42	Mysore	May	3007	2500	Above Target	20.00
43	Surat	April	9831	10000	Below Target	-1.00
44	Surat	February	9069	9000	Above Target	0.00
45	Surat	January	8358	9000	Below Target	-7.00
46	Surat	June	8544	10000	Below Target	-14.00
47	Surat	March	9267	9000	Above Target	2.00
48	Surat	May	9774	10000	Below Target	-2.00
49	Vadodara	April	5941	6500	Below Target	-8.00
50	Vadodara	February	5228	6000	Below Target	-12.00
51	Vadodara	January	4775	6000	Below Target	-20.00
52	Vadodara	June	4685	6500	Below Target	-27.00
53	Vadodara	March	5598	6000	Below Target	-6.00
54	Vadodara	May	5799	6500	Below Target	-10.00
55	Visakhapatnam	April	4938	5000	Below Target	-1.00
56	Visakhapatnam	February	4793	4500	Above Target	6.00
57	Visakhapatnam	January	4468	4500	Below Target	0.00
58	Visakhapatnam	June	4478	5000	Below Target	-10.00
59	Visakhapatnam	March	4877	4500	Above Target	8.00
60	Visakhapatnam	May	4812	5000	Below Target	-3.00

3. Generate a report that shows the percentage distribution of repeat passengers by the number of trips they have taken in each city. Calculate the percentage of repeat passengers who took 2-trips, 3-trips, and so on up to 10-trips.

	city_name	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
1	Chandigarh	32.31	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
2	Coimbatore	11.21	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
3	Indore	34.34	22.69	13.40	10.34	6.85	5.24	3.26	2.38	1.51
4	Jaipur	50.14	20.73	12.12	6.29	4.13	2.52	1.90	1.20	0.97
5	Kochi	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
6	Lucknow	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10
7	Mysore	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
8	Surat	9.76	14.26	16.55	19.75	18.45	11.89	6.24	1.74	1.35
9	Vadodara	9.87	14.17	16.52	18.06	19.08	12.86	5.78	2.05	1.61
10	Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92

4. Generate a report that calculates the total number of new passengers for each city and ranks them based on this value. Identify the top 3 cities with the highest number of new passengers as well as the bottom 3 cities with the lowest number of new passengers, categorizing them as 'Top 3 ' or 'Bottom 3 ' accordingly

	city_name	total_new_passengers	city_category
1	Jaipur	45856	Top 3
2	Kochi	26416	Top 3
3	Chandigarh	18908	Top 3
4	Lucknow	16260	
5	Indore	14863	
6	Visakhapatnam	12747	
7	Mysore	11681	
8	Surat	11626	Bottom 3
9	Vadodara	10127	Bottom 3
10	Coimbatore	8514	Bottom 3

5. Generate a report that identifies the month with the highest revenue for each city. For each city, display the month_name, the revenue amount for that month, and the percentage contribution of that month's revenue to the city's total revenue.

	city_name	highest_revenue_month	revenue	percentage_contribution
1	Chandigarh	February	2108290	19.07
2	Coimbatore	April	612431	17.38
3	Indore	May	1380996	18.09
4	Jaipur	February	7747202	20.82
5	Kochi	May	3333746	19.61
6	Lucknow	February	1777269	18.78
7	Mysore	May	745170	18.38
8	Surat	April	1154909	17.96
9	Vadodara	April	706250	18.60
10	Visakhapatnam	April	1390682	17.34

6. Generates a report that calculates two metrics:
6.1. Monthly Repeat Passenger Rate: Calculate the repeat passenger rate for each city and month by comparing the number of repeat passengers
to the total passengers.
6.2. City-wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

