

**Goodcabs** is a two-year-old cab service company thriving in tier-2 cities across India.

- Operating in 10 cities, it focuses on supporting local drivers, delivering excellent passenger experiences, and fostering sustainable growth.

### **Problem Statement**

- To achieve its ambitious 2024 performance targets, GoodCabs tasked the data analytics team with assessing:

Trip volume

Repeat passenger rate

Passenger satisfaction

Balance between new and repeat passengers

### **Project Objective:**

- Analyze dataset to address key Business Questions on City - Level Trip Performance, Passenger Trends, Revenue Patterns, and Target Achievement.

Present findings in a clear and visually engaging manner to assist the Chief of Operations in making informed strategic decisions.

# Good cabs Performance dashboard



Finance



Sales



Marketing





Operations



Executive







FILTERS

Passenger Type

new

repeated

Day Type

Weekday

Weekend


City


All


Month


All


PM = Previous Month


Finance

Sales

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Executive

Home

Revenue

Repeat Passenger Revenue

Weekday Revenue

New Passenger Revenue

Weekend Revenue

108.19M

54.72M

47.43M

53.46M

60.76M

Revenue Performance Overview

City	Revenue	PM Revenue	Mom%	% Contribution to Monthly Revenue
<div>+ Jaipur</div>	37.21M	32.42M	14.8%▲	34.39%
<div>+ Kochi</div>	17.00M	14.86M	14.4%▲	15.71%
<div>+ Chandigarh</div>	11.06M	9.34M	18.4%▲	10.22%
<div>+ Lucknow</div>	9.46M	7.96M	18.9%▲	8.75%
<div>+ Visakhapatnam</div>	8.02M	6.75M	18.7%▲	7.41%
<div>+ Indore</div>	7.64M	6.50M	17.5%▲	7.06%
<div>+ Surat</div>	6.43M	5.43M	18.4%▲	5.94%
<div>+ Mysore</div>	4.05M	3.34M	21.4%▲	3.75%
<div>+ Vadodara</div>	3.80M	3.24M	17.3%▲	3.51%
<div>+ Coimbatore</div>	3.52M	3.00M	17.7%▲	3.26%
Total	108.19M	92.83M	16.5%	100.00%

Monthly Revenue by Contribution

17.06%

18.36%

17.41%

16.36%

16.62%

14.19%

January

February

March

April

May

June

Revenue Contribution by Passenger Type

14M

23M

8M

9M

7M

2M

6M

6M

5M

1M

5M

3M

4M

4M

3M

1M

2M

1M

1M

3M

Jaipur

Kochi

Lucknow

Chandigarh

Surat

Indore

Visakhapatn...

Vadodara

Coimbatore

Mysore

Repeat

new

Revenue Contribution by Day Type

13M

24M

7M

3M

7M

10M

5M

6M

4M

2M

3M

5M

3M

4M

2M

2M

2M

2M

1M

3M

Jaipur

Lucknow

Kochi

Chandigarh

Surat

Visakhapatn...

Indore

Vadodara

Coimbatore

Mysore

Weekday

weekend



GoodTAXI

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Passenger Type

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City

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Change Growth/Decrease  
Depending the compare

