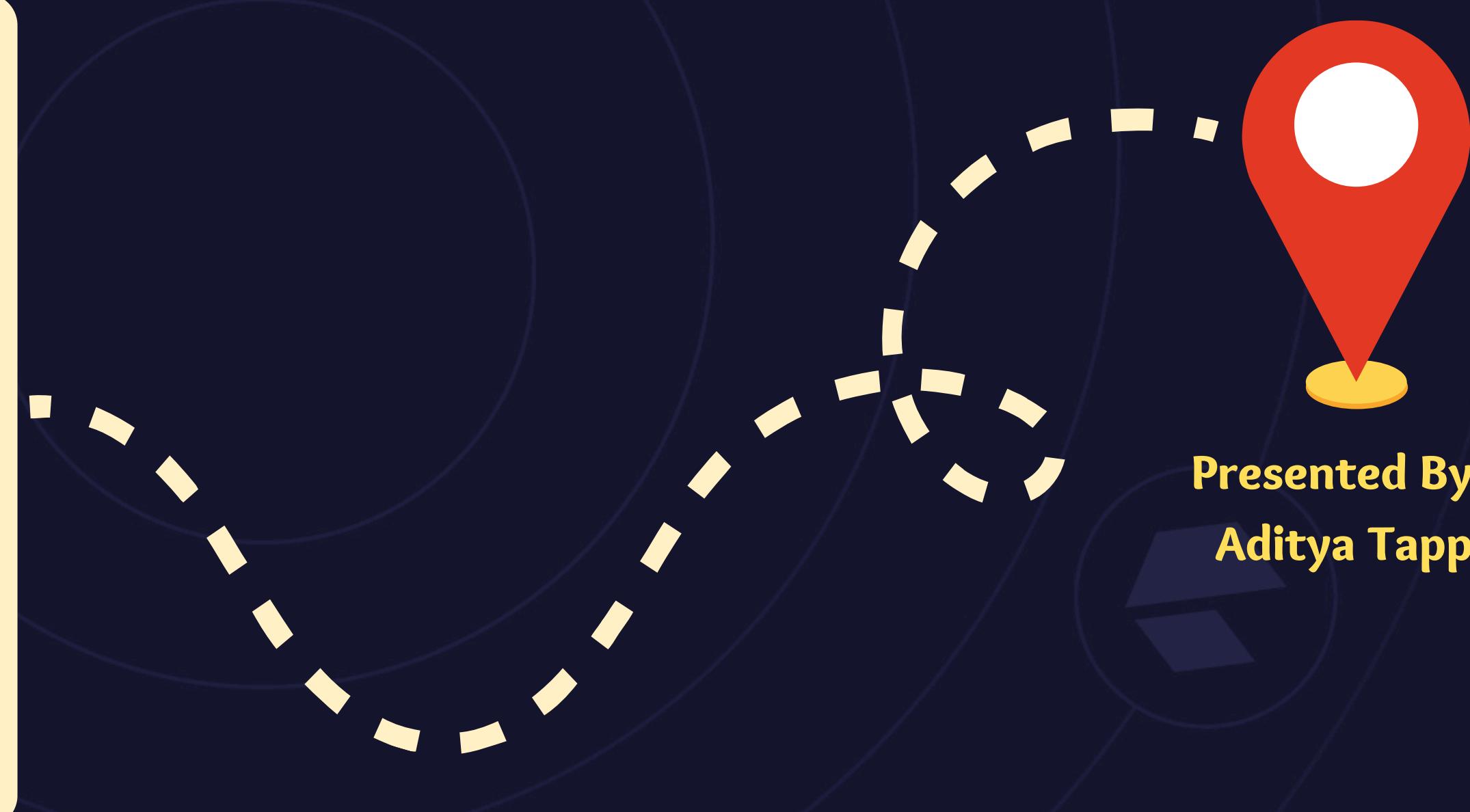




GoodCabs Analysis

RPC #13 : Provide Insights to Chief of Operations in Transportation Domain



Presented By :-
Aditya Tappu

AGENDA

Introduction

Problem Statement

Objectives

Ad Hoc Requests

Dashboard Overview

Primary & Secondary Questions

Insights & Recommendations



INTRODUCTION



Goodcabs, founded in 2022, is a rising cab service company like Ola, Uber etc making waves in the Indian market by focusing on tier-2 cities.

It is Dedicated to empowering local drivers and providing exceptional service.
Goodcabs operates in ten cities across India.

With a mission to foster sustainability and customer satisfaction, the company has set ambitious goals for 2024 to accelerate growth and elevate passenger experiences.

PROBLEM STATEMENT



Goodcabs management wants to evaluate key metrics like:

- Trip volume
- Passenger satisfaction
- Repeat passenger rate
- Trip distribution
- Balance between new and repeat passengers

The Chief of Operations, Bruce Haryali, requires these insights urgently.

Since Tony, the analytics manager, is busy with another project, this task has been assigned to me.

I must deliver clear and actionable insights to Bruce within the given timeline.

OBJECTIVES

- Review the datasets to understand the data thoroughly.
- Generate SQL reports for business questions from the Ad Hoc Requests provided from Chief of Operations
- Create a simple, easy-to-understand dashboard to showcase analysis.
- Answer key questions from the provided document using tools : SQL & Power BI.
- Preparing a convincing presentation with insights and recommendations.