	city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
1	Chandigarh	April	5566	3070	55.00	51.00
2	Chandigarh	February	7387	3283	44.00	51.00
3	Chandigarh	January	6810	2890	42.00	51.00
4	Chandigarh	June	6029	3599	59.00	51.00
5	Chandigarh	March	6569	3341	50.00	51.00
6	Chandigarh	May	6620	3890	58.00	51.00
7	Coimbatore	April	3661	2419	66.00	59.00
8	Coimbatore	February	3404	1757	51.00	59.00
9	Coimbatore	January	3651	1829	50.00	59.00
10	Coimbatore	June	3158	1932	61.00	59.00
11	Coimbatore	March	3680	2142	58.00	59.00
12	Coimbatore	May	3550	2511	70.00	59.00
13	Indore	April	7415	5064	68.00	64.00
14	Indore	February	7210	4332	60.00	64.00
15	Indore	January	6737	3894	57.00	64.00
16	Indore	June	6288	4267	67.00	64.00
17	Indore	March	7019	4277	60.00	64.00
18	Indore	May	7787	5759	73.00	64.00
19	Jaipur	April	11406	5286	46.00	40.00
20	Jaipur	February	15872	5083	32.00	40.00
21	Jaipur	January	14976	4553	30.00	40.00
22	Jaipur	June	9842	4067	41.00	40.00
23	Jaipur	March	13317	5900	44.00	40.00
24	Jaipur	May	11475	6143	53.00	40.00

	city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
25	Kochi	April	9762	4823	49.00	47.00
26	Kochi	February	7688	3321	43.00	47.00
27	Kochi	January	7344	2479	33.00	47.00
28	Kochi	June	6399	3388	52.00	47.00
29	Kochi	March	9495	4630	48.00	47.00
30	Kochi	May	10014	5645	56.00	47.00
31	Lucknow	April	10212	7901	77.00	74.00
32	Lucknow	February	12060	8531	70.00	74.00
33	Lucknow	January	10858	7393	68.00	74.00
34	Lucknow	June	10240	8269	80.00	74.00
35	Lucknow	March	11224	8065	71.00	74.00
36	Lucknow	May	9705	7880	81.00	74.00
37	Mysore	April	2603	767	29.00	28.00
38	Mysore	February	2668	561	21.00	28.00
39	Mysore	January	2485	528	21.00	28.00
40	Mysore	June	2842	968	34.00	28.00
41	Mysore	March	2633	647	24.00	28.00
42	Mysore	May	3007	1086	36.00	28.00
43	Surat	April	9831	7988	81.00	78.00
44	Surat	February	9069	6815	75.00	78.00
45	Surat	January	8358	5926	70.00	78.00
46	Surat	June	8544	7004	81.00	78.00
47	Surat	March	9267	7321	79.00	78.00
48	Surat	May	9774	8163	83.00	78.00