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Revenue

425.90K

New Trips

177.00K

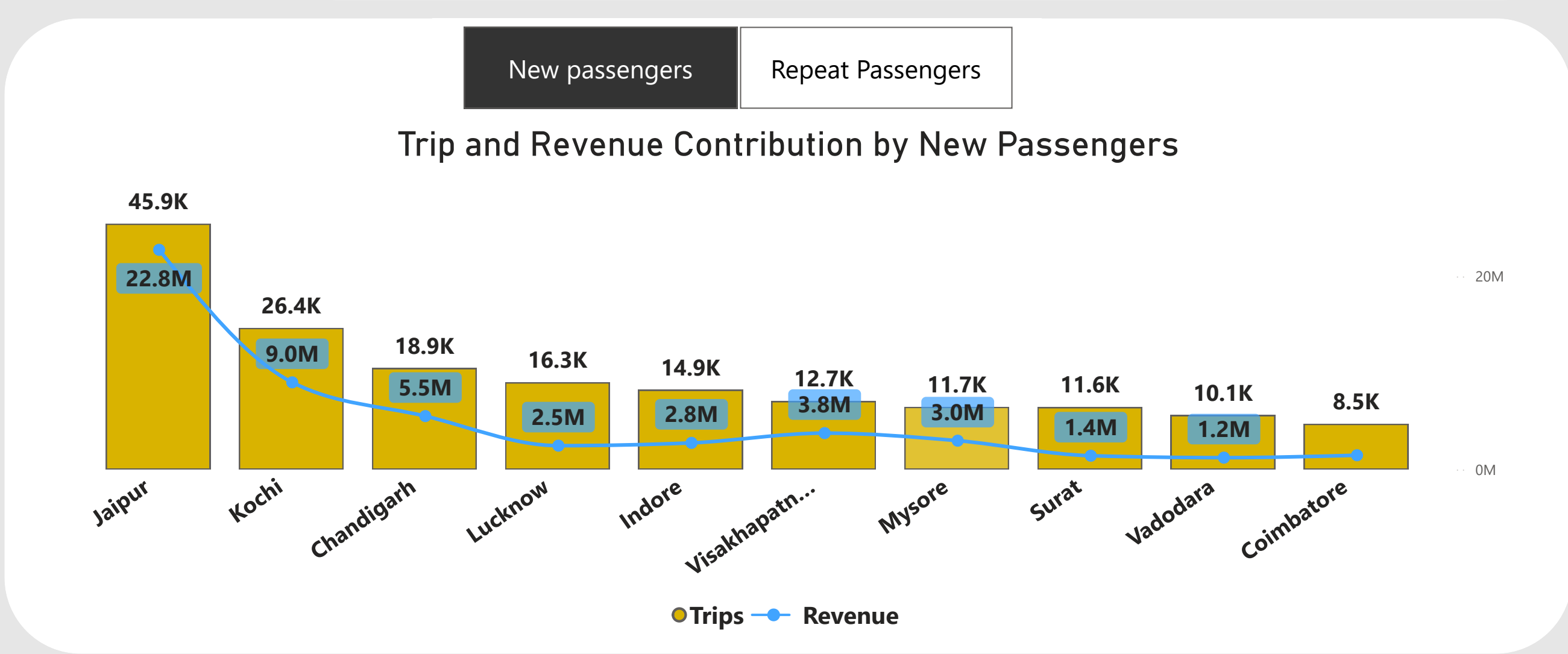
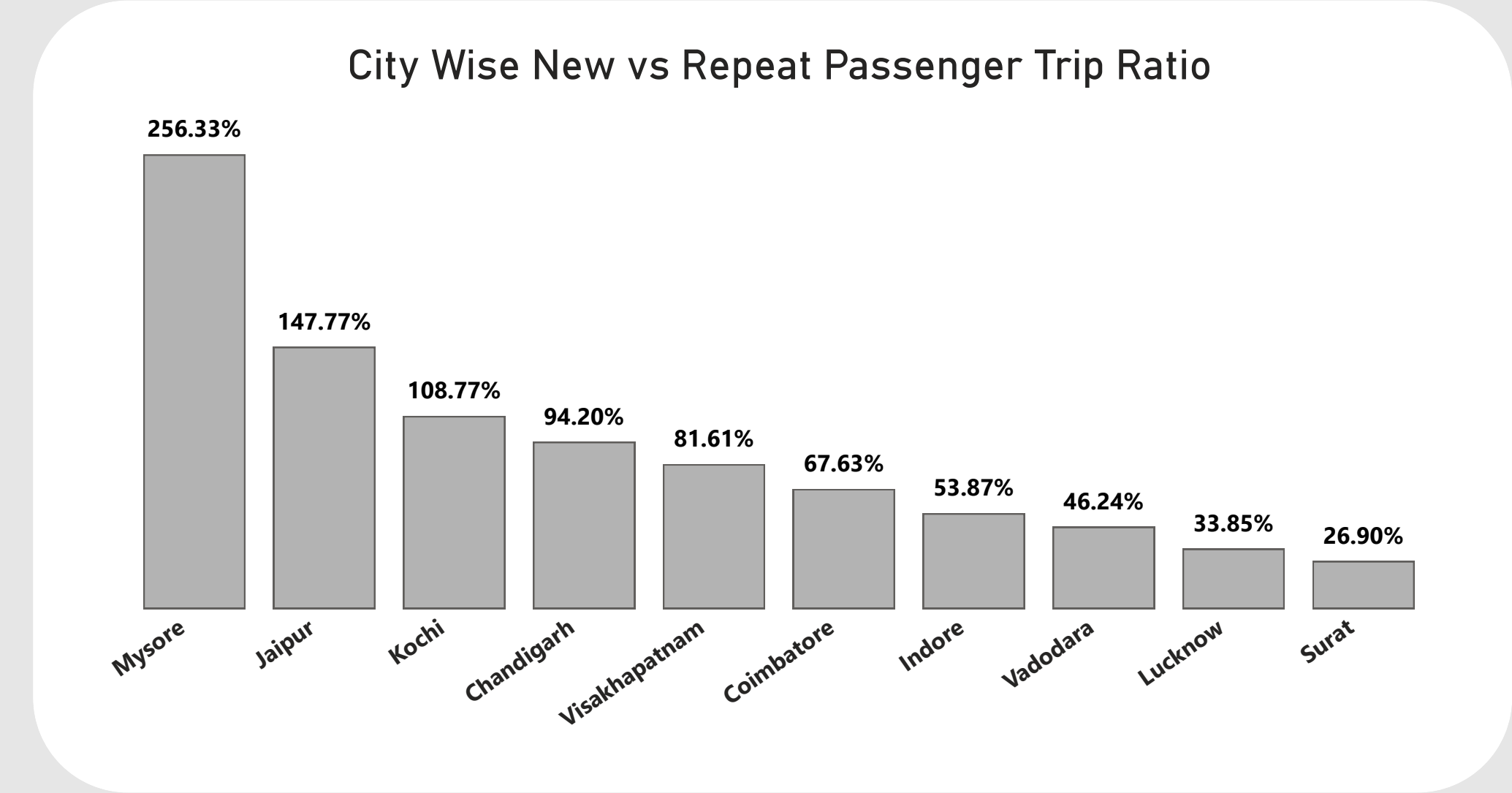
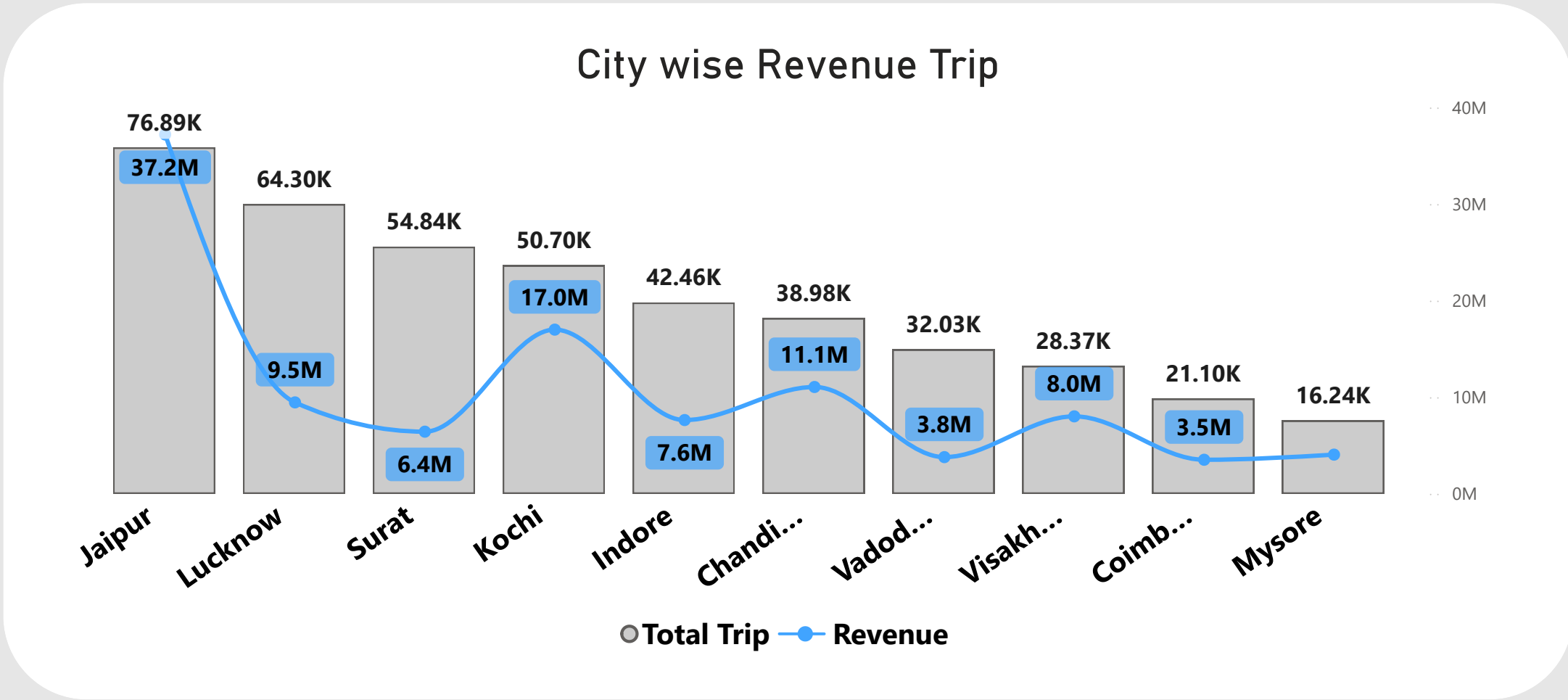
Repeated Trips

