# TRANSPORTATION & MOBILITY

- Rental

# Overall Insight of the Data

Total Trips

425903

Total Fare Amount(Revenue)

108188091

Total Distance travel in Kms

8146320

Average amount per trip

254.02

Average Passanger Ratings

7.66

Average Driver Ratings

7.83

# Top and Bottom 3 Cites by Trips

TOP 3 CITIES WITH TOTAL TRIPS

| city_name | trip_id |
|---|---|
| Jaipur | 76888 |
| Lucknow | 64299 |
| Surat | 54843 |

BOTTOM 3 CITIES WITH TOTAL TRIPS

| city_name | trip_id |
|---|---|
| Mysore | 16238 |
| Coimbatore | 21104 |
| Visakhapatnam | 28366 |

# Average Fare & average distance in kilometres with Fare/kilometres for each City

| | index | city_name | fare_amount | distance_travelled(km) | fare_per_km |
|---|---|---|---|---|---|
| 0 | 3 | Jaipur | 483.92 | 30.02 | 16.12 |
| 1 | 6 | Mysore | 249.71 | 16.50 | 15.13 |
| 2 | 4 | Kochi | 335.25 | 24.07 | 13.93 |
| 3 | 9 | Visakhapatnam | 282.67 | 22.55 | 12.54 |
| 4 | 0 | Chandigarh | 283.69 | 23.52 | 12.06 |
| 5 | 5 | Lucknow | 147.18 | 12.51 | 11.76 |
| 6 | 1 | Coimbatore | 166.98 | 14.98 | 11.15 |
| 7 | 2 | Indore | 179.84 | 16.50 | 10.90 |
| 8 | 7 | Surat | 117.27 | 11.00 | 10.66 |
| 9 | 8 | Vadodara | 118.57 | 11.52 | 10.29 |

