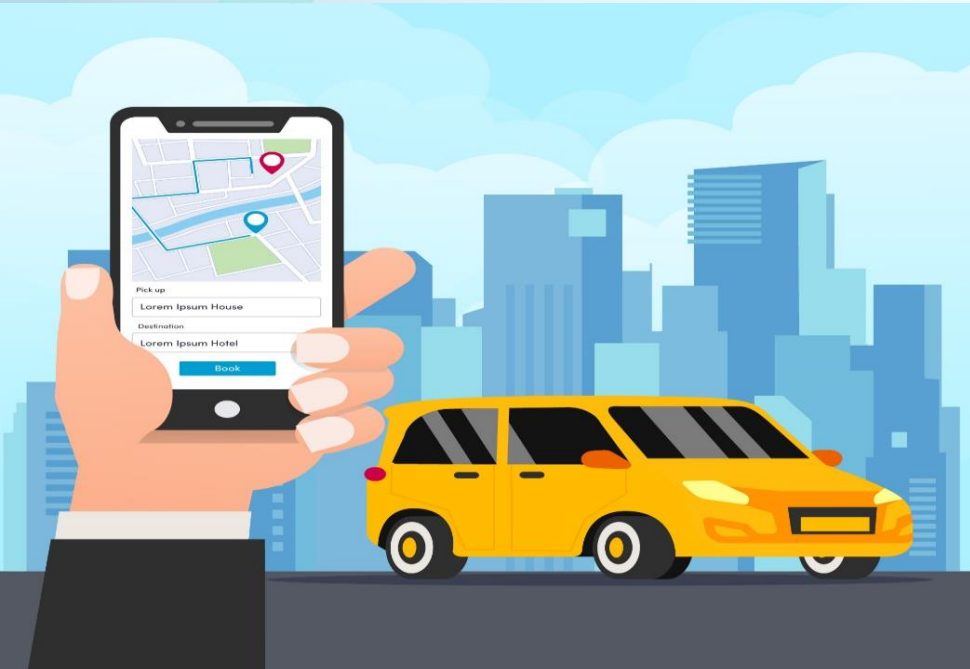


Operational Performance Analysis and Insights

Goodcabs' Tier-2 Operations Overview

Ride Hailing Industry



Key Metrics of Industry:

1. Revenue
2. No of registered users
3. Ride Volume
4. Average Fare
5. Average rating
6. Retention Rate for users and drivers

- The Ride-Hailing is a services enables users to book transportation services through mobile apps, connecting riders with drivers or vehicles in real-time. It is part of the shared economy model, leveraging technology for convenience and efficiency.
- The Business Model is based on the commission based revenue stream. The companies charge drivers a commission on each fare.
- Additionally the companies generate revenue from subscription fees, advertising and other things

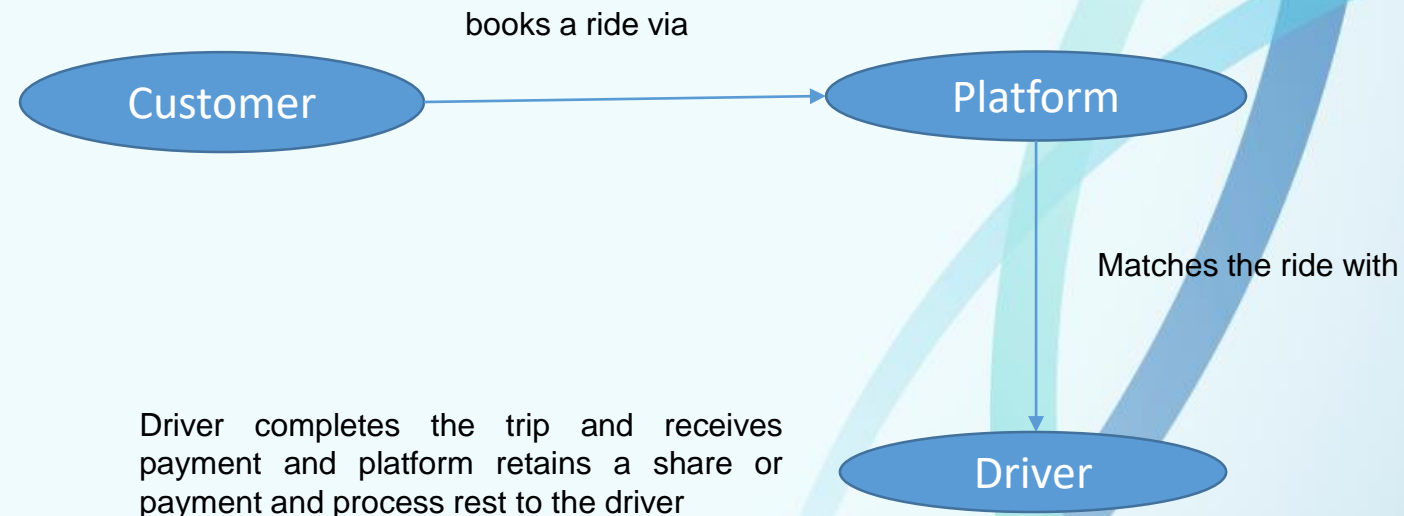


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About the company and Problem Statement