248.91K

New vs Repeated Percentage%

71.11%

Trip Performance Overview					
city	Total Trip	PM Trip Revenue	Chg	Mom Trip%	% Trip Contribution
<div><div></div>Jaipur</div>	76.89K	67.05K	9842	14.68%▲	18.05%
<div><div></div>Lucknow</div>	64.30K	54.06K	10240	18.94%▲	15.10%
<div><div></div>Surat</div>	54.84K	46.30K	8544	18.45%▲	12.88%
<div><div></div>Kochi</div>	50.70K	44.30K	6399	14.44%▲	11.90%
<div><div></div>Indore</div>	42.46K	36.17K	6288	17.39%▲	9.97%
<div><div></div>Chandigarh</div>	38.98K	32.95K	6029	18.30%▲	9.15%
<div><div></div>Vadodara</div>	32.03K	27.34K	4685	17.14%▲	7.52%
<div><div></div>Visakhapatnam</div>	28.37K	23.89K	4478	18.75%▲	6.66%
<div><div></div>Coimbatore</div>	21.10K	17.95K	3158	17.60%▲	4.96%
<div><div></div>Mysore</div>	16.24K	13.40K	2842	21.22%▲	3.81%
Total	425.90K	363.40K	62505	17.20%	100.00%







FILTERS

Passenger Type

new

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Rate

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Total Passenger

238.31K

New Passenger

177.00K

Repeated Passenger

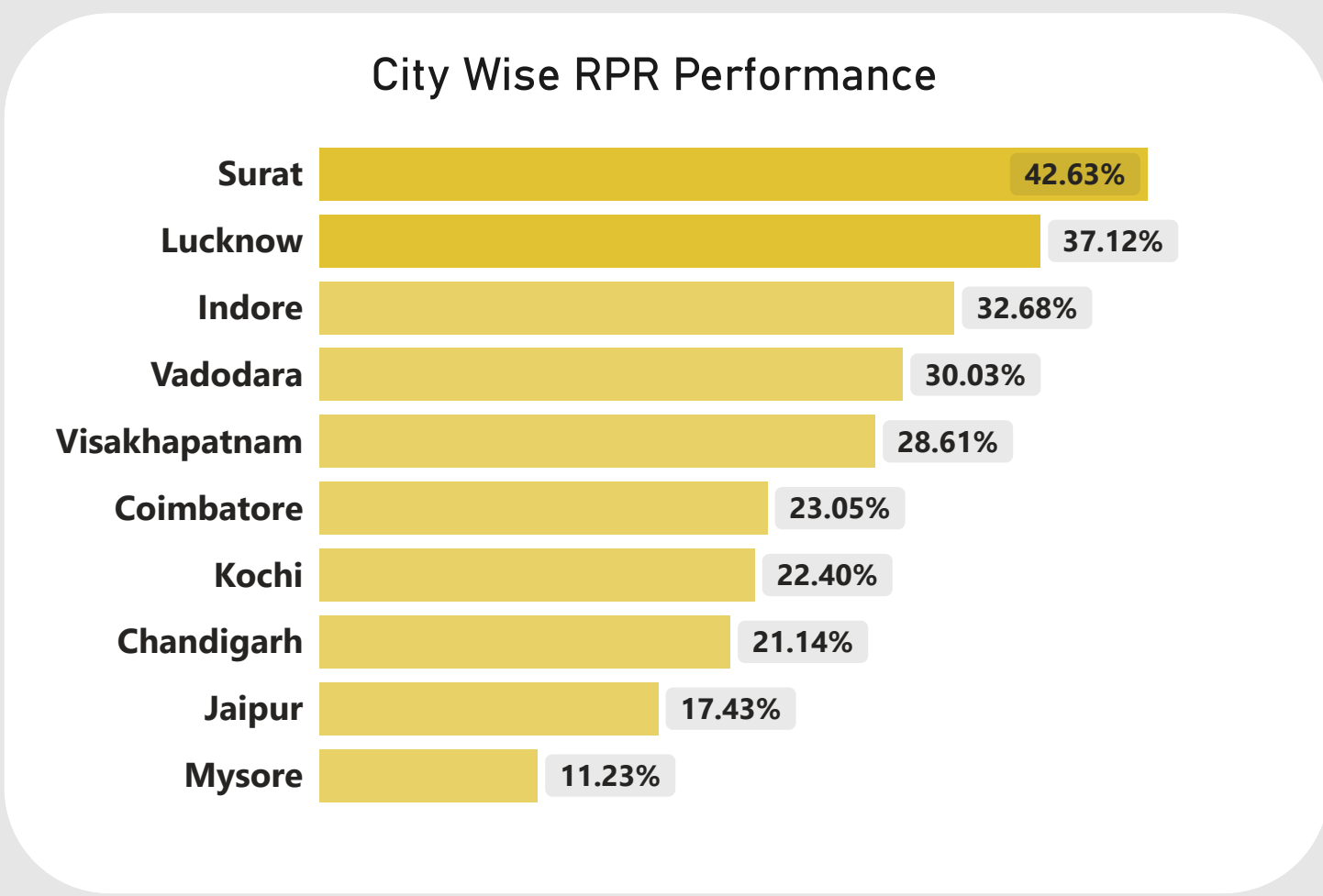
61.31K

RPR %

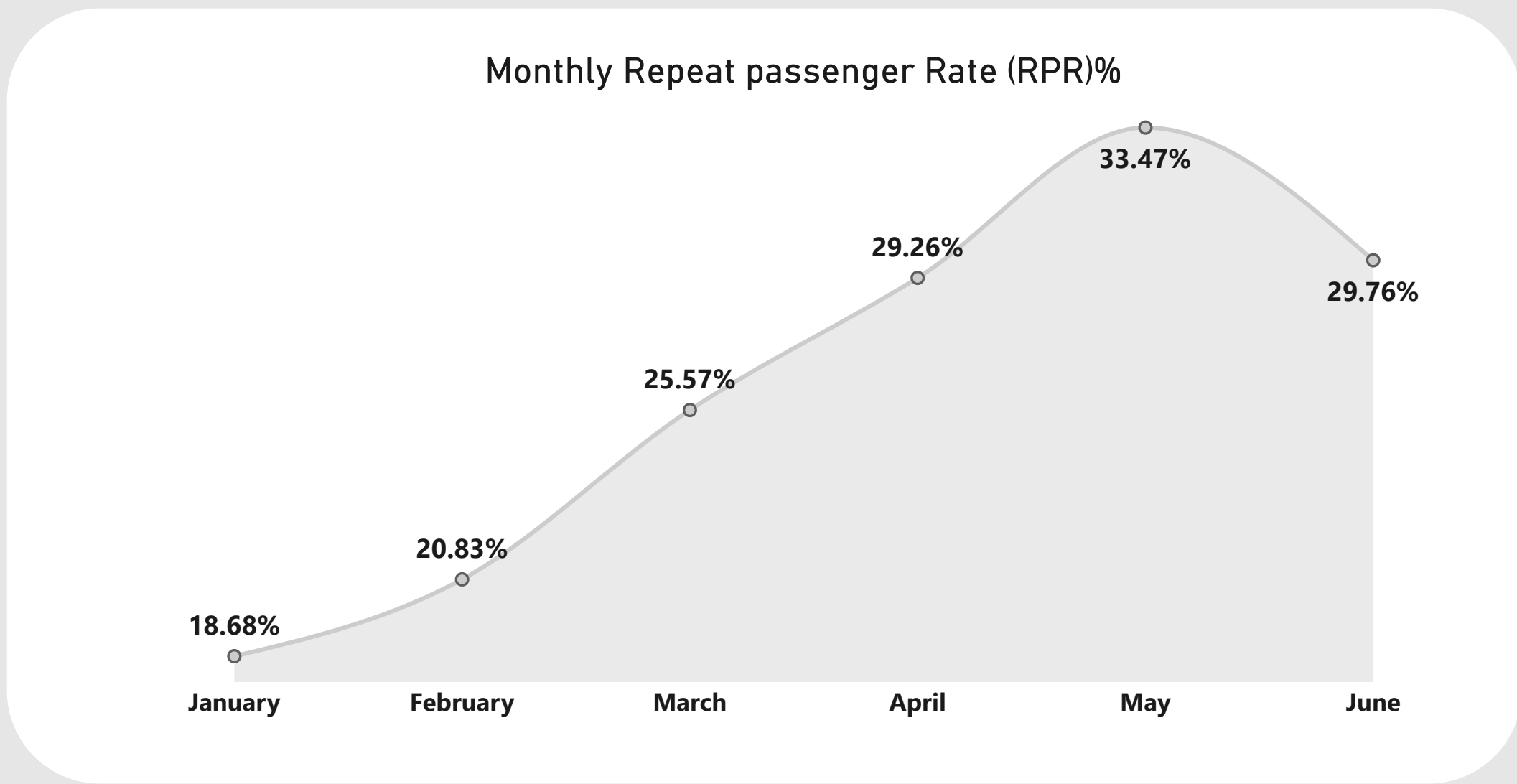
25.73%

Passenger Performance Overview			
city	Total Passengers	new Passenger	Repeated Passenger
<div><div></div><div>+</div></div> Jaipur	55.54K	45.86K	9.68K
<div><div></div><div>+</div></div> Lucknow	25.86K	16.26K	9.60K
<div><div></div><div>+</div></div> Surat	20.26K	11.63K	8.64K
<div><div></div><div>+</div></div> Kochi	34.04K	26.42K	7.63K
<div><div></div><div>+</div></div> Indore	22.08K	14.86K	7.22K
<div><div></div><div>+</div></div> Visakhapatnam	17.86K	12.75K	5.11K
<div><div></div><div>+</div></div> Chandigarh	23.98K	18.91K	5.07K
<div><div></div><div>+</div></div> Vadodara	14.47K	10.13K	4.35K
<div><div></div><div>+</div></div> Coimbatore	11.07K	8.51K	2.55K
<div><div></div><div>+</div></div> Mysore	13.16K	11.68K	1.48K
Total	238.31K	177.00K	61.31K

New Passenger Performance			
city	new Passenger	PM passengers Revenue	Mom Passangers%