MORE PROFITABLE

# Passenger & Driver ratings
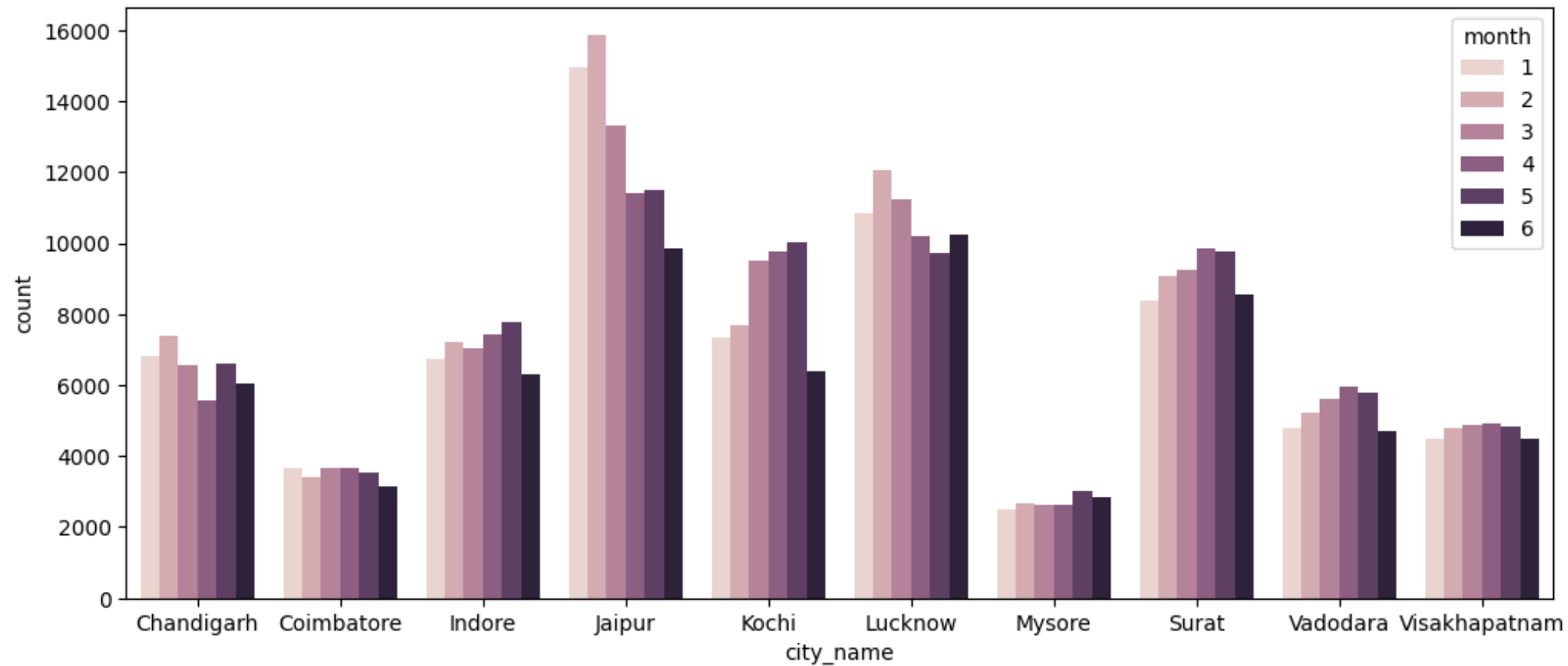# (New passenger & Repeated passenger)

| | city_name | passenger_type | passenger_rating |
|---|---|---|---|
| **0** | Kochi | new | 8.99 |
| **1** | Jaipur | new | 8.99 |
| **2** | Mysore | new | 8.98 |
| **3** | Visakhapatnam | new | 8.98 |
| **4** | Chandigarh | new | 8.49 |
| **5** | Indore | new | 8.49 |
| **6** | Coimbatore | new | 8.49 |
| **7** | Kochi | repeated | 8.00 |
| **8** | Jaipur | repeated | 7.99 |
| **9** | Visakhapatnam | repeated | 7.99 |

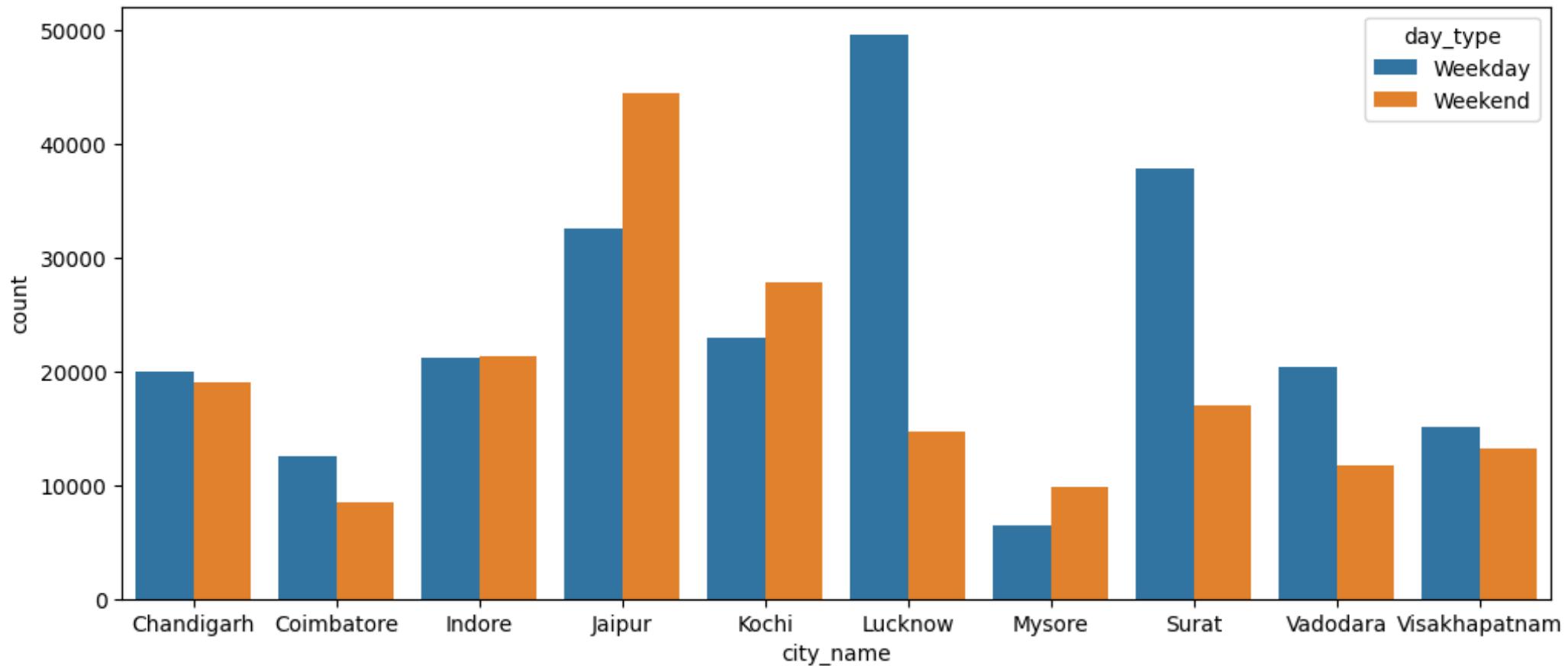| | city_name | passenger_type | driver_rating |
|---|---|---|---|
| **0** | Visakhapatnam | repeated | 8.99 |
| **1** | Kochi | new | 8.99 |
| **2** | Kochi | repeated | 8.99 |
| **3** | Jaipur | new | 8.99 |
| **4** | Visakhapatnam | new | 8.98 |
| **5** | Mysore | new | 8.98 |
| **6** | Jaipur | repeated | 8.98 |
| **7** | Mysore | repeated | 8.97 |
| **8** | Chandigarh | new | 7.99 |
| **9** | Coimbatore | new | 7.99 |