DATA SET

trips_db

1. dim_city
2. dim_date
3. fact_passenger_summary (Aggregated Data)
4. dim_repeat_trip_distribution (Aggregated Data)
5. fact_trips

targets_db

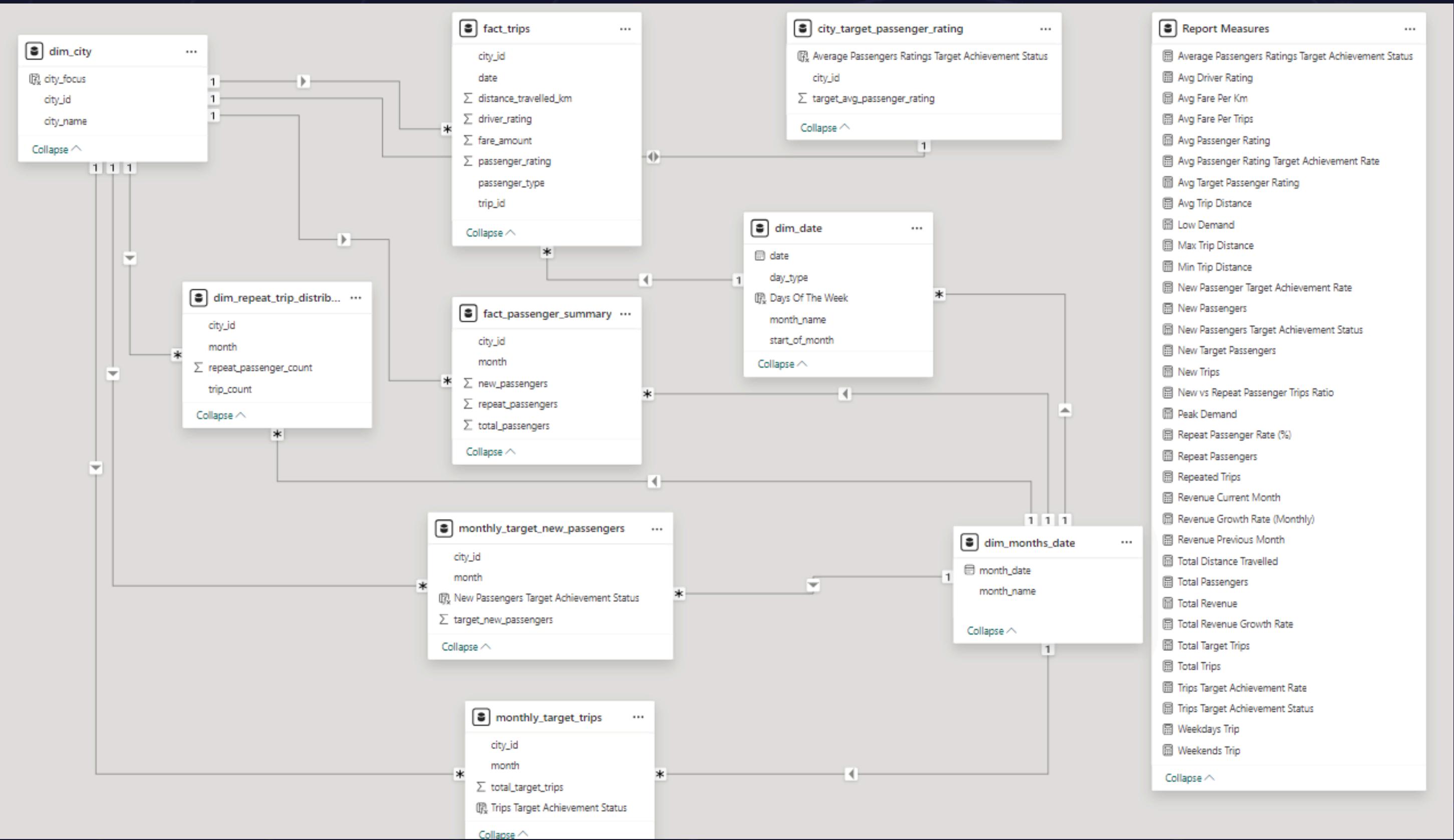
1. city_target_passenger_rating
2. monthly_target_new_passengers
3. monthly_target_trips

TOOLS USED

- SQL for Ad Hoc Requests & Database Import
- Power Bi For Data Visualization & Dashboard
- Canva For Presentation Preparation
- Chatgpt for Understanding Complex Topics & Business Understanding
- OBS Studio For Audio & Video Recording & Editing



DATA MODEL



AD HOC REQUESTS



Business Requests

Note:

- Start by importing the 'trips_db' and 'targets_db' databases into MySQL Workbench. Craft SQL queries to address the specified business questions. Save these queries in an SQL file and upload it to GitHub. Share the GitHub link and include query outputs in your presentation.

Business Request - 1: City-Level Fare and Trip Summary Report

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.

Fields:

- city_name
- total_trips
- avg_fare_per_km
- avg_fare_per_trip
- %_contribution_to_total_trips

Business Request - 2: Monthly City-Level Trips Target Performance Report

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 categorise 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.