<div><div></div><div>+</div></div> Mysore	11.68K	9.81K	19.11%
<div><div></div><div>+</div></div> Visakhapatnam	12.75K	10.85K	17.52%
<div><div></div><div>+</div></div> Coimbatore	8.51K	7.29K	16.82%
<div><div></div><div>+</div></div> Indore	14.86K	12.84K	15.74%
<div><div></div><div>+</div></div> Surat	11.63K	10.09K	15.27%
<div><div></div><div>+</div></div> Chandigarh	18.91K	16.48K	14.75%
<div><div></div><div>+</div></div> Jaipur	45.86K	40.08K	14.41%
<div><div></div><div>+</div></div> Lucknow	16.26K	14.29K	13.79%
<div><div></div><div>+</div></div> Kochi	26.42K	23.41K	12.86%
<div><div></div><div>+</div></div> Vadodara	10.13K	9.02K	12.24%
Total	177.00K	154.15K	14.82%



Repeat Passenger Trip Frequency									
city	2_Trip	3_Trip	4_Trip	5_Trip	6_Trip	7_Trip	8_Trip	9_Trip	10_Trip
<div><div></div><div>+</div></div> Mysore	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	48.75%	0.47%
<div><div></div><div>+</div></div> Kochi	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	47.67%	0.81%
<div><div></div><div>+</div></div> Visakhapatnam	51.25%	24.96%	9.98%	5.44%	3.19%	1.98%	1.39%	51.25%	0.92%
<div><div></div><div>+</div></div> Jaipur	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	50.14%	0.97%
<div><div></div><div>+</div></div> Lucknow	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	9.66%	1.10%
<div><div></div><div>+</div></div> Coimbatore	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	11.21%	1.22%
<div><div></div><div>+</div></div> Surat	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	9.76%	1.35%
<div><div></div><div>+</div></div> Indore	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	34.34%	1.51%
<div><div></div><div>+</div></div> Vadodara	9.87%	14.17%	16.52%	18.06%	19.08%	12.86%	5.78%	9.87%	1.61%
<div><div></div><div>+</div></div> Chandigarh	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	32.31%	1.79%
Total	30.06%	19.17%	14.09%	12.42%	10.77%	6.73%	3.88%	30.06%	1.20%