# City-wise/Month-wise Total trips



vishakapatnam,mysore & coimbatore has average trips in all months whereas chandigarh,jaipur & lucknow are more in month january & feburary

# Weekday & weekend analysis for each city



lucknow,surat and vadodra looks like business cities as weekdays trips are more jaipur cochi and mysore are weekend /touriest cities

# City-wise/ trip frequency-wise repeat passenger rate

Surat/Vadodra/indore/chandigarh/luckhnow are more with higer trip frequency WITH 10 & 9 TRIPS (business cities) and less with 2 & 3 trips....
jaipur/kochi/vishakpatnam/mysore are more with 2 & 3 TRIPS nas less with 19 & 9 trips(touriest cities)

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 0 | Chandigarh | 10-Trips | 91 | 1.79 |
| 1 | 1 | Chandigarh | 2-Trips | 1638 | 32.31 |
| 2 | 2 | Chandigarh | 3-Trips | 976 | 19.25 |
| 3 | 3 | Chandigarh | 4-Trips | 798 | 15.74 |
| 4 | 4 | Chandigarh | 5-Trips | 619 | 12.21 |
| 5 | 5 | Chandigarh | 6-Trips | 376 | 7.42 |
| 6 | 6 | Chandigarh | 7-Trips | 278 | 5.48 |
| 7 | 7 | Chandigarh | 8-Trips | 176 | 3.47 |
| 8 | 8 | Chandigarh | 9-Trips | 118 | 2.33 |

# City-wise/ trip frequency-wise repeat passenger rate(Indore & Jaipur).....

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 18 | Indore | 10-Trips | 109 | 1.51 |
| 1 | 19 | Indore | 2-Trips | 2478 | 34.34 |
| 2 | 20 | Indore | 3-Trips | 1637 | 22.69 |
| 3 | 21 | Indore | 4-Trips | 967 | 13.40 |
| 4 | 22 | Indore | 5-Trips | 746 | 10.34 |
| 5 | 23 | Indore | 6-Trips | 494 | 6.85 |
| 6 | 24 | Indore | 7-Trips | 378 | 5.24 |
| 7 | 25 | Indore | 8-Trips | 235 | 3.26 |
| 8 | 26 | Indore | 9-Trips | 172 | 2.38 |