GoodCabs (Imaginary Company for this project) is a leading ride-hailing service provider operating primarily in tier-2 cities within India. The company aims to revolutionize urban transportation by offering convenient, affordable, and reliable cab services. With a focus on customer satisfaction, GoodCabs ensures seamless travel experiences for passengers through a combination of innovative technology, well-trained drivers, and a fleet of well-maintained vehicles.

Committed to growth, GoodCabs strives to expand its presence in untapped markets while maintaining high standards of safety and service. The company's vision is to become the preferred ride-hailing provider for all types of passengers, ensuring "**Your Journey, Our Priority**".

Problem Statement :

The Company faces the challenge of scaling its operations while maintaining high passenger satisfaction and driver welfare. Despite its strong foothold, the company needs to assess and improve key performance metrics, such as trip volume, repeat passenger rate, and overall passenger satisfaction, to meet ambitious growth targets for 2024. The company aims to optimize its balance between new and repeat passengers, enhance trip distribution, and ensure that local drivers can continue to make a sustainable living. Achieving these objectives is critical to maintaining competitive advantage and fostering long-term growth in the expanding Indian ride-hailing market.

Note : Analysis is conducted on data collected from **January 2024 to June 2024**

Key Insights

City Performance & Demand Trends

city_id ▲	city_name	Total_Passenger ▼	Total_Target_New_Passenger	TotalL_New_Passenger	Target_Achievement_Rate in %
RJ01	Jaipur	55538	54000	45856	84.92
KL01	Kochi	34042	27000	26416	97.84
UP01	Lucknow	25857	15600	16260	104.23
CH01	Chandigarh	23978	21000	18908	90.04
MP01	Indore	22079	14100	14863	105.41
GJ01	Surat	20264	10500	11626	110.72
AP01	Visakhapatnam	17855	13500	12747	94.42
GJ02	Vadodara	14473	9900	10127	102.29
KA01	Mysore	13158	12000	11681	97.34
TN01	Coimbatore	11065	7500	8514	113.52

Passenger Performance:

- Jaipur and Kochi have the highest total passengers, with 55,538 and 34,042 respectively
- Coimbatore achieves highest target achievement rate in New Passenger
- Lucknow and Indore surpassed their new passenger targets, achieving 104.23% and 105.41%, respectively