Fields:

- City_name
- month_name
- actual_trips
- target_trips
- performance_status
- %_difference



Business Request - 3: City-Level Repeat Passenger Trip Frequency Report

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.

Each column should represent a trip count category, displaying the percentage of repeat passengers who fall into that category out of the total repeat passengers for that city.

This report will help identify cities with high repeat trip frequency, which can indicate strong customer loyalty or frequent usage patterns.

- Fields: city_name, 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, 10-Trips

Business Request - 4: Identify Cities with Highest and Lowest Total New Passengers

Generate a report that calculates the total 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, categorising them as "Top 3" or "Bottom 3" accordingly.

Fields:

- city_name
- total_new_passengers
- city_category ("Top 3" or "Bottom 3")

Business Request - 5: Identify Month with Highest Revenue for Each City

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.

Fields:

- city_name
- highest_revenue_month
- revenue
- percentage_contribution (%)



Business Request - 6: Repeat Passenger Rate Analysis

Generate a report that calculates two metrics:

- 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.
- City-wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behaviour for each city.

Fields:

- city_name
- month
- total_passengers
- repeat_passengers
- monthly_repeat_passenger_rate (%): Repeat passenger rate at the city and month level
- city_repeat_passenger_rate (%): Overall repeat passenger rate for each city, aggregated across months

Note: The submissions are evaluated based on the query readability, logic, and also presentation of the results.

Business Request-1: City-Level Fare and Trip Summary Report.



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	pct_contribution_to_total_trips
Jaipur	76888	16	484	18.05
Lucknow	64299	12	147	15.10
Surat	54843	11	117	12.88
Kochi	50702	14	335	11.90
Indore	42456	11	180	9.97
Chandigarh	38981	12	284	9.15
Vadodara	32026	10	119	7.52
Visakhapatnam	28366	13	283	6.66
Coimbatore	21104	11	167	4.96
Mysore	16238	15	250	3.81

Business Request-2: Monthly City-Level Trips Target Performance Report



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 categorise 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	pct_difference
Chandigarh	April	3480	6000	Below Target	-42.00
Chandigarh	May	4061	6000	Below Target	-32.32
Chandigarh	June	9480	6000	Above Target	58.00
Coimbatore	January	2914	3500	Below Target	-16.74
Coimbatore	February	2697	3500	Below Target	-22.94
Coimbatore	March	3410	3500	Below Target	-2.57
Coimbatore	April	2910	3500	Below Target	-16.86
Coimbatore	May	2852	3500	Below Target	-18.51
Coimbatore	June	3150	3500	Below Target	-10.00
Indore	January	4898	7000	Below Target	-30.03
Indore	February	4118	7000	Below Target	-41.17
Indore	March	4929	7000	Below Target	-29.59
Indore	April	5010	7500	Below Target	-33.20
Indore	May	5394	7500	Below Target	-28.08
Indore	June	9660	7500	Above Target	28.80
Jaipur	January	8897	13000	Below Target	-31.56

Business Request-3: City-Level Repeat Passenger Trip Frequency Report



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. Each column should represent a trip count category, displaying the percentage of repeat passengers who fall into that category out of the total repeat passengers for that city. This report will help identify cities with high repeat trip frequency, which can indicate strong customer loyalty or frequent usage patterns.

	city_name	2_Trips	3_Trips	4_Trips	5_Trips	6_Trips	7_Trips	8_Trips	9_Trips	10_Trips
▶	Jaipur	60.14	33.28	13.64	8.30	6.24	3.22	3.04	1.61	1.30
	Visakhapatnam	54.81	33.27	11.90	7.98	4.99	2.74	1.77	1.08	1.37
	Mysore	54.10	31.40	14.61	8.05	6.25	2.58	2.12	1.27	0.86
	Kochi	53.68	27.52	15.50	7.80	4.97	2.97	1.93	1.69	1.19
	Indore	39.22	28.78	15.96	11.62	8.34	6.01	4.17	3.40	2.29
	Chandigarh	38.19	25.28	24.45	16.53	9.34	7.74	4.31	3.10	2.18
	Coimbatore	15.67	18.25	17.41	25.29	22.42	11.67	8.09	3.33	2.50
	Vadodara	13.61	18.63	20.77	20.04	22.46	15.25	8.06	2.42	2.13
	Lucknow	13.54	18.53	20.04	24.60	25.20	14.24	9.09	2.89	1.34
	Surat	12.12	17.72	23.15	30.91	23.38	17.09	8.70	2.28	2.28

Business Request-4: Identify Cities with Highest and Lowest Total New Passengers



Generate a report that calculates the total 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, categorising them as "Top 3" or "Bottom 3" accordingly.

	city_name	total_new_passengers	city_category
▶	Jaipur	45856	Top 3
	Kochi	26416	Top 3
	Chandigarh	18908	Top 3
	Coimbatore	8514	Bottom 3
	Vadodara	10127	Bottom 3
	Surat	11626	Bottom 3

Business Request-5: Identify Month with Highest Revenue for Each City



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
▶	Jaipur	February	7747202	20.82
	Kochi	May	3333746	19.61
	Chandigarh	February	2108290	19.07
	Lucknow	February	1777269	18.78
	Vadodara	April	706250	18.60
	Mysore	May	745170	18.38
	Indore	May	1380996	18.09
	Surat	April	1154909	17.96
	Coimbatore	April	612431	17.38
	Visakhapatnam	April	1390682	17.34

Business Request-6: Repeat Passenger Rate Analysis



Generate a report that calculates two metrics:

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.
2. City-wide Repeat Passenger Rate: Calculate the overall repeat passenger rate for each city, considering all passengers across months.