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 27 | Jaipur | 10-Trips | 94 | 0.97 |
| 1 | 28 | Jaipur | 2-Trips | 4855 | 50.14 |
| 2 | 29 | Jaipur | 3-Trips | 2007 | 20.73 |
| 3 | 30 | Jaipur | 4-Trips | 1173 | 12.12 |
| 4 | 31 | Jaipur | 5-Trips | 609 | 6.29 |
| 5 | 32 | Jaipur | 6-Trips | 400 | 4.13 |
| 6 | 33 | Jaipur | 7-Trips | 244 | 2.52 |
| 7 | 34 | Jaipur | 8-Trips | 184 | 1.90 |
| 8 | 35 | Jaipur | 9-Trips | 116 | 1.20 |

# City-wise/ trip frequency-wise repeat passenger rate(Kochi & Lucknow).....

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 36 | Kochi | 10-Trips | 62 | 0.81 |
| 1 | 37 | Kochi | 2-Trips | 3635 | 47.67 |
| 2 | 38 | Kochi | 3-Trips | 1857 | 24.35 |
| 3 | 39 | Kochi | 4-Trips | 901 | 11.81 |
| 4 | 40 | Kochi | 5-Trips | 494 | 6.48 |
| 5 | 41 | Kochi | 6-Trips | 298 | 3.91 |
| 6 | 42 | Kochi | 7-Trips | 161 | 2.11 |
| 7 | 43 | Kochi | 8-Trips | 126 | 1.65 |
| 8 | 44 | Kochi | 9-Trips | 92 | 1.21 |

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 45 | Lucknow | 10-Trips | 106 | 1.10 |
| 1 | 46 | Lucknow | 2-Trips | 927 | 9.66 |
| 2 | 47 | Lucknow | 3-Trips | 1417 | 14.77 |
| 3 | 48 | Lucknow | 4-Trips | 1555 | 16.20 |
| 4 | 49 | Lucknow | 5-Trips | 1768 | 18.42 |
| 5 | 50 | Lucknow | 6-Trips | 1937 | 20.18 |
| 6 | 51 | Lucknow | 7-Trips | 1087 | 11.33 |
| 7 | 52 | Lucknow | 8-Trips | 617 | 6.43 |
| 8 | 53 | Lucknow | 9-Trips | 183 | 1.91 |

# City-wise/ trip frequency-wise repeat passenger rate(Mysore & Surat).....

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 54 | Mysore | 10-Trips | 7 | 0.47 |
| 1 | 55 | Mysore | 2-Trips | 720 | 48.75 |
| 2 | 56 | Mysore | 3-Trips | 361 | 24.44 |
| 3 | 57 | Mysore | 4-Trips | 188 | 12.73 |
| 4 | 58 | Mysore | 5-Trips | 86 | 5.82 |
| 5 | 59 | Mysore | 6-Trips | 60 | 4.06 |
| 6 | 60 | Mysore | 7-Trips | 26 | 1.76 |
| 7 | 61 | Mysore | 8-Trips | 21 | 1.42 |
| 8 | 62 | Mysore | 9-Trips | 8 | 0.54 |

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| 0 | 63 | Surat | 10-Trips | 117 | 1.35 |
| 1 | 64 | Surat | 2-Trips | 843 | 9.76 |
| 2 | 65 | Surat | 3-Trips | 1232 | 14.26 |
| 3 | 66 | Surat | 4-Trips | 1430 | 16.55 |
| 4 | 67 | Surat | 5-Trips | 1706 | 19.75 |
| 5 | 68 | Surat | 6-Trips | 1594 | 18.45 |
| 6 | 69 | Surat | 7-Trips | 1027 | 11.89 |
| 7 | 70 | Surat | 8-Trips | 539 | 6.24 |
| 8 | 71 | Surat | 9-Trips | 150 | 1.74 |