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new

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All

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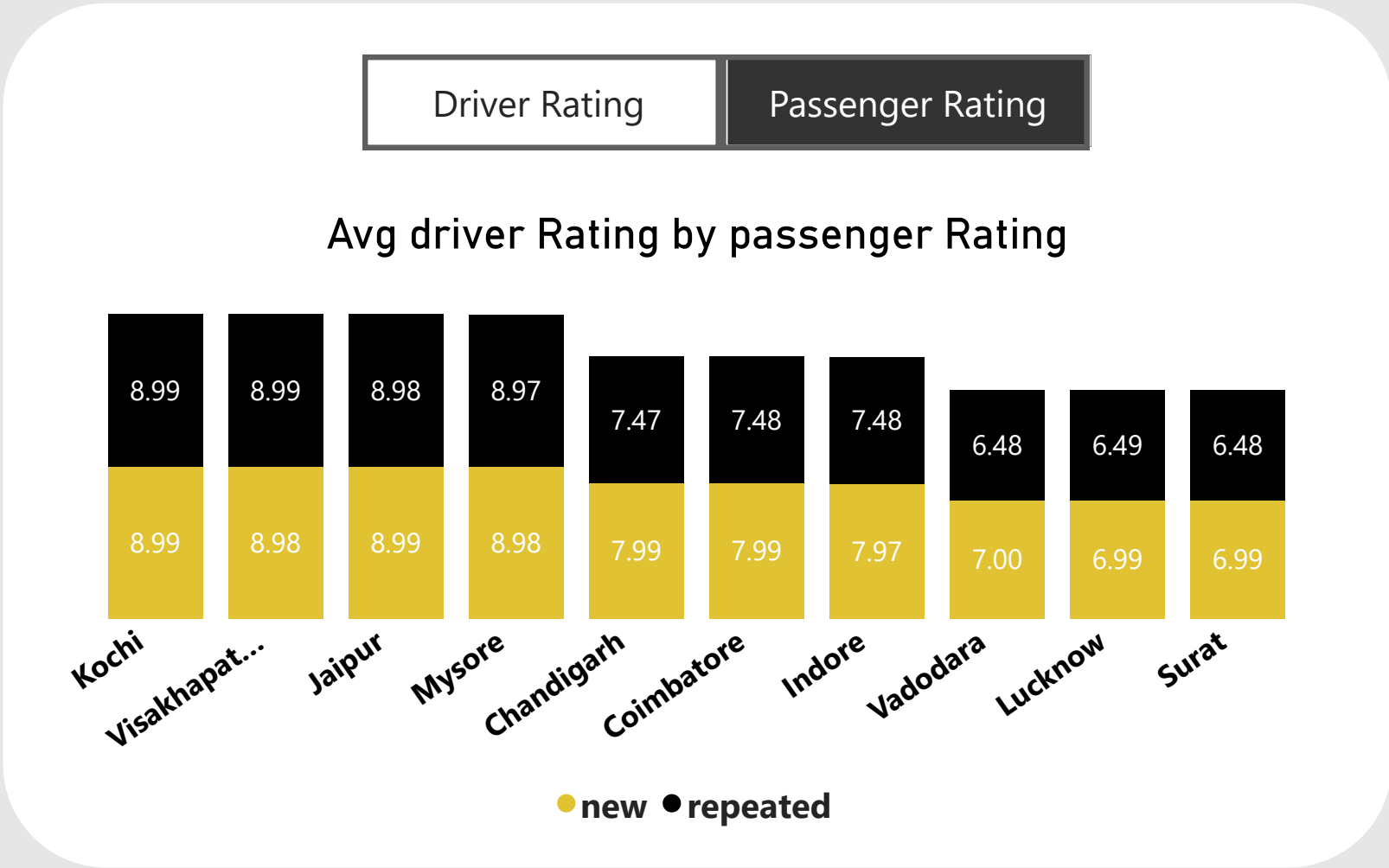
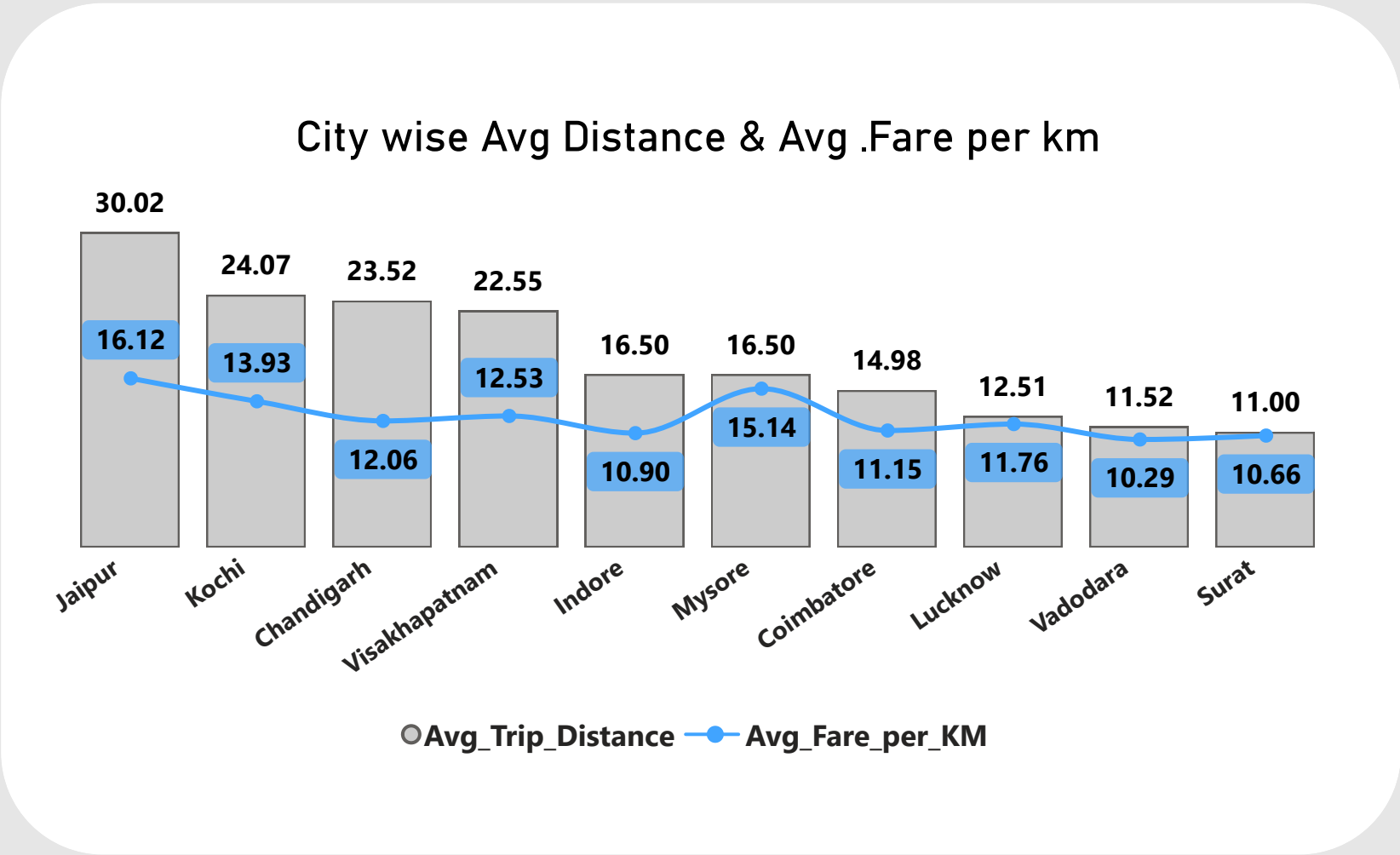
