



GOODCABS: PERFORMANCE METRICS AND INSIGHTS



➤ INTRODUCTION

- Goodcabs is a fast-growing cab service focused on tier-2 cities in India
- The company empowers local drivers and fosters community development
- Operations spans 10 cities, delivering excellent service
- In 2024, Goodcabs aims to achieve ambitious growth and satisfaction goals



➤ PROBLEM STATEMENT

- Key challenges include: Understanding repeat passenger dynamics, Optimizing trip distribution across regions, Enhancing satisfaction for new and repeat passengers
- Management seeks to evaluate current performance and identify improvement areas



➤ OBJECTIVE

- To analyze Goodcabs' performance in Transportation and Mobility sector across key metrics
- Provide actionable insights to the Chief of Operations



➤ DATASET OVERVIEW

Databases and Tables:

1. trips_db : Detailed and Aggregated trip data analysis.
 - Tables:
 - dim_date: Date, month, and day type (weekday/weekend)
 - dim_city: City details (ID and name).
 - fact_trips: Trip details (ID, city, passenger type, ratings, etc.).
 - fact_passenger_summary: Monthly summary of passengers (total, new, repeat).
 - dim_repeat_trip_distribution: Frequency of trips by repeat passengers.



2. targets_db : Detailed and Aggregated trip data analysis.

- Tables:

- city_target_passenger_rating: City-wise target for average passenger ratings
- monthly_target_new_passengers: Monthly goals for new passenger acquisition
- monthly_target_trips: Monthly trip count targets by city.



