

GoodCabs Performance Analysis

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Company and Project Overview

About GoodCabs

GoodCabs is a ride-hailing service dedicated to offering convenient, reliable, and efficient urban mobility solutions. With a wide network of drivers and a growing user base, GoodCabs aims to continuously improve customer satisfaction and operational excellence while optimizing business performance across various zones and cities.

Project Details

This Power BI-driven performance analysis was initiated to address business challenges related to operational efficiency, customer experience, and data-driven decision-making. Based on defined business requests, the project explores:

- Driver performance trends
- City and zone-wise ride distribution
- Customer behavior and ride satisfaction
- Revenue and cost performance

The ultimate goal is to equip GoodCabs' decision-makers with actionable insights that align with key business objectives, including increasing ride bookings, reducing cancellations, and improving overall profitability.






Business Expectations


To support data-driven decisions, the leadership team at GoodCabs outlined specific business expectations for this performance analysis project. These include:

- **Improved Operational Efficiency**
Identify performance gaps across cities, zones, and drivers to streamline ride operations and reduce wait/cancellation times.
- **Enhanced Customer Experience**
Analyze customer ratings and feedback trends to uncover service shortcomings and suggest areas of improvement.
- **Revenue Growth Insights**
Uncover high-performing zones and peak time windows to optimize pricing and driver allocation strategies.
- **Informed Strategic Planning**
Deliver visual, interactive dashboards that enable management to track KPIs in real-time and support long-term growth strategies.
- **Data-Backed Decision Support**
Enable teams to move away from guesswork by empowering stakeholders with precise, easy-to-interpret insights from the data.

Overall Performance

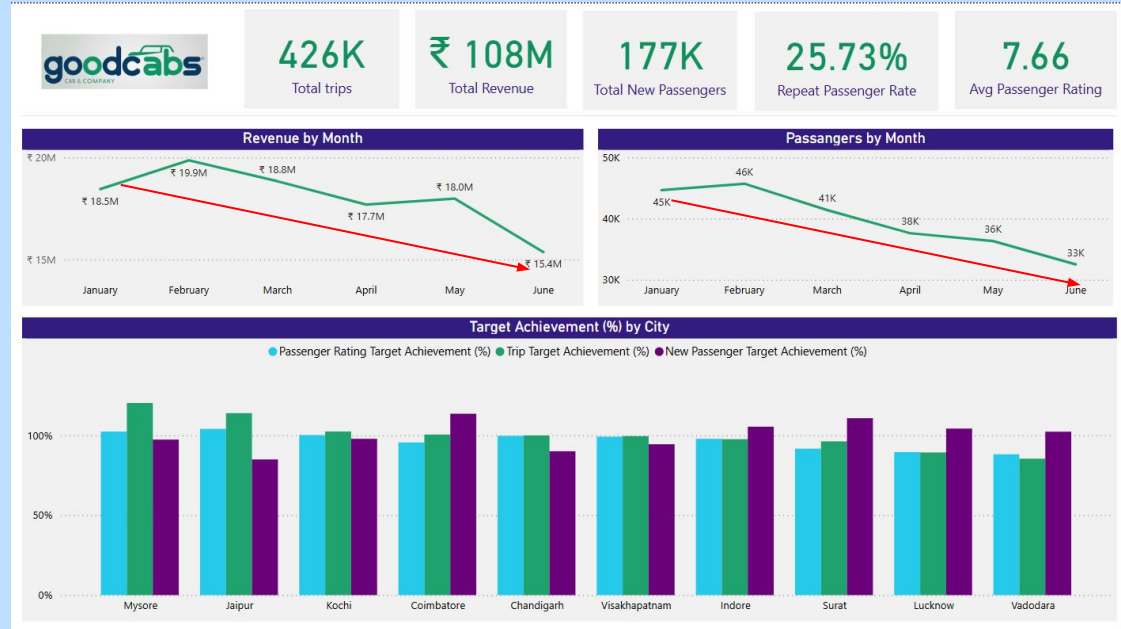
Key Insights

-  **Total Trips:** 426K
-  **Total Revenue:** ₹108M
-  **Average Passenger Rating:** 7.66
-  **New Passengers:** 177K
-  **Repeat Passenger Rate:** 25.73%