# City-wise/ trip frequency-wise repeat passenger rate(Visakhapatnam & Vadodara).....

| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| **0** | 81 | Visakhapatnam | 10-Trips | 47 | 0.92 |
| **1** | 82 | Visakhapatnam | 2-Trips | 2618 | 51.25 |
| **2** | 83 | Visakhapatnam | 3-Trips | 1275 | 24.96 |
| **3** | 84 | Visakhapatnam | 4-Trips | 510 | 9.98 |
| **4** | 85 | Visakhapatnam | 5-Trips | 278 | 5.44 |
| **5** | 86 | Visakhapatnam | 6-Trips | 163 | 3.19 |
| **6** | 87 | Visakhapatnam | 7-Trips | 101 | 1.98 |
| **7** | 88 | Visakhapatnam | 8-Trips | 71 | 1.39 |
| **8** | 89 | Visakhapatnam | 9-Trips | 45 | 0.88 |

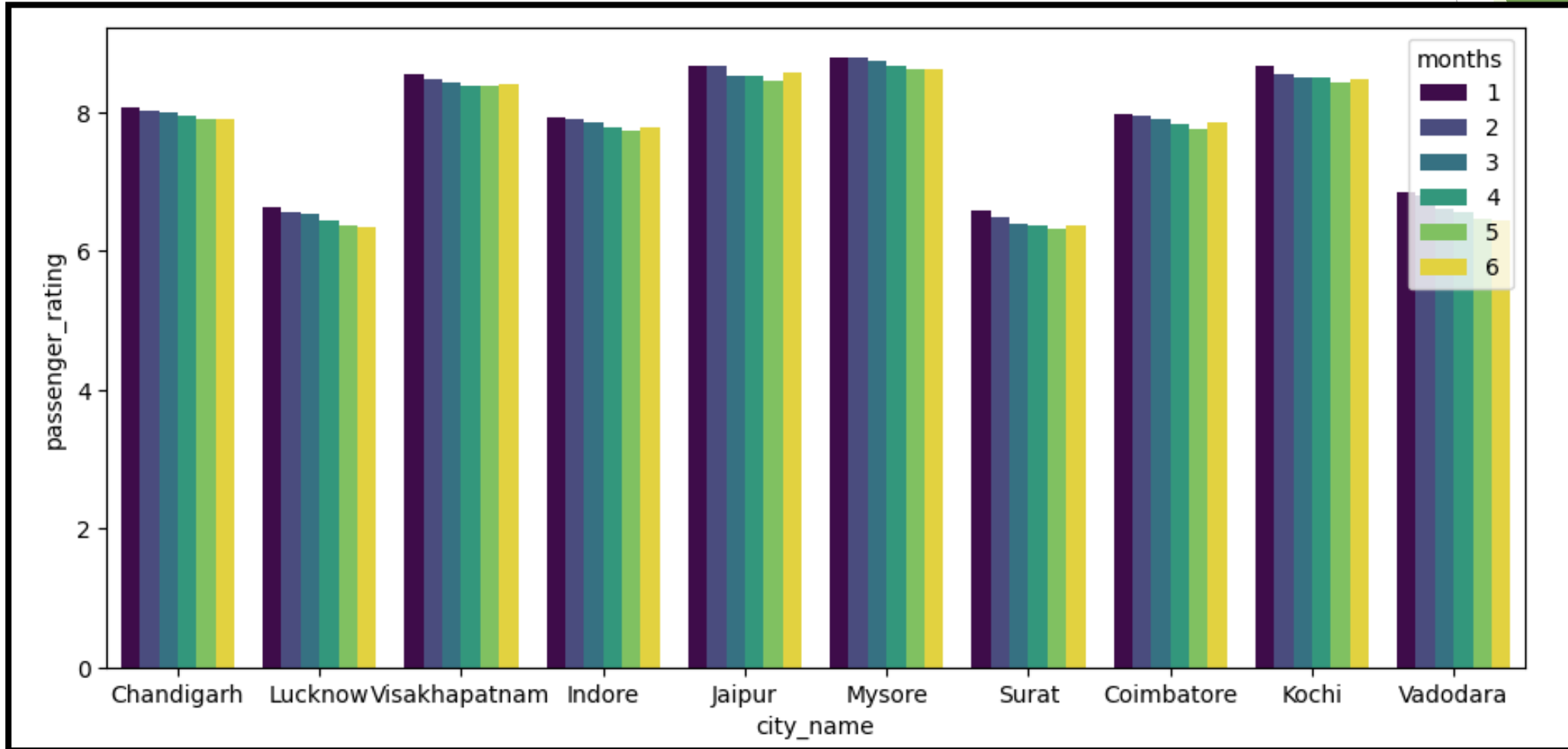| | index | city_name | trip_count | repeat_passenger_count | repeat_percent |
|---|---|---|---|---|---|
| **0** | 72 | Vadodara | 10-Trips | 70 | 1.61 |
| **1** | 73 | Vadodara | 2-Trips | 429 | 9.87 |
| **2** | 74 | Vadodara | 3-Trips | 616 | 14.17 |
| **3** | 75 | Vadodara | 4-Trips | 718 | 16.52 |
| **4** | 76 | Vadodara | 5-Trips | 785 | 18.06 |
| **5** | 77 | Vadodara | 6-Trips | 829 | 19.08 |
| **6** | 78 | Vadodara | 7-Trips | 559 | 12.86 |
| **7** | 79 | Vadodara | 8-Trips | 251 | 5.78 |
| **8** | 80 | Vadodara | 9-Trips | 89 | 2.05 |