➤ KEY METRICS OVERVIEW

TOTAL TRIPS
426 K

TOTAL FARE
108 M

**TOTAL
DISTANCE**
8.1M km

**AVG
PASSENGER
RATING**
7.66

**AVG DRIVER
RATING**
7.83

AVG TRIP COST
₹ 254.02



➤ KEY METRICS OVERVIEW

**AVG FARE PER
KM
₹ 13.28**

**AVG TRIP
DISTANCE
19.13 km**

**TOTAL
PASSENGERS
238 K**

**NEW
PASSENGERS
177 K**

**REPEAT
PASSENGERS
61 K**

**REPEAT
PASSENGER
RATE
25.7%**



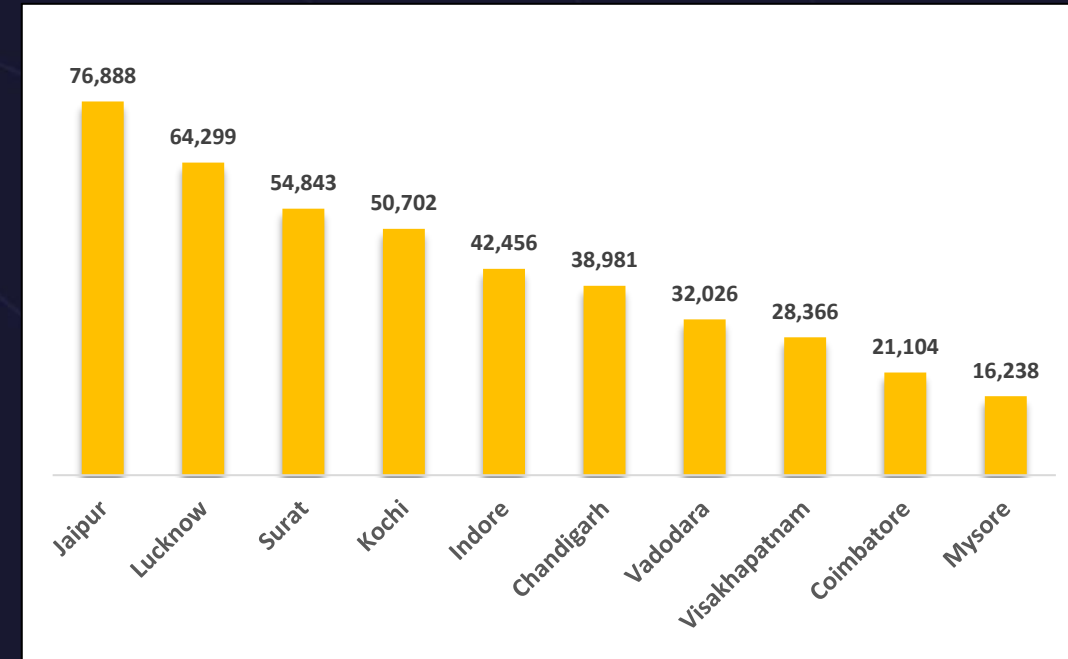
ANALYSIS HIGHLIGHTS



CITY-LEVEL FARE AND TRIP SUMMARY REPORT



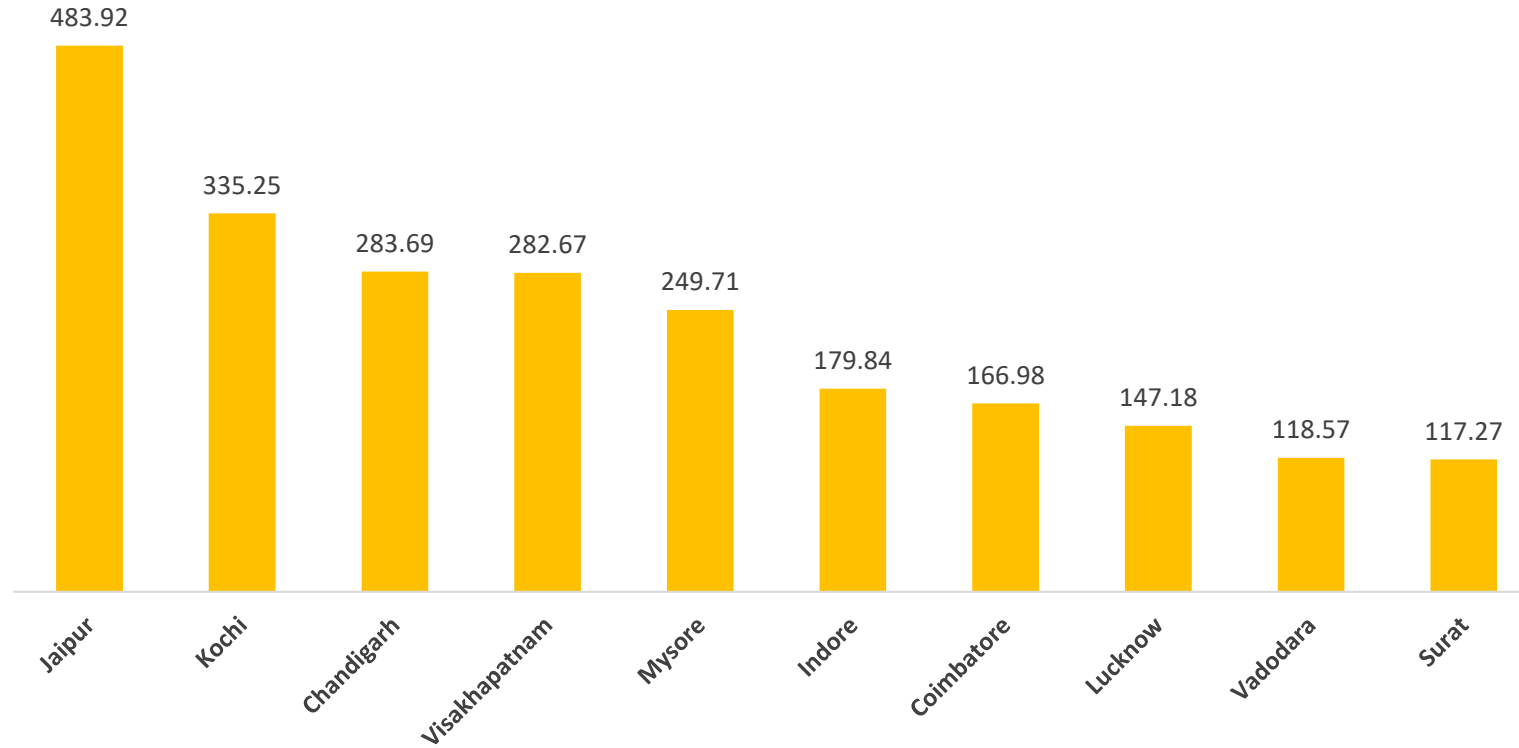
city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	pct_contribution_to_total_trips
Jaipur	76888	16.12	483.92	18.05
Lucknow	64299	11.76	147.18	15.10
Surat	54843	10.66	117.27	12.88
Kochi	50702	13.93	335.25	11.90
Indore	42456	10.90	179.84	9.97
Chandigarh	38981	12.06	283.69	9.15
Vadodara	32026	10.29	118.57	7.52
Visakhapatnam	28366	12.53	282.67	6.66
Coimbatore	21104	11.15	166.98	4.96
Mysore	16238	15.14	249.71	3.81