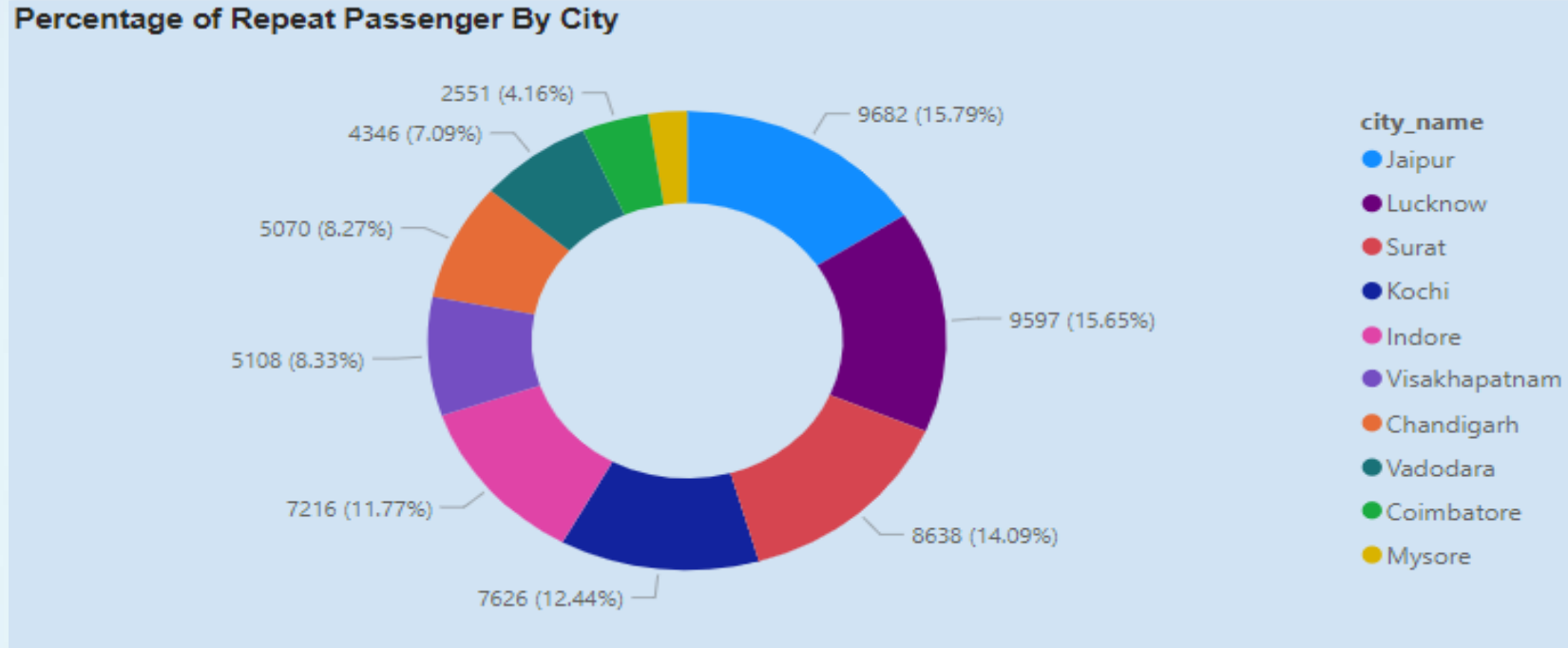
city_id ▲	city_name	Total_Target_trips	Total_Trips	Target_Achievement_Rate_for_Trips
AP01	Visakhapatnam	28500	28366	99.53
CH01	Chandigarh	39000	38981	99.95
GJ01	Surat	57000	54843	96.22
GJ02	Vadodara	37500	32026	85.40
KA01	Mysore	13500	16238	120.28
KL01	Kochi	49500	50702	102.43
MP01	Indore	43500	42456	97.60
RJ01	Jaipur	67500	76888	113.91
TN01	Coimbatore	21000	21104	100.50
UP01	Lucknow	72000	64299	89.30

Trip Performance:

- Jaipur again outperforms with the highest total trips (76,888) and a target achievement rate of 113.91%.
- Mysore shows exceptional performance in terms of trips, achieving 120.28% of its target.
- Kochi also exceeds its trip target with a rate of 102.43%, highlighting strong demand.
- Vadodara and Lucknow fell short of their trip targets, achieving only 85.40% and 89.30%, respectively.

Based on the analysis, the data indicates that while cities such as Jaipur, Kochi, and Mysore are consistently meeting or surpassing their passenger and trip targets, there is room for improvement in cities like Vadodara and Lucknow. The key to sustaining growth will be to address these discrepancies by focusing on demand generation strategies, optimizing operations, and enhancing customer engagement in underperforming regions.