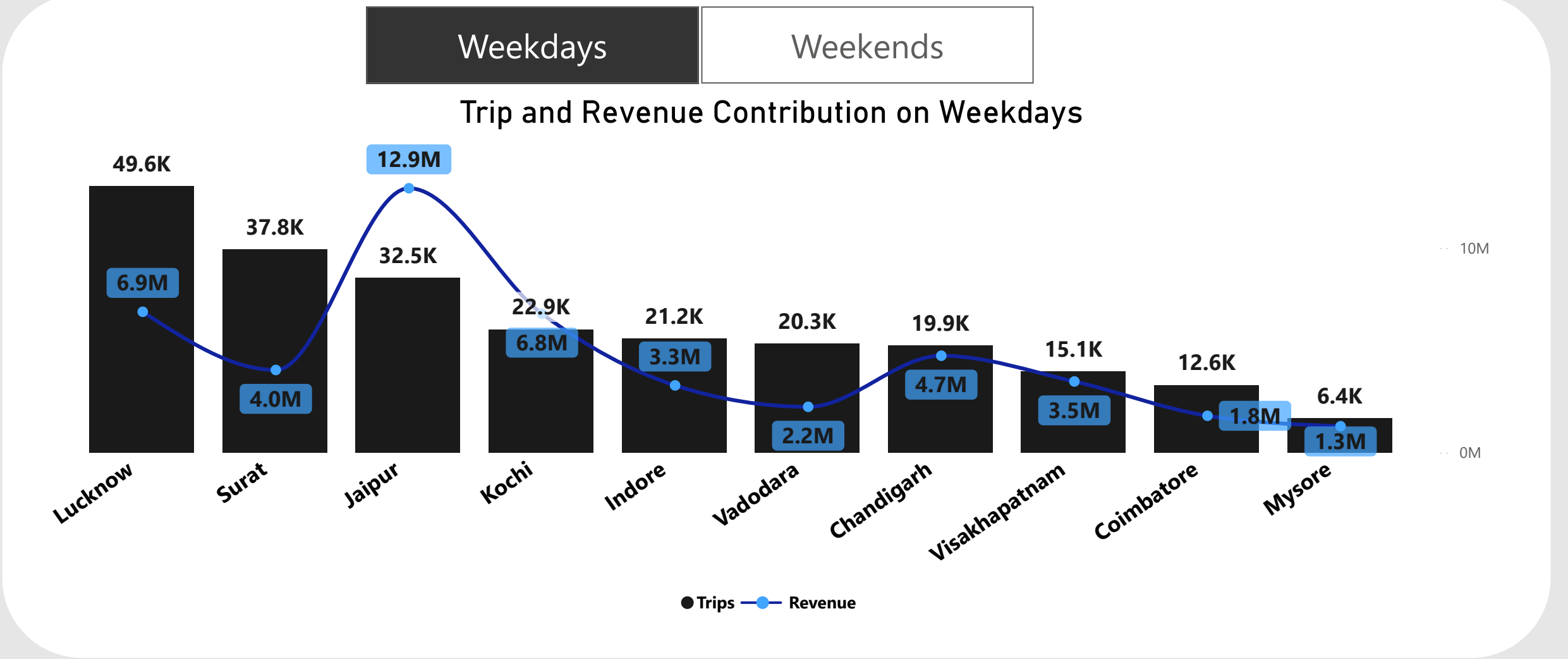
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Total Distance Km	Avg Fare Per Km	Avg Trip Distance	Avg Fare Per Km	Avg passenger Rating	Avg Driver Rating
8.15M	254.02	19.13	13.28	7.66	7.83

