

# GoodCabs

Excellence for Riders, Sustainability for Drivers



# OPTIMIZING GOODCABS OPERATIONS AND CUSTOMER EXPERIENCE

Insights and Strategic Recommendations

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# EXECUTIVE SUMMARY



## Objective

- Leverage data to optimize operations, improve customer satisfaction, and increase revenue.

## Key Focus Area

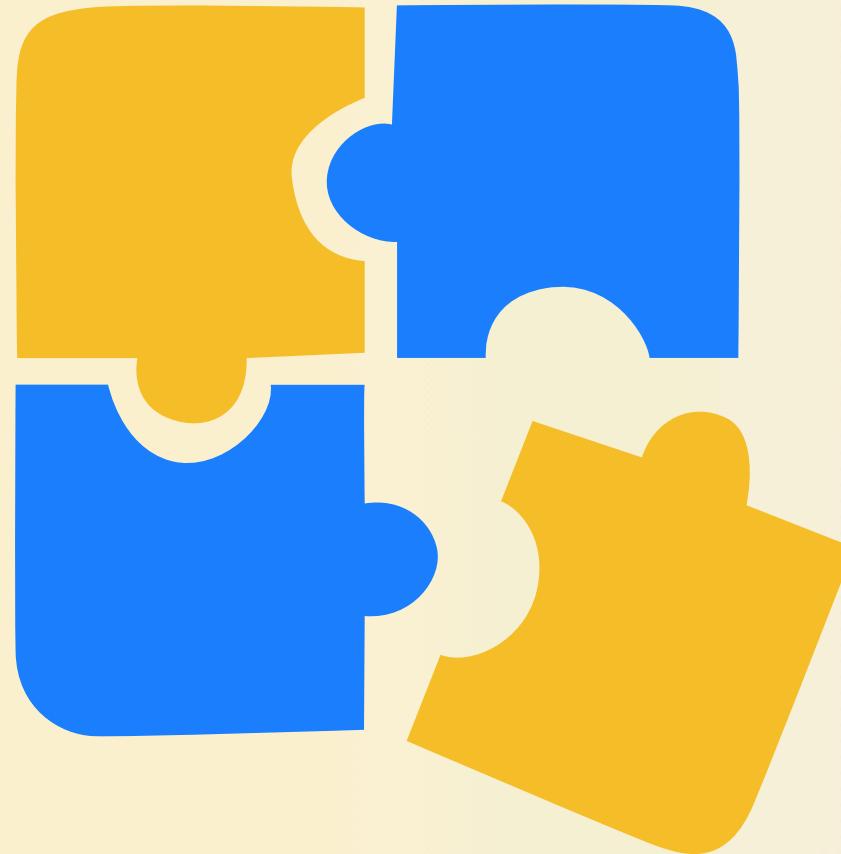
- Trip analysis
- Passenger insights
- Driver Performance
- Revenue Optimization

## Outcome

- Actionable strategies to align with GoodCabs goals of supporting local drivers and delivering excellent customer service.



# APPROACH AND METHODOLOGY



## Understanding Stakeholder Questions

- Primary focus: operational metrics (e.g., trips, revenue).
- Secondary focus: socio-economic and industry trends.

## Data Sources

- Internal trip data, passenger ratings, revenue trends.
- External research on EV policies and local demographics.

## Tools Used

- Power BI for dashboard creation
- SQL for data querying
- Stakeholder-driven metrics alignment.



# KEY INSIGHTS AND METRICS



## Trip Analysis

- Top 3 cities for total trips: Jaipur, Lucknow, Surat.
- Higher trip volumes in the initial summer (March-May) in southern cities.

## Passenger Insights

- Business-focused cities have a six-trip repeat rate as high as 19%.
- Tourism cities show 50% repeat rate for 2 trips

## Driver Performance

- Driver ratings in tourism cities are 1.5 points higher than business hubs.



# KEY INSIGHTS AND METRICS



## Revenue Trends

- Weekends dominate revenue in Jaipur and Mysore
- Dynamic pricing aligned with high demand resulted in a 12% revenue uptick



# PASSENGER INSIGHTS



## Key Metric: Repeat Passenger Rate

- Business cities show higher repeat trip percentages
- Loyalty programs can improve retention and revenue

## Opportunity:

- Integrate personalized offers for repeat customers based on trip history



# DRIVER INSIGHTS



## Key Metric: Driver Ratings

- High ratings in tourism cities; room for improvement in business hubs.

## Recommendation

- Implement driver feedback loops and introduce soft skill training.



# REVENUE INSIGHTS



## Key Metric: Peak Revenue Trends

- Align promotional offers with high-demand periods
- Optimize weekday revenues in business hubs through corporate tie-ups



# ADDRESSING STAKEHOLDER QUESTIONS

## Trips



**What months show peak demand in each city?**

- Business cities: March-May (e.g., Surat)
- Tourism cities: February (e.g., Jaipur)

**What days drive higher demand?**

- Weekends dominate in tourism cities; weekdays in business hubs



# ADDRESSING STAKEHOLDER QUESTIONS

## Passenger Trends



**What factors affect repeat trip rates?**

- Strong correlation between repeat trips and trip purpose.
- Day to day office travel in business focused cities

**Are new passengers concentrated in tourism-heavy cities?**

- Tourism cities report a 60% increase in new passenger trips during peak months



# ADDRESSING STAKEHOLDER QUESTIONS

## Revenue



**Which cities contribute most to revenue?**

- Jaipur, Kochi, and Chandigarh lead with high weekday and weekend revenues.

**Are peak demand periods driving revenue growth?**

- Revenue boosts by 18% in peak months



# RECOMMENDATIONS



## Strategic Pricing Adjustments

- Implement tiered pricing models based on trip patterns
- Introduce loyalty discounts for repeat passengers in business cities

## Targeted Partnerships

- Collaborate with local hotels in Jaipur and Mysore for package deals
- Partner with IT firms in Surat and Vadodara



# RECOMMENDATIONS



## Driver Training Programs

- Focus on improving driver engagement and service quality in business hubs
- Provide incentives for high-performing drivers in tourism cities

## Infrastructure Development

- Deploy EVs in Surat and Vadodara using Gujarat's EV subsidies ([see here](#))
- Expand charging infrastructure near high-demand zones



# ADDRESSING FUTURE CHALLENGES



## EV Adoption

- Leverage Gujarat's policies to integrate EVs.
- Develop partnerships for sustainable fleet operations.

## Data Collection

- Improve tracking of customer feedback and driver metrics
- Introduce AI-driven insights for demand prediction



# THANK YOU !!

**CODE  
BASICS**



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