 **Decline in Revenue and Passengers over Time**

 **Passenger Rating Target Achievement and Trip Target Achievement are poor in Lucknow and Vadodara**

 **New passenger targets not met well at all in Jaipur**



City-Wise Performance

Key Insights

📍 **Jaipur:** Highest trips (76.8K) & revenue (20.8%) but poor new passenger growth

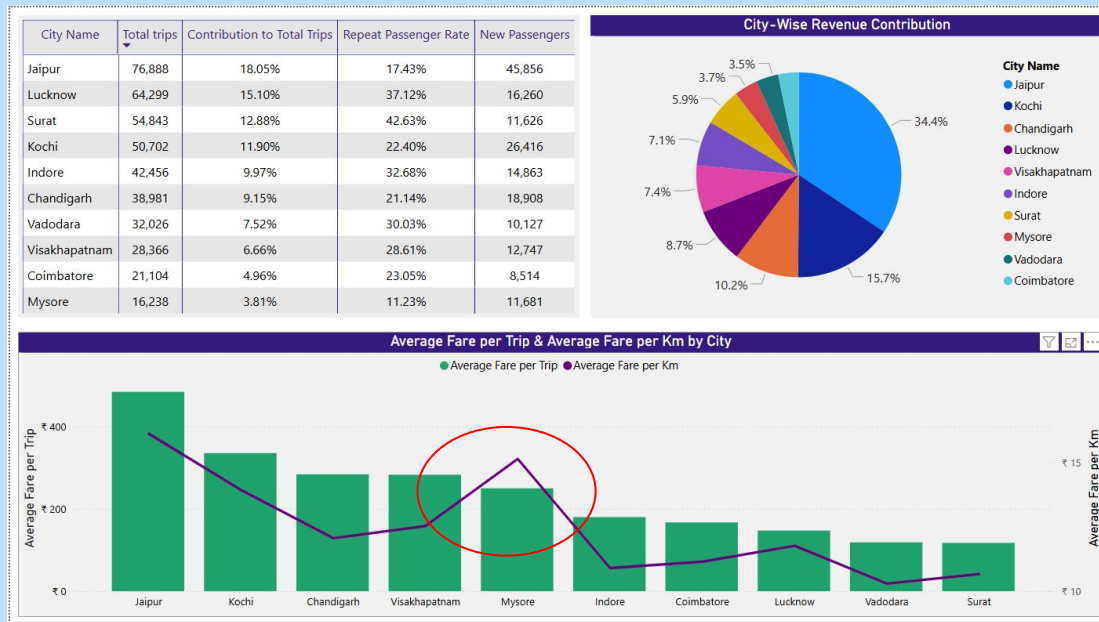
🌟 **Kochi & Chandigarh:** Strong across trips, revenue, and new passengers

📊 **Mysore & Vadodara:** Low trips & weak passenger acquisition

🔄 **Surat:** Top repeat rate (42.6%) with moderate trip volume


⚠️ **Lucknow:** High trips but poor trip & rating target achievement


? **Mysore** has unusually High Average Fare per Km despite having a low Average Fare per Trip





Repeat Passenger & Loyalty Analysis


Key Insights


 **Surat, Lucknow, Indore:** Highest repeat rates – strong customer loyalty

 **Mysore & Jaipur:** Lowest repeat rates – need for retention strategies

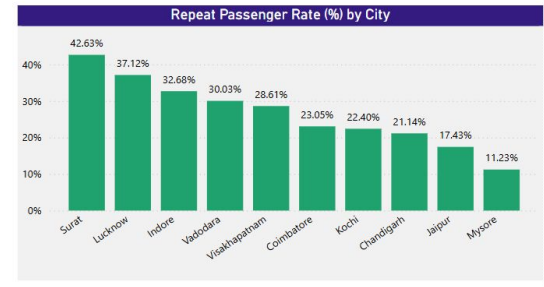
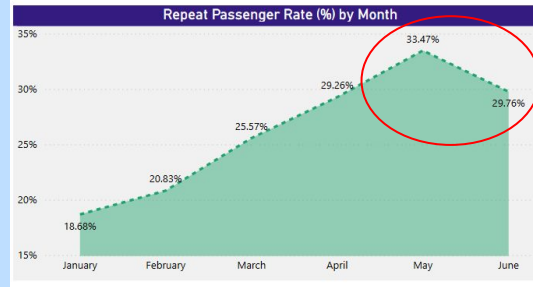
 **May:** Peak in repeat usage – ideal for loyalty campaigns