# City-wise Trip target Vs Achieved

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## Citywise Trip Target Vs Achived percentage ......##
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| | city_name | 0 |
|---|---|---|
| 0 | Mysore | 120.28 |
| 1 | Jaipur | 113.91 |
| 2 | Kochi | 102.43 |
| 3 | Coimbatore | 100.50 |
| 4 | Chandigarh | 99.95 |
| 5 | Visakhapatnam | 99.53 |
| 6 | Indore | 97.60 |
| 7 | Surat | 96.22 |
| 8 | Lucknow | 89.30 |
| 9 | Vadodara | 85.40 |

# Month-wise Average passenger ratings for each City

# City-wise Repeat passenger rate
# (top & bottom two)

| city_name | RPR |
|---|---|
| Surat | 42.96 |
| Lucknow | 38.13 |

| city_name | RPR |
|---|---|
| Jaipur | 18.33 |
| Mysore | 11.21 |

# Business cities with Repeat passenger rate (Month wise)

| city_name | month | RPR |
|---|---|---|
| Surat | 2024-05-01 | 49.92 |
| Surat | 2024-06-01 | 49.17 |
| Surat | 2024-04-01 | 45.70 |
| Surat | 2024-03-01 | 43.43 |
| Surat | 2024-02-01 | 36.81 |
| Surat | 2024-01-01 | 32.74 |

| city_name | month | RPR |
|---|---|---|
| Vadodara | 2024-06-01 | 38.90 |
| Vadodara | 2024-05-01 | 38.48 |
| Vadodara | 2024-04-01 | 34.49 |
| Vadodara | 2024-03-01 | 30.10 |
| Vadodara | 2024-02-01 | 22.13 |
| Vadodara | 2024-01-01 | 20.66 |

| city_name | month | RPR |
|---|---|---|
| Lucknow | 2024-05-01 | 47.66 |
| Lucknow | 2024-06-01 | 46.70 |
| Lucknow | 2024-04-01 | 39.30 |
| Lucknow | 2024-03-01 | 33.93 |
| Lucknow | 2024-02-01 | 31.98 |
| Lucknow | 2024-01-01 | 29.23 |