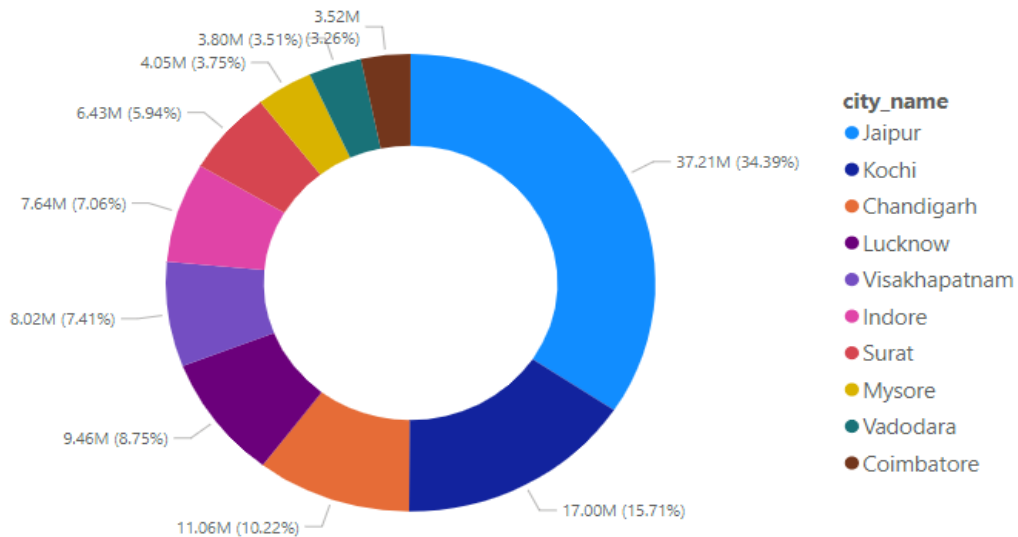
Repeat Passenger Behaviour



From our analysis, **Jaipur** demonstrates the highest percentage of repeat passengers, signaling strong customer loyalty and satisfaction in this city. **Lucknow** and **Surat** follow closely, indicating stable repeat business, which is critical for sustained growth. On the other hand, **Coimbatore** and **Mysore** have the lowest repeat passenger rates. This highlights potential challenges in retaining customers in these regions. Improving the customer experience, offering targeted incentives, and strengthening brand loyalty could help enhance repeat business in these cities.

Financial and Operational Efficiency

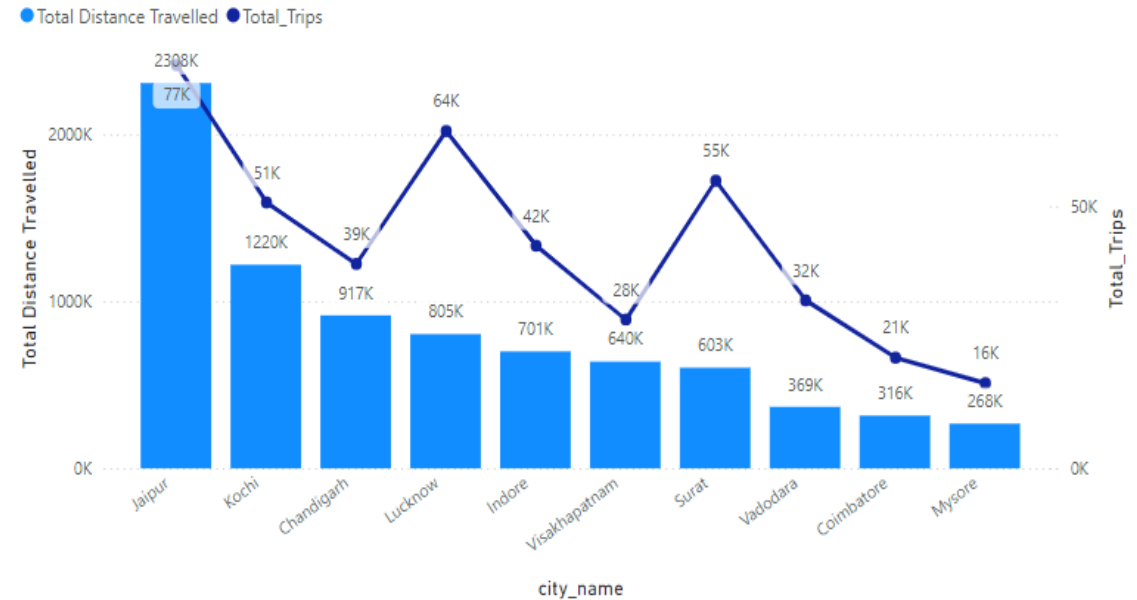
Total Revenue by City



Revenue Insights :

- Jaipur leads in total revenue, contributing **34.39%** of the total revenue, followed by Kochi (**15.71%**) and Lucknow (**10.22%**)
- Smaller cities like Coimbatore and Mysore contribute less, with **3.26%** and **3.51%**, respectively
- Suggest strategies to boost revenue in low-performing cities, such as targeted promotions or dynamic pricing based on demand.