Trip Metrics					
city	Total Trip	Avg Fare per Trip	Total Distance km	Max Trip Distance	Min Trip Distance
<div>+ Jaipur</div>	76.89K	483.92	2308.42K	45.00	15.00
<div>+ Chandigarh</div>	38.98K	283.69	916.78K	35.00	12.00
<div>+ Kochi</div>	50.70K	335.25	1220.17K	38.00	10.00
<div>+ Visakhapatnam</div>	28.37K	282.67	639.77K	35.00	10.00
<div>+ Coimbatore</div>	21.10K	166.98	316.12K	22.00	8.00
<div>+ Indore</div>	42.46K	179.84	700.63K	25.00	8.00
<div>+ Mysore</div>	16.24K	249.71	267.88K	25.00	8.00
<div>+ Lucknow</div>	64.30K	147.18	804.57K	20.00	5.00
<div>+ Surat</div>	54.84K	117.27	603.12K	17.00	5.00
<div>+ Vadodara</div>	32.03K	118.57	368.87K	18.00	5.00
Total	425.90K	254.02	8146.32K	45.00	5.00



Passenger Rating Performance			
city	Avg_passenger Rating	PM passengers Rating	Mom Rating%
<div>+ Surat</div>	6.42	6.43	-0.17%
<div>+ Lucknow</div>	6.49	6.52	-0.41%
<div>+ Vadodara</div>	6.61	6.64	-0.45%
<div>+ Indore</div>	7.83	7.84	-0.11%
<div>+ Coimbatore</div>	7.88	7.89	-0.07%
<div>+ Chandigarh</div>	7.98	7.99	-0.19%
<div>+ Visakhapatna</div>	8.43	8.44	-0.07%
<div>+ Kochi</div>	8.52	8.52	-0.07%
<div>+ Jaipur</div>	8.58	8.58	-0.01%
<div>+ Mysore</div>	8.70	8.72	-0.19%
Total	7.66	7.68	-0.26%