- Jaipur dominates with the highest trips (76,888) and 18.05% contribution to total trips



AVERAGE FARE PER TRIP BY CITY



The average fare per trip is highest for Jaipur and lowest for Surat.

MONTHLY CITY-LEVEL TRIPS TARGET PERFORMANCE REPORT



city_name	month_name	actual_trips	total_target_trips	performance_status	%_difference
Chandigarh	January	6810	7000	Below Target	-2.71
Chandigarh	February	7387	7000	Above Target	5.53
Chandigarh	March	6569	7000	Below Target	-6.16
Chandigarh	April	5566	6000	Below Target	-7.23
Chandigarh	May	6620	6000	Above Target	10.33
Chandigarh	June	6029	6000	Above Target	0.48
Coimbatore	January	3651	3500	Above Target	4.31
Coimbatore	February	3404	3500	Below Target	-2.74
Coimbatore	March	3680	3500	Above Target	5.14
Coimbatore	April	3661	3500	Above Target	4.60
Coimbatore	May	3550	3500	Above Target	1.43
Coimbatore	June	3158	3500	Below Target	-9.77
Indore	January	6737	7000	Below Target	-3.76
Indore	February	7210	7000	Above Target	3.00
Indore	March	7010	7000	Above Target	0.14

Out of 426K actual trips, 215K exceeded the targeted trip count

CITY-LEVEL REPEAT PASSENGER TRIP FREQUENCY REPORT



city_name	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92
Chandigarh	32.31	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
Surat	9.76	14.26	16.55	19.75	18.45	11.89	6.24	1.74	1.35
Vadodara	9.87	14.17	16.52	18.06	19.08	12.86	5.78	2.05	1.61
Mysore	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
Kochi	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Indore	34.34	22.69	13.40	10.34	6.85	5.24	3.26	2.38	1.51
Jaipur	50.14	20.73	12.12	6.29	4.13	2.52	1.90	1.20	0.97
Coimbatore	11.21	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
Lucknow	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10

- In **Visakhapatnam, Jaipur, Mysore, and Kochi**, over 50% of passengers take only 2 trips
- In contrast, **Coimbatore, Vadodara, Surat, and Lucknow** show better loyalty, with higher percentages in the 4-6 trips range

CITIES WITH HIGHEST AND LOWEST TOTAL NEW PASSENGERS



city_name	total_new_passengers	city_category
Jaipur	45856	Top 3
Kochi	26416	Top 3
Chandigarh	18908	Top 3
Surat	11626	Bottom 3
Vadodara	10127	Bottom 3
Coimbatore	8514	Bottom 3

Jaipur records the highest number of new passengers while Coimbatore has the lowest

MONTH WITH HIGHEST REVENUE FOR EACH CITY



city_name	highest_revenue_month	revenue	percentage_contribution (%)
Chandigarh	February	2108290	19.07
Coimbatore	April	612431	17.38
Indore	May	1380996	18.09
Jaipur	February	7747202	20.82
Kochi	May	3333746	19.61
Lucknow	February	1777269	18.78
Mysore	May	745170	18.38
Surat	April	1154909	17.96
Vadodara	April	706250	18.60
Visakhapatnam	April	1390682	17.34

Jaipur leads with the highest revenue contribution followed by Kochi and Chandigarh