 **Drop in repeat rates** during June – may signal service or seasonal issues.

 **Visakhapatnam & Mysore:** Over **50%** of users return for a 2nd trip

 **Repeat sharply drops** after 4th or 5th trip in most cities

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



Growth & Rankings Analysis

Key Insights

🏆 **Jaipur, Kochi, Chandigarh:** Top 3 in new passenger count and revenue contribution

📉 **Vadodara, Coimbatore, Surat:** Bottom 3 in new passenger count – highlight for marketing push

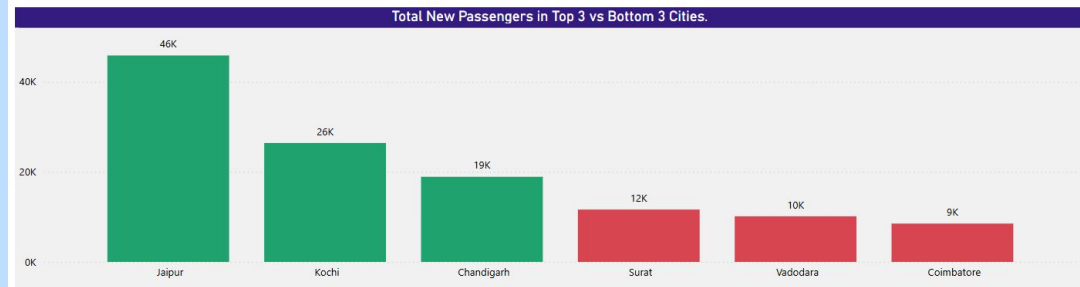
📅 **February, April, and May :** Highest revenue months across cities

⚠️ **Disparity in monthly performance** suggests need for targeted promotions during slower months

📊 **Consistent monthly contribution** from Kochi & Indore – steady and scalable markets

? **Jaipur's Dominance :** Even in the Top 3, Jaipur clean sweeps the other two cities in terms of New Passengers.

City Name	Highest Revenue Month	Revenue for this Month	Total Revenue	% Contribution to Total Revenue
Coimbatore	April	₹ 6,12,431	₹ 35,23,992	17.38%
Surat	April	₹ 11,54,909	₹ 64,31,599	17.96%
Vadodara	April	₹ 7,06,250	₹ 37,97,200	18.60%
Visakhapatnam	April	₹ 13,90,682	₹ 80,18,282	17.34%
Chandigarh	February	₹ 21,08,290	₹ 1,10,58,401	19.07%
Jaipur	February	₹ 77,47,202	₹ 3,72,07,497	20.82%
Lucknow	February	₹ 17,77,269	₹ 94,63,551	18.78%
Indore	May	₹ 13,80,996	₹ 76,35,228	18.09%
Kochi	May	₹ 33,33,746	₹ 1,69,97,596	19.61%
Mysore	May	₹ 7,45,170	₹ 40,54,745	18.38%



Strategic Recommendations

- 1. Strengthen Customer Retention in Weak Loyalty Cities :** Launch loyalty programs and trip-based rewards in Mysore, Jaipur, and Coimbatore. These cities show low repeat trip rates (11%–23%) despite decent new passenger counts, indicating weak long-term engagement
- 2. Drive Passenger Acquisition in Low-Growth Cities :** Deploy city-specific promotions, referral discounts, and local marketing in Vadodara, Coimbatore, and Surat. These cities are consistently in the bottom 3 for new passengers, despite reasonable trip infrastructure.
- 3. Align Fleet Allocation to Seasonal Demand Trends :** Reallocate driver supply to align with peak repeat usage months (March, May) and boost coverage during high-volume hours. Usage peaks in March (33%) and May (29%), showing key windows to maximize loyalty and reduce missed rides
- 4. Optimize Fare Strategies in Saturated or High-Churn Cities :** Test flexible pricing or cashback in cities with high fare-per-trip but poor retention, such as Jaipur. Jaipur leads in revenue and trips but shows low new customer and repeat ride rates, pointing to price sensitivity or saturation
- 5. Improve KPI Target Achievement in Underperforming Cities :** Introduce driver training, performance reviews, and feedback loops in cities like Lucknow, where targets are missed despite high volume. Lucknow has high trip counts but fails to meet trip and rating targets, indicating operational inefficiency