GoodTAXI

FILTERS

Passenger Type

new

repeated

Day Type

Weekday

Weekend

City

All



Month

All



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Home



Revenue

108.19M

Total Trip

425.90K

Total Passenger

238.31K

New vs Repeat Ratio%

71.11%

RPR%

25.73%

Avg Passenger Rating

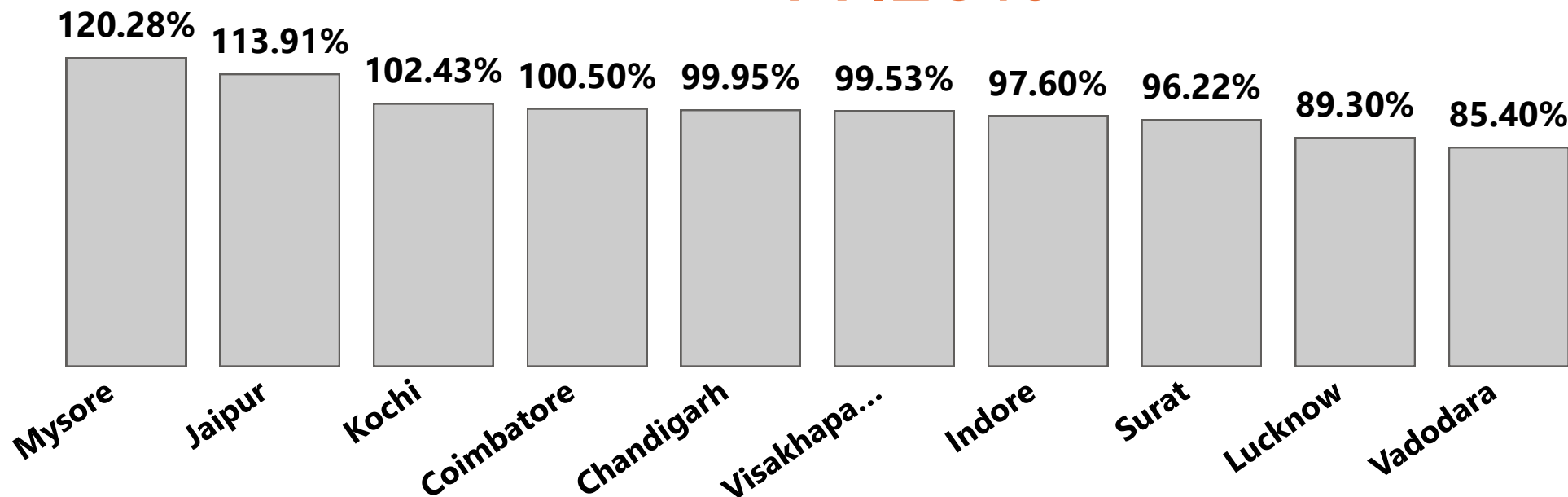
7.66

City Contribution by Preference Overview

city	Total Trip	Revenue	Total Passengers	RPR (%)
+ Chandigarh	38.98K	11.06M	23.98K	21.14%
+ Coimbatore	21.10K	3.52M	11.07K	23.05%
+ Indore	42.46K	7.64M	22.08K	32.68%
+ Jaipur	76.89K	37.21M	55.54K	17.43%
+ Kochi	50.70K	17.00M	34.04K	22.40%
+ Lucknow	64.30K	9.46M	25.86K	37.12%
+ Mysore	16.24K	4.05M	13.16K	11.23%
+ Surat	54.84K	6.43M	20.26K	42.63%
+ Vadodara	32.03K	3.80M	14.47K	30.03%
+ Visakhapatnam	28.37K	8.02M	17.86K	28.61%
Total	425.90K	108.19M	238.31K	25.73%

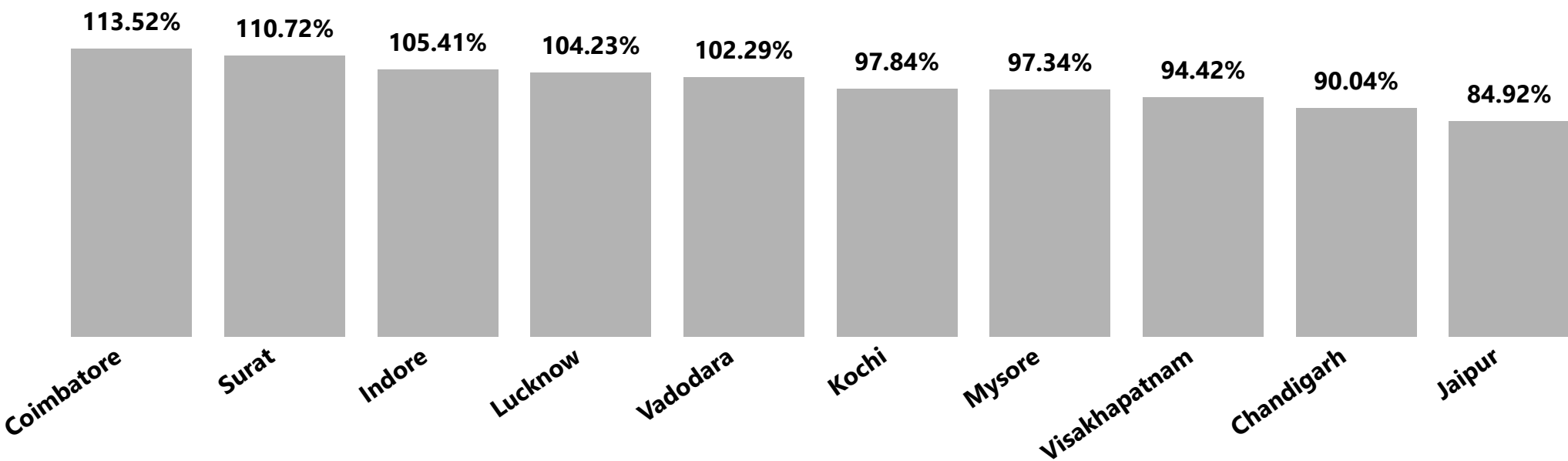
Trips Target Achievement Rate

99.28%



New Passenger Target Achievement Rate

95.62%



Average Passenger Rating Target Achievement Rate

96.06%

