**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.