These metrics will provide insights into monthly repeat trends as well as the overall repeat behaviour for each city.

city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
Chandigarh	January	4640	720	15.52	21.14
	February	4957	853	17.21	21.14
	March	4100	872	21.27	21.14
	April	3285	789	24.02	21.14
	May	3699	969	26.20	21.14
	June	3297	867	26.30	21.14
Coimbatore	January	2214	392	17.71	23.05
	February	1993	346	17.36	23.05
	March	1965	427	21.73	23.05
	April	1722	480	27.87	23.05
	May	1543	504	32.66	23.05
	June	1628	402	24.69	23.05

DASHBOARD OVERVIEW



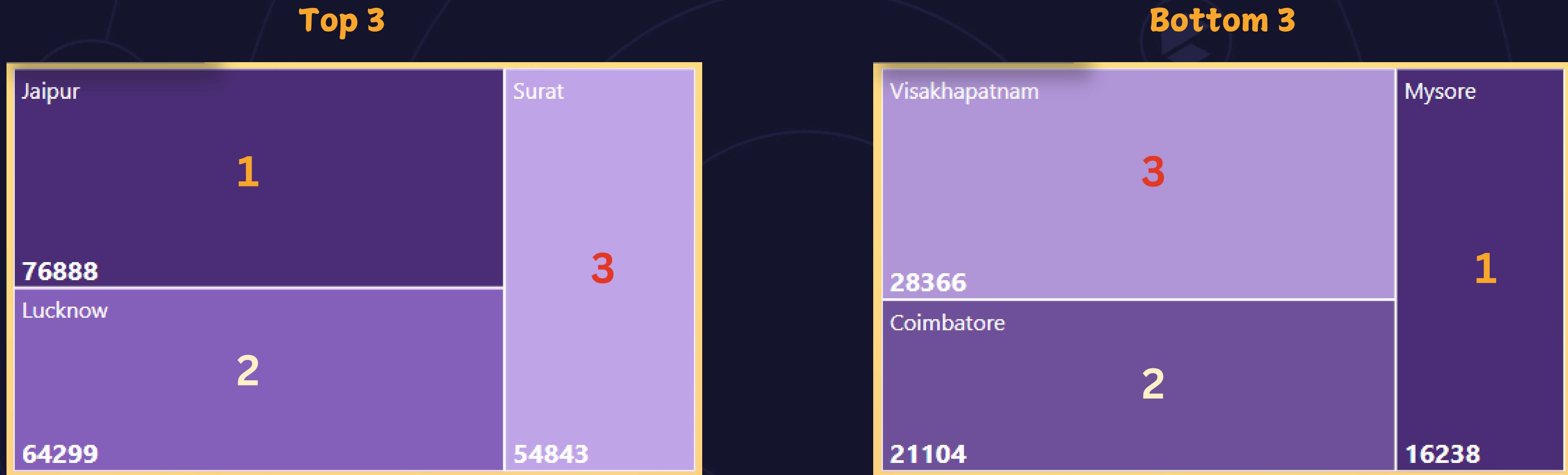
GoodCabs Dashboard



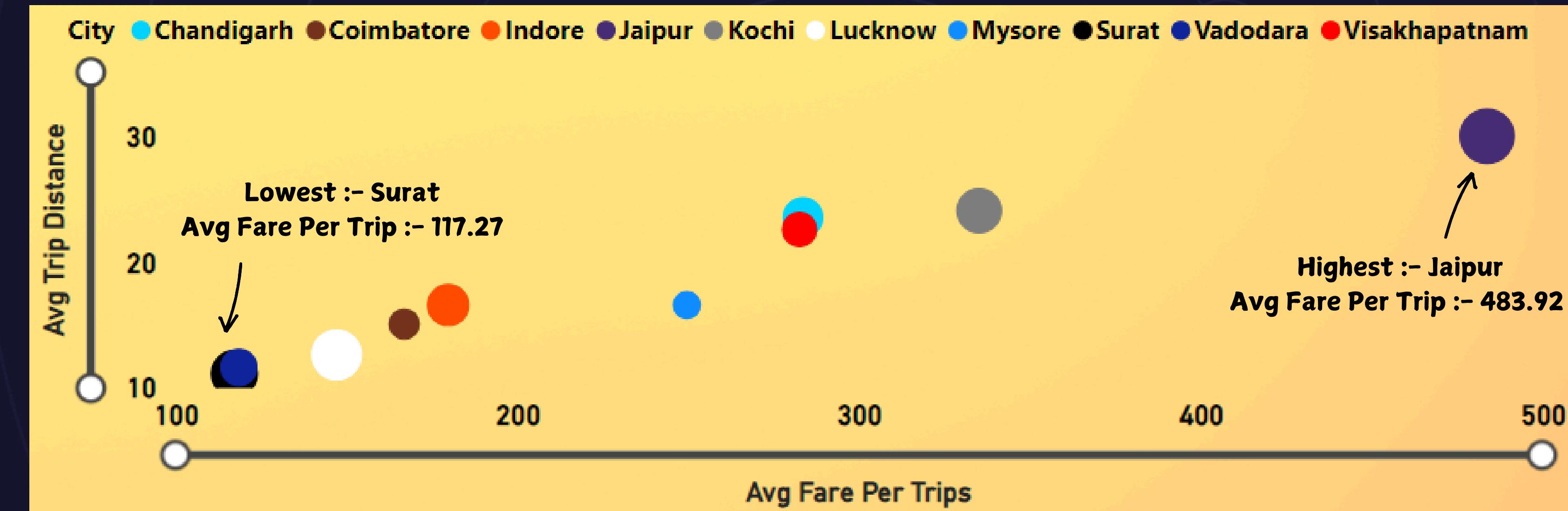
PRIMARY QUESTIONS

1. Top and Bottom Performing Cities
2. Average Fare per Trip by City
3. Average Ratings by City and Passenger Type
4. Peak and Low Demand Months by City
5. Weekend vs. Weekday Trip Demand by City
6. Repeat Passenger Frequency and City Contribution Analysis
7. Monthly Target Achievement Analysis for Key Metrics
8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

Q1. Identify the top 3 and bottom 3 cities by total trips over the entire analysis period.



Q2. 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.





Q3. 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.

For Repeat Passengers

Cities with Highest Ratings For Avg Driver & Passenger Ratings :

Jaipur, Kochi, Mysore & Visakhapatnam

Cities with Lowest Ratings For Avg Driver & Passenger Ratings :

Lucknow, Surat & Vadodara

For New Passengers



Q4. 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 Goodcabs understand seasonal patterns and adjust resources accordingly.

City	Total Trips	Peak Demand	Low Demand
Jaipur	76.89K	February	June
Lucknow	64.30K	February	May
Surat	54.84K	April	January
Kochi	50.70K	May	June
Indore	42.46K	May	June
Chandigarh	38.98K	February	April
Vadodara	32.03K	April	June
Visakhapatnam	28.37K	April	January
Coimbatore	21.10K	March	June
Mysore	16.24K	May	January

Feb , April & May Are Having Higher Demand In All Over Cities