REPEAT PASSENGER RATE ANALYSIS



city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_ra
Chandigarh	January	4640	720	15.52	21.14
Chandigarh	February	4957	853	17.21	21.14
Chandigarh	March	4100	872	21.27	21.14
Chandigarh	April	3285	789	24.02	21.14
Chandigarh	May	3699	969	26.20	21.14
Chandigarh	June	3297	867	26.30	21.14
Coimbatore	January	2214	392	17.71	23.05
Coimbatore	February	1993	346	17.36	23.05
Coimbatore	March	1965	427	21.73	23.05
Coimbatore	April	1722	480	27.87	23.05
Coimbatore	May	1543	504	32.66	23.05
Coimbatore	June	1628	402	24.69	23.05
Indore	January	3876	1033	26.65	32.68
Indore	February	3981	1103	27.71	32.68
Indore	March	3833	1001	26.46	32.68

Result 7 x

Surat, Lucknow, Indore has high repeat passenger rate while Jaipur, Mysore has low repeat passenger rate

AVERAGE RATINGS BY CITY AND PASSENGER TYPES



city_name	avg_passenger_rating	avg_driver_rating
Jaipur	8.99	8.99
Kochi	8.99	8.99
Mysore	8.98	8.98
Visakhapatnam	8.98	8.98
Chandigarh	8.49	7.99
Coimbatore	8.49	7.99
Indore	8.49	7.97
Lucknow	7.98	6.99
Surat	7.98	6.99
Vadodara	7.98	7

BY NEW PASSENGERS

city_name	avg_passenger_rating	avg_driver_rating
Kochi	8	8.99
Jaipur	7.99	8.98
Visakhapatnam	7.99	8.99
Mysore	7.98	8.97
Chandigarh	7.49	7.47
Coimbatore	7.48	7.48
Indore	7.47	7.48
Surat	6	6.48
Lucknow	5.99	6.49
Vadodara	5.98	6.48

BY REPEATED PASSENGERS

- **Jaipur, Kochi, and Visakhapatnam** have the best ratings for both passenger and driver
- **New passengers** generally give higher ratings than **repeat passengers**
- **Vadodara**: Shows a sharp drop in ratings for repeat passengers