| city_name | month | RPR |
|---|---|---|
| Indore | 2024-05-01 | 43.53 |
| Indore | 2024-06-01 | 35.88 |
| Indore | 2024-04-01 | 35.52 |
| Indore | 2024-03-01 | 28.46 |
| Indore | 2024-02-01 | 27.71 |
| Indore | 2024-01-01 | 26.65 |

| city_name | month | RPR |
|---|---|---|
| Coimbatore | 2024-05-01 | 32.66 |
| Coimbatore | 2024-04-01 | 27.87 |
| Coimbatore | 2024-06-01 | 24.69 |
| Coimbatore | 2024-03-01 | 21.73 |
| Coimbatore | 2024-01-01 | 17.71 |
| Coimbatore | 2024-02-01 | 17.36 |

| city_name | month | RPR |
|---|---|---|
| Visakhapatnam | 2024-04-01 | 34.97 |
| Visakhapatnam | 2024-05-01 | 32.91 |
| Visakhapatnam | 2024-03-01 | 29.84 |
| Visakhapatnam | 2024-06-01 | 29.68 |
| Visakhapatnam | 2024-02-01 | 24.92 |
| Visakhapatnam | 2024-01-01 | 20.55 |

# Tourist cities with Repeat passenger rate (Month wise)

| city_name | month | RPR |
|---|---|---|
| Chandigarh | 2024-06-01 | 26.30 |
| Chandigarh | 2024-05-01 | 26.20 |
| Chandigarh | 2024-04-01 | 24.02 |
| Chandigarh | 2024-03-01 | 21.27 |
| Chandigarh | 2024-02-01 | 17.21 |
| Chandigarh | 2024-01-01 | 15.52 |

| city_name | month | RPR |
|---|---|---|
| Kochi | 2024-05-01 | 29.78 |
| Kochi | 2024-06-01 | 25.84 |
| Kochi | 2024-04-01 | 24.19 |
| Kochi | 2024-03-01 | 21.70 |
| Kochi | 2024-02-01 | 18.71 |
| Kochi | 2024-01-01 | 14.05 |

| city_name | month | RPR |
|---|---|---|
| Jaipur | 2024-05-01 | 25.68 |
| Jaipur | 2024-04-01 | 22.10 |
| Jaipur | 2024-03-01 | 19.88 |
| Jaipur | 2024-06-01 | 16.98 |
| Jaipur | 2024-02-01 | 13.34 |
| Jaipur | 2024-01-01 | 12.01 |

| city_name | month | RPR |
|---|---|---|
| Mysore | 2024-05-01 | 15.37 |
| Mysore | 2024-06-01 | 14.93 |
| Mysore | 2024-04-01 | 11.39 |
| Mysore | 2024-03-01 | 9.48 |
| Mysore | 2024-01-01 | 8.08 |
| Mysore | 2024-02-01 | 7.99 |

# Factors influencing Repeat Passenger Rate



- ▶ Quality of service provided
- ▶ Driver's approach towards customer
- ▶ Convenience of booking a cab
- ▶ Cleanliness of a cab

# Tourism Vs Business demand Impact

- ▶ Driver of cab supporting as tour guide will act as marketing effort for business improvement for repeated passengers

- ▶ Free extra kilometres after certain assigned distance to increase the number of distance travelled

- ▶ Information available at major hotels and restaurants cab details/phone numbers etc…

# Emerging mobility trends

- Tier 2 cities will focus more on value for money so the pricing is most important

- Comfort of seating available in cab

- Safety of driving the cab

# Partnership opportunities with local businesses

- Tie up with local business leaders by providing discounted booking from that shopping mall after the shopping(for shopping above Rs 10000 plus),customer feels more comfortable with this service and secured.

# Data collection for enhanced data driven decisions

- Collect information regarding how convenient the cab for booked

- What was the booking time taken

- Reasons fro travel

- Urgency of travel

- Type of vehicle preferred (model/size)

# KEEP EXPLORING DATA...