January & June Are Having Lower Demand In All Over Cities

Q5. 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.

Jaipur Has Highest Trips Across Months on Weekends

Lucknow Has Highest Trips Across Months on Weekdays

Month Wise Weekends Trips For Various Cities

City	January	February	March	April	May	June
Chandigarh	3320	3764	3271	2697	3038	2977
Coimbatore	1469	1448	1513	1459	1356	1283
Indore	3180	3906	3643	3719	3616	3194
Jaipur	8482	9578	7935	6520	6161	5721
Kochi	4053	4571	5209	5264	5122	3568
Lucknow	2478	2924	2639	2291	2036	2314
Mysore	1447	1718	1633	1571	1697	1748
Surat	2615	3022	2932	2999	2805	2677
Vadodara	1705	2023	2116	2159	1970	1743
Visakhapatnam	2036	2405	2352	2286	2089	2098

Month Wise Weekdays Trips For Various Cities

City	January	February	March	April	May	June
Chandigarh	3490	3623	3298	2869	3582	3052
Coimbatore	2182	1956	2167	2202	2194	1875
Indore	3557	3304	3376	3696	4171	3094
Jaipur	6494	6294	5382	4886	5314	4121
Kochi	3291	3117	4286	4498	4892	2831
Lucknow	8380	9136	8585	7921	7669	7926
Mysore	1038	950	1000	1032	1310	1094
Surat	5743	6047	6335	6832	6969	5867
Vadodara	3070	3205	3482	3782	3829	2942
Visakhapatnam	2432	2388	2525	2652	2723	2380

Q6. Analyse 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 distinguishable patterns between tourism-focused and business-focused cities.



Business Focused Cities

Total Repeat Trips by City and Trip Count									
City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
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%

% of Repeat Passengers for 2 Trips, 3 Trips, 4 Trips, 5 Trips, 6 Trips is Almost Same for Business Focused Cities

Tourism Focused Cities

Total Repeat Trips by City and Trip Count									
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%
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%

% of Repeat Passengers for 2 Trips & 3 Trips Is Higher Compared to Others for Tourism Focused Cities

Q7. 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.



