**Key Insights from Analysis**

**Top and Bottom Performing Cities (Total Trips)**

* Top 3 Cities by Total Trips: Jaipur (76.89K), Lucknow (64.30K), Surat (54.84K)
* Bottom 3 Cities by Total Trips: Mysore (16.24K), Coimbatore (21.10K), Visakhapatnam (28.37K)
* Jaipur leads in total trips, indicating high demand, while Mysore has the lowest trip count.
* Understanding these patterns helps Goodcabs make data-driven decisions on growth and improvement strategies.

**Most Expensive and Cheapest Cities by Avg Trip Cost**

* Top 3 Most Expensive Cities: Jaipur (₹484), Kochi (₹335), Chandigarh (₹284)
* Bottom 3 Cheapest Cities: Surat (₹117), Vadodara (₹119), Lucknow (₹147)
* The avg trip cost in the top 3 cities is 65% higher than in the bottom 3 cities.
* High avg cost may be justified during peak periods but is unsustainable year-round.
* Higher fare-per-km contributes to higher avg trip cost in expensive cities.

**Passenger and Driver Ratings**

* Avg Passenger Rating: 7.66
* Avg Driver Rating: 7.80
* Top 3 Cities by Passenger Rating: Mysore, Jaipur, Kochi
* Bottom 3 Cities by Passenger Rating: Surat, Lucknow, Vadodara
* Top 3 Cities by Driver Rating: Visakhapatnam, Mysore, Jaipur
* Repeat passengers rate drivers lower than new passengers, suggesting better service for first-time riders.
* Higher-rated cities tend to be more expensive, possibly indicating higher service quality.
* Lower-rated cities are more affordable, and drivers may take repeat passengers for granted.

**Seasonal Demand Trends**

* Peak Demand Months:
  + Jaipur, Lucknow, Chandigarh: February
  + Coimbatore: March
  + Surat, Vadodara, Visakhapatnam: April
  + Kochi, Indore, Mysore: May
* Low Demand Months:
  + Jaipur, Lucknow, Chandigarh: June
  + Coimbatore: June
  + Surat, Vadodara, Visakhapatnam: January, June
  + Kochi, Indore, Mysore: June
* Demand variations are influenced by seasons, festivals, business events, and conferences.

**Weekday vs Weekend Trip Preferences**

* 56% of trips occur on weekdays, while 44% occur on weekends.
* Cities with strong weekday preference: Lucknow, Surat, Vadodara, Visakhapatnam, Coimbatore, Chandigarh.
* Cities with strong weekend preference: Jaipur, Kochi, Mysore.
* Indore is balanced but slightly inclines towards weekends.