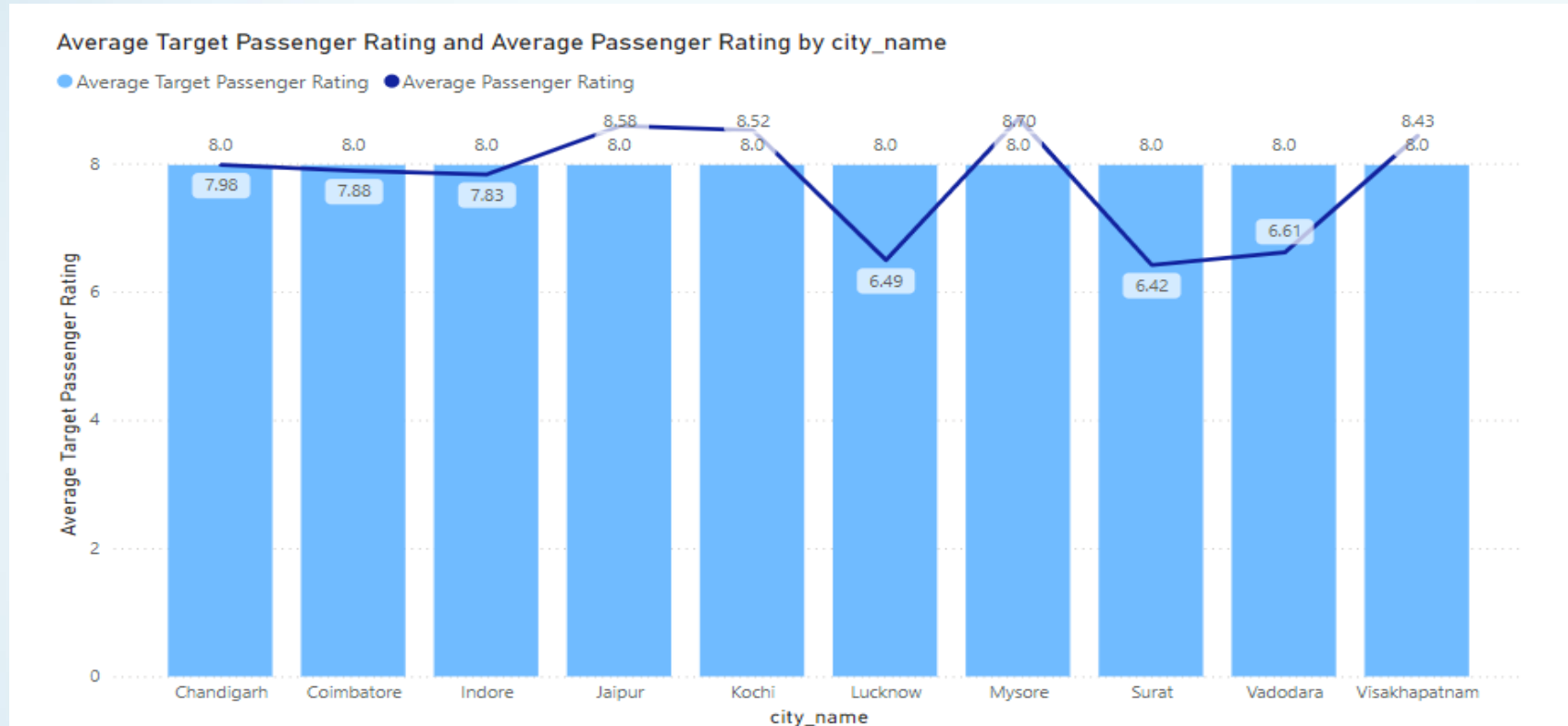
Total Distance Travelled and Total_Trips by City



Operational Efficiency :

- Jaipur shows the highest distance traveled (**2.38M km**) with a high number of trips (**77K**), indicating strong operational output
- Mysore, with **268K km traveled** and **16K trips**, appears less efficient, potentially indicating underutilized capacity
- Visakhapatnam stands out with the highest trips-to-distance ratio, suggesting potential over-saturation or shorter trip lengths.

Customer Satisfaction



The target passenger rating for all cities was set at 8. Jaipur, Kochi, Mysore and Visakhapatnam exceeded this target, demonstrating strong service quality. Chandigarh, Coimbatore, and Indore met the target, indicating consistent performance. However, Lucknow, Surat, and Vadodara fell below the target, highlighting areas where service improvements may be needed.

Strategic recommendations

- 1. Enhance Performance in Underperforming Cities, Target Cities:** Vadodara, Lucknow, Surat
 - a) Implement localized marketing campaigns to boost demand
 - b) Offer promotional discounts or loyalty programs to attract new and repeat customers
 - c) Optimize driver allocation during peak hours to reduce wait times and improve service quality
- 2. Improve Customer Retention in Low Repeat Passenger Cities, Target Cities :** Mysore, Coimbatore
 - a) Focus on personalized customer engagement, such as ride discounts for high-frequency users
 - b) Conduct customer feedback surveys to address specific pain points
- 3. Maximize Revenue in Low-Contributing Cities, Focus:** Coimbatore, Mysore
 - a) Implement dynamic pricing and targeted promotions
- 4. Improve Operational Efficiency, Focus:** Mysore, Visakhapatnam
 - a) Optimize routes, promote ride-sharing, and boost driver productivity
- 5. Enhance Customer Satisfaction, Focus:** Lucknow, Surat, Vadodara
 - a) Offer driver training and address common complaints
- 6. Sustain Growth in High-Performing Cities, Focus:** Jaipur, Kochi, Mysore
 - a) Expand fleet size and capitalize on seasonal demand