For Total Trips

Coimbatore, Jaipur, Kochi & Mysore
Have Achieved Their Target

Chandigarh & Vishakhapatnam
Almost Touched Their Target &
Lacked With Slight Difference

Actual Vs Target Trips For Various Cities Across Months					
	City	Total Trips	Total Target Trips	Trips Target Achievement Rate	Trips Target Achievement Status
[+]	Chandigarh	38981	39000	-0.05%	Missed
[+]	Coimbatore	21104	21000	0.50%	Achieved
[+]	Indore	42456	43500	-2.40%	Missed
[+]	Jaipur	76888	67500	13.91%	Achieved
[+]	Kochi	50702	49500	2.43%	Achieved
[+]	Lucknow	64299	72000	-10.70%	Missed
[+]	Mysore	16238	13500	20.28%	Achieved
[+]	Surat	54843	57000	-3.78%	Missed
[+]	Vadodara	32026	37500	-14.60%	Missed
[+]	Visakhapatnam	28366	28500	-0.47%	Missed

Actual Vs Target New Passengers For Various Cities Across Months

City	New Passengers	New Target Passengers	New Passenger Target Achievement Rate	New Passengers Target Achievement Status
[+]	Chandigarh	18908	21000	-9.96% Missed
[+]	Coimbatore	8514	7500	13.52% Achieved
[+]	Indore	14863	14100	5.41% Achieved
[+]	Jaipur	45856	54000	-15.08% Missed
[+]	Kochi	26416	27000	-2.16% Missed
[+]	Lucknow	16260	15600	4.23% Achieved
[+]	Mysore	11681	12000	-2.66% Missed
[+]	Surat	11626	10500	10.72% Achieved
[+]	Vadodara	10127	9900	2.29% Achieved
[+]	Visakhapatnam	12747	13500	-5.58% Missed

For New Passengers

All The Business Focused
Cities i.e

Coimbatore, Indore,
Lucknow, Surat &
Vadodara Have Achieved
Their Target

Actual Vs Target Avg Passenger Ratings For Various Cities Across Months

City	Avg Passenger Rating	Avg Target Passenger Rating	Avg Passenger Rating Target Achievement Rate	Average Passengers Ratings Target Achievement Status
Chandigarh	7.98	8.00	-0.29%	Missed
Coimbatore	7.88	8.25	-4.45%	Missed
Indore	7.83	8.00	-2.15%	Missed
Jaipur	8.58	8.25	4.05%	Achieved
Kochi	8.52	8.50	0.19%	Achieved
Lucknow	6.49	7.25	-10.49%	Missed
Mysore	8.70	8.50	2.37%	Achieved
Surat	6.42	7.00	-8.33%	Missed
Vadodara	6.61	7.50	-11.85%	Missed
Visakhapatnam	8.43	8.50	-0.79%	Missed

For Analyzing Passenger Satisfaction

Jaipur, Kochi & Mysore Have achieved the avg passenger ratings Target

&

Chandigarh & Visakhapatnam Missed The Target With Almost a minute Gap

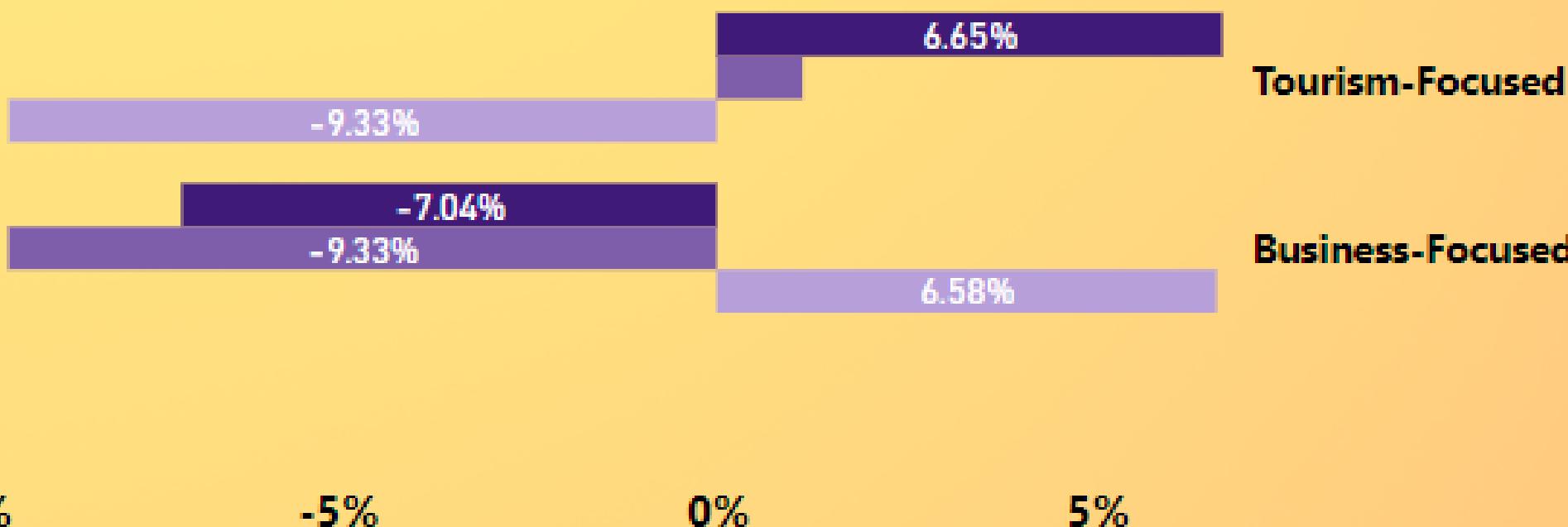
Tourism Focused Cities Have Achieved The Trips as well as the Passenger ratings Target but lacks in terms of new passengers