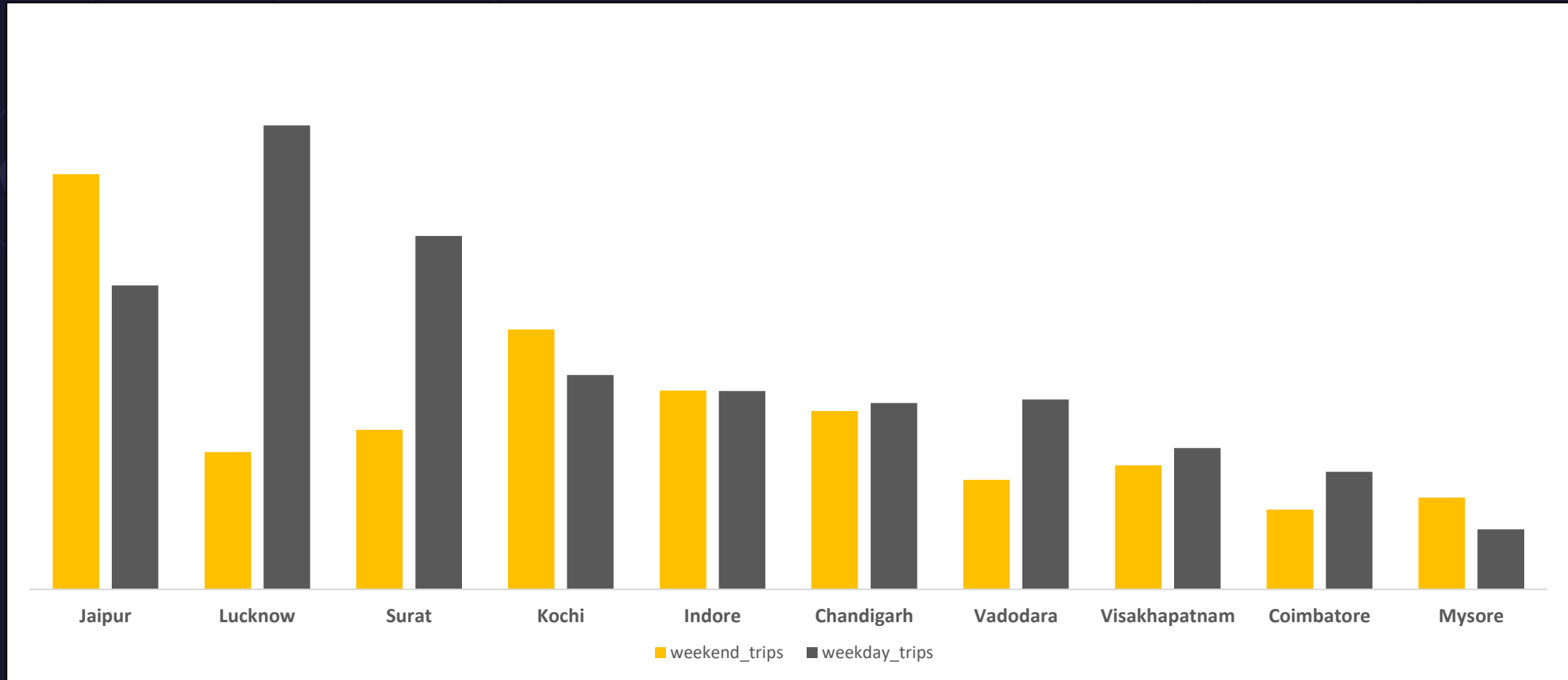
PEAK AND LOW DEMAND MONTHS BY CITY



city_name	peak_dd_month	low_dd_month
Chandigarh	February	April
Coimbatore	March	June
Indore	May	June
Jaipur	February	June
Kochi	May	June
Lucknow	February	May
Mysore	May	January
Surat	April	January
Vadodara	April	June
Visakhapatnam	April	January

The peak demand in most cities occurs in the months of February, May, or April

WEEKEND vs. WEEKDAY TRIP DEMAND BY CITY



- **Weekend Preference:** Jaipur, Kochi and Mysore
- **Weekday Preference:** Lucknow, Surat, Vadodara, Chandigarh, Visakhapatnam and Coimbatore

➤ INSIGHTS



1. **High and Low Trip Cities:** Jaipur, Lucknow, and Surat lead in trips, while Visakhapatnam, Coimbatore, and Mysore have the lowest.
2. **Fare and Revenue:** Jaipur has the highest average fare per trip and revenue contribution, followed by Kochi and Chandigarh. Surat has the lowest average fare.
3. **Peak Demand:** Most cities experience peak demand in February, May, or April.
4. **Passenger Loyalty:** Surat, Lucknow, and Indore show high repeat passenger rates, while Jaipur and Mysore have lower loyalty.
5. **Ratings:** Jaipur, Kochi, and Visakhapatnam have the best passenger and driver ratings. New passengers tend to rate higher than repeat ones, with Vadodara showing a notable drop in repeat passenger ratings.
6. **Passenger Behavior:** Over 50% of passengers in Visakhapatnam, Jaipur, Mysore, and Kochi take only two trips, while cities like Coimbatore, Vadodara, Surat, and Lucknow demonstrate better loyalty with higher 4–6 trip percentages.
7. **Target Achievement:** Out of 426K trips, 215K exceeded the targeted trip count.



➤ RECOMMENDATIONS

❑ Enhance Customer Experience

- ❑ Provide personalized offers and promotions for repeat passengers.
- ❑ Address driver and passenger feedback to improve service quality.

❑ Optimize Marketing Efforts

- ❑ Focus campaigns around local events, festivals, and tourism seasons to boost demand in high-potential cities.

❑ Expand Eco-Friendly Initiatives

- ❑ Introduce electric or hybrid vehicles to attract eco-conscious customers and reduce operating costs.

❑ Strengthen Partnerships

- ❑ Collaborate with hotels, airports, and event venues to increase visibility and drive demand in tourism-heavy areas.



❑ **Improve Driver Performance**

- ❑ Implement a reward system for high-performing drivers and offer training for better customer interaction.

❑ **Leverage Data for Strategic Insights**

- ❑ Collect detailed customer behavior, vehicle performance, and local demand patterns to make data-driven decisions.

❑ **Boost Repeat Passenger Rates**

- ❑ Implement loyalty programs and subscription models to encourage repeat usage, especially in cities with low retention.



THANK YOU

