Q1

Key Insights:

1. Top 3 cities by trip volume and contribution: Jaipur, Lucknow, and Surat.
2. Bottom 3 cities by trip volume and contribution: Mysore, Coimbatore, and Vishakhapatnam.
3. Top 3 cities by average fare per trip: Jaipur, Kochi, and Chandigarh.
4. Bottom 3 cities by average fare per trip: Surat, Vadodara, and Lucknow.

Observation: High trip volume cities differ from high average trip cost cities due to differences in fare per kilometer.

Q2

Key Insights:

1. Consistently Achieved Targets: Jaipur and Mysore achieved their targets for all months.
2. Consistently Missed Targets: Lucknow and Vadodara missed their targets for all months.
3. Seasonal Impact:
   - Chandigarh and Indore in May: Likely due to summer vacation travel.
   - Coimbatore, Kochi, Surat, and Vizag in March: Reflecting business travel behavior during the financial year-end.
4. June Dip:
   - Most cities failed to achieve targets in June.
   - Reasons: End of vacation season and bad weather discouraging travel.

Q3

Key Insights:

1. Cities with 2-3 Trips (Tourists):
   - Chandigarh, Indore, Jaipur, Kochi, Mysore, Vishakhapatnam.
   - Indicates passengers are likely tourists with short-term travel needs.
2. Cities with 5-6 Trips (Local/Business Travelers):
   - Coimbatore, Lucknow, Surat, Vadodara.
   - Suggests passengers are primarily local residents or office workers traveling for business reasons

Q4

Key Insights:

1. Top 3 Cities for New Passengers:
   - Jaipur, Kochi, Chandigarh.
   - Indicates strong market penetration and effective customer acquisition strategies.
2. Bottom 3 Cities for New Passengers:
   - Coimbatore, Vadodara, Surat.
   - Suggests challenges in attracting new customers, possibly due to poor marketing or other factors

Q5

Key Insights:

1. February: Jaipur, Chandigarh, Lucknow generate the highest revenue.
2. April: Vishakhapatnam, Surat, Vadodara, and Coimbatore lead in revenue.
3. May: Kochi, Indore, and Mysore perform exceptionally well.

These variations highlight the influence of seasons, festivals, and vacations, which affect revenue patterns differently across cities.

Q6

Key Insights:

1. Top 3 Cities with Most Loyal Customers: Surat, Lucknow, and Indore.
2. Bottom 3 Cities: Mysore, Jaipur, and Chandigarh.
3. Month of May: This is a peak month for Repeat Passenger Rate (RPR%) across most cities, driven by summer vacations.
4. January and February: These months show the lowest RPR%, likely due to higher tourism demand and less local commuting.