While

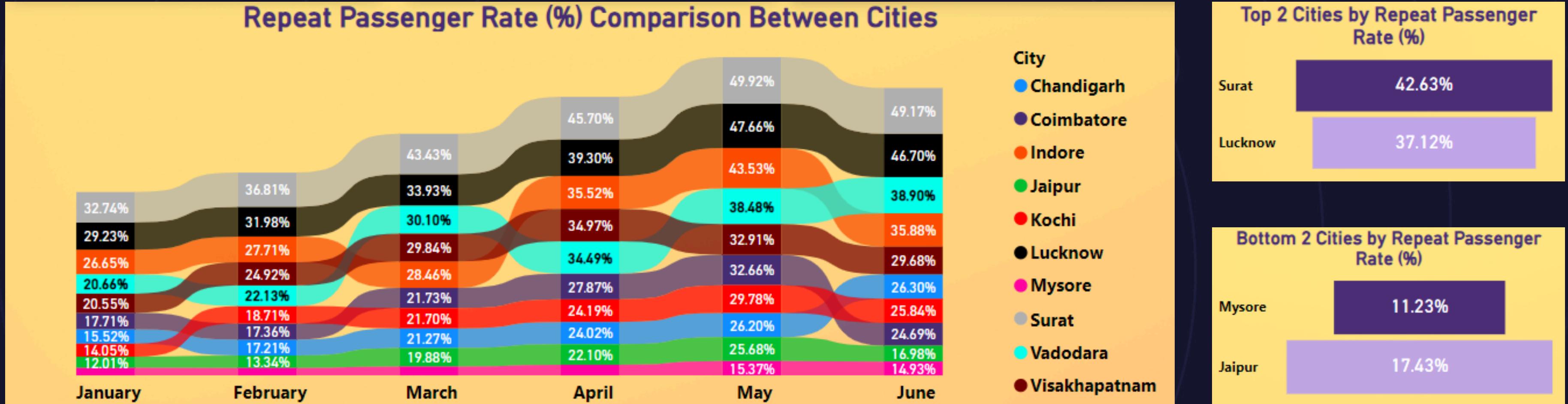
In Case of Business Focus Cities Situation is Vice - Versa

Target Achievement % As Per City Type

● Trips Target Achievement % ● Rating Target Achievement % ● New Passenger Target Achievement %



Q8. a). 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 Tops Among The Cities In Terms Of Repeat Passenger

Highest Repeat Passenger Rate is 49.92 % Achieved by Surat in The Month of May

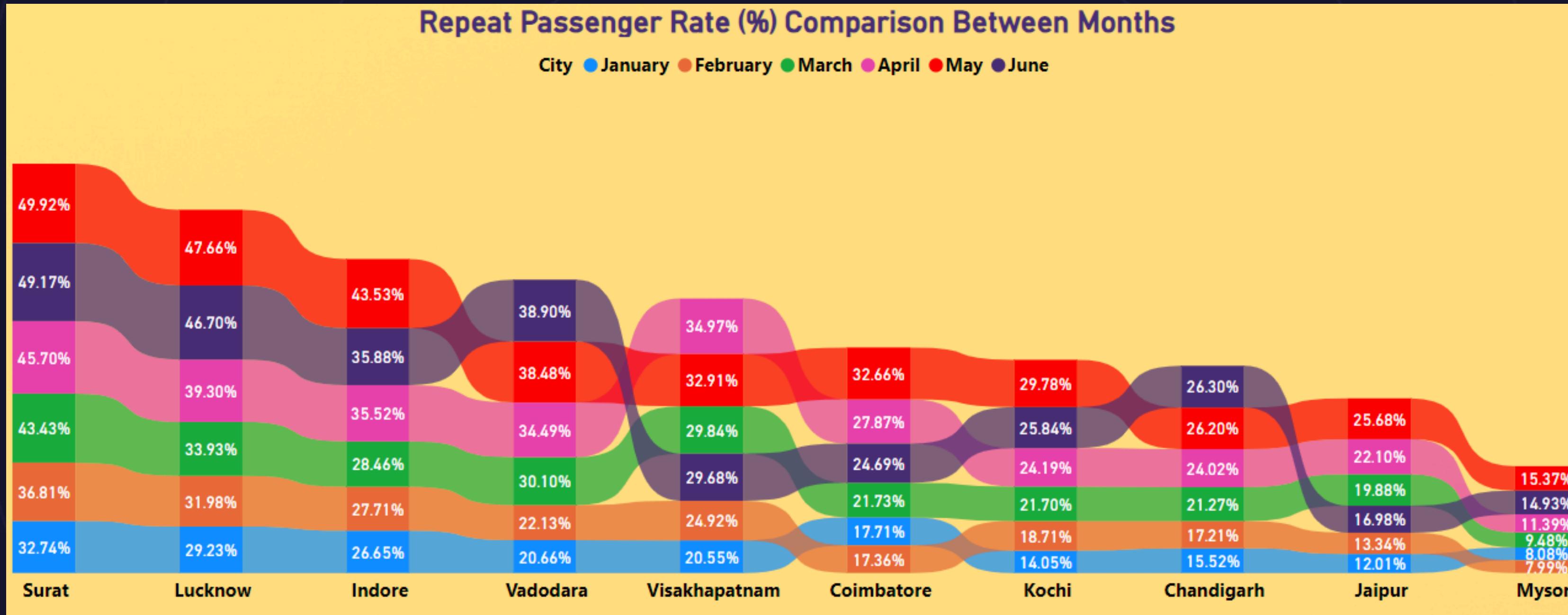
while

Mysore & Jaipur have Lowest no of Repeat Passengers

Lowest Repeat Passenger Rate is 7.99 % Observed in Mysore in The Month of Feb

All Other Cities have Variation across Months for Repeat Passengers

b). Similarly, analyse 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.



May Month Tops Among The Months Followed By June & April Across Cities In Terms Of
Repeat Passengers

While
January & February Recorded The Lowest No of Repeat Passengers

SECONDARY QUESTIONS

1. Factors Influencing Repeat Passenger Rates
2. Tourism vs. Business Demand Impact
3. Emerging Mobility Trends and Goodcabs' Adaptation
4. Partnership Opportunities with Local Businesses
5. Data Collection for Enhanced Data-Driven Decisions

Q1. 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?

- Clean Roads, Reliable rides, and Good drivers build trust among daily commuters travelling for business Purpose.
- Affordable pricing with discounts and loyalty programs attracts local commuters and budget-conscious tourists.
- Rising incomes and better infrastructure in Tier 2 cities create opportunities to attract and keep loyal customers with tailored services.
- Urban growth, limited public transport, and a growing middle class increase demand, with business hubs requiring punctual services and tourism hubs thriving on tailored packages.
- Festivals, bad weather, and tourist seasons boost demand, making reliable service essential for customer retention.
- Business cities drive repeat commutes, while tourism cities attract tourists and local users alike.

Q2. 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?

Increased Demand During Events:

- Festivals and conferences increase rides from tourists and event-goers.
- Tourism seasons boost demand for rides to popular destinations, hotels and airports.

Tailored Marketing:

- Event promotions with discounts or packages help attract more customers.
- Localized campaigns with Convenient, tourist-friendly messages attract more customers.
- Partnerships with event organizers increase brand visibility..

Q3. What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

- EVs lower operational costs and attract eco-conscious customers.
- Charging EVs with green energy supports sustainability and reduces carbon footprint.
- Government incentives and regulations favor the adoption of green transport.
- Younger generations in tier-2 cities increasingly prefer eco-friendly services..



Q4. 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?

- Partnering with hotels can attract tourists and business travelers by offering rides to and from the hotel.
- Offering exclusive ride deals for mall visitors can increase trips, especially during busy seasons.
- Collaborating with event venues for rides to festivals or conferences can boost demand.
- Working with local tourist spots can attract more tourists to use Goodcabs.
- Providing discounts or deals for customers of partner businesses can improve loyalty and encourage repeat rides.

Q5. 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 behaviour, operational efficiency, and market trends.

- Customer Behavior Data: Monitor ride frequency, preferred ride types, and peak travel times to better understand customer patterns and enhance services.
- Operational Efficiency Data: Monitor driver performance, trip duration, and vehicle type to improve efficiency.
- Financial Data : Collect Data containing Different Costs Accumulated in Rides ,Profit Margin & Discounts
- Market Share Data: Track competitor offerings, local events, and economic trends to predict demand and stay competitive.
- Cancellation Insights: Track cancellations and their reasons to improve service quality.
- New Passenger Acquisition Data: Analyze sources of new customers, conversion rates, and the effectiveness of promotions to improve growth.

INSIGHTS

Jaipur outperforming all other cities in trips, revenue, ratings, and targets.

However, it faces challenges with repeat passenger rates and new passenger targets (-15%), indicating:

- Low passenger loyalty
- Insufficient tailored marketing

This pattern is common across Tourism-focused cities
Jaipur's strong performance is largely driven by its tourist attraction.

Surat, a business hub, has the highest repeat passenger rate (50%) due to lower trip costs and frequent business travel needs.

However, it struggles with:

- Achieving trip and ratings targets
- Lowest passenger and driver ratings

This trend is common in business-focused cities and highlights service quality issues.

GoodCabs generates 70% of its revenue from tourists and 30% from business commuters.

Peak demand in Feb, April, May is due to festivals, holidays, and vacations, while Jan and June face low demand from post-holiday slowdown and monsoon.

Passengers with higher repeat trip counts take 2-3 trips, and business cities have more trips on weekdays than weekends, while tourism cities see the opposite trend.

RECOMMENDATIONS



GoodCabs should focus on tailored marketing and brand awareness by offering free trips after 5 successful referrals to boost both brand visibility and passenger loyalty.

GoodCabs should enhance service quality and offer perks to drivers, especially in business hubs like Surat and Vadodara.

GoodCabs should actively collect customer reviews and implement feedback quickly to improve customer satisfaction.

GoodCabs should run targeted campaigns and partner with established brands in tourist spots to increase reach, offering lower trip costs or profit sharing.

GoodCabs should implement EVs and urban technology in business hubs to reduce operating costs, where profits are lower due to shorter trip distances and lower fares.



Thank You