

# GOODCABS

good cabs a cab service company established 2 year ago, has gained a strong foothold in the Indian market by focusing on tier 2 cities unlike other cab service providers food cans is committed to supporting local drivers ,helping them make a sustainable living in their home town while ensuring excellent service to passengers .with operating in 10 tier 2 cities across India, Good cabs has set ambitious performance targets for 2024 to drive growth and improve passenger satisfaction



January

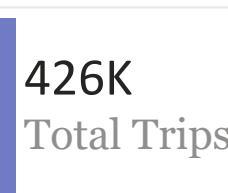
February

March

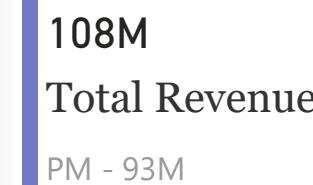
April

May