	city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
37	Mysore	April	2603	767	29.00	28.00
38	Mysore	February	2668	561	21.00	28.00
39	Mysore	January	2485	528	21.00	28.00
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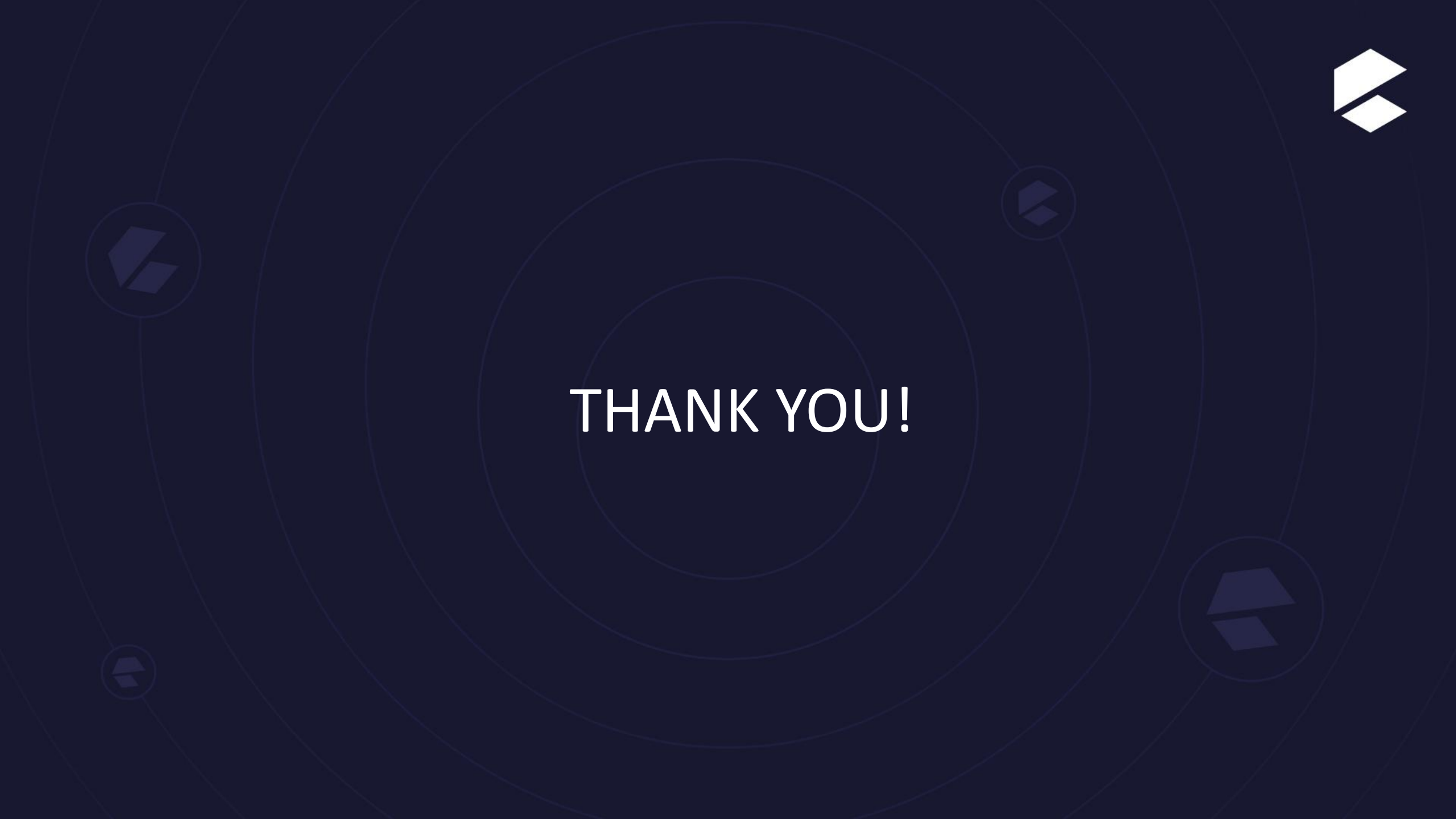
46	Surat	June	8544	7004	81.00	78.00
47	Surat	March	9267	7321	79.00	78.00
48	Surat	May	9774	8163	83.00	78.00
49	Vadodara	April	5941	4304	72.00	68.00
50	Vadodara	February	5228	3082	58.00	68.00
51	Vadodara	January	4775	2686	56.00	68.00
52	Vadodara	June	4685	3581	76.00	68.00
53	Vadodara	March	5598	3835	68.00	68.00
54	Vadodara	May	5799	4411	76.00	68.00
55	Visakhapatnam	April	4938	3093	62.00	55.00
56	Visakhapatnam	February	4793	2413	50.00	55.00
57	Visakhapatnam	January	4468	1955	43.00	55.00
58	Visakhapatnam	June	4478	2578	57.00	55.00
59	Visakhapatnam	March	4877	2707	55.00	55.00
60	Visakhapatnam	May	4812	2873	59.00	55.00

RECOMMENDATIONS

1. **City-specific strategies for marketing and resource allocation** – based on unique demographics, demand patterns, event calendars, and economic dominance(tourism and business).
2. **Dynamic Pricing Strategy** - based on demand surges, traffic conditions, and time of day.
3. **Gradual adoption of EVs on a pilot basis & highlight eco-friendly practices** - promote the use of EVs, fuel-efficient vehicles, and carbon offset programs in marketing campaigns.
4. **Expand strategic partnerships** – by strengthening collaboration with more hotels, event organizers, restaurants, malls, colleges and schools, and corporations.
5. **Leverage technology** - for demand prediction, route optimization, and fleet management.
6. **Provide regular training to drivers** - on safety, local cultural and tourist insights, and customer engagement.
7. **Collect additional data** – customer behavior, operations, competitors, marketing and engagement, financials, and geographic data.

CONCLUSION

These insights and recommendations provide GoodCabs with a comprehensive strategy to enhance operational efficiency, improve customer satisfaction, and strengthen market competitiveness across varied city demographics and market dynamics. By focusing on sustainability, leveraging technology, and adopting a customer-centric approach, GoodCabs is well-positioned to achieve its ambitious 2024 targets and establish itself as a leader in the tier-2 city cab service market. These strategies will not only drive immediate growth but also lay the foundation for long-term success and resilience in an evolving industry.


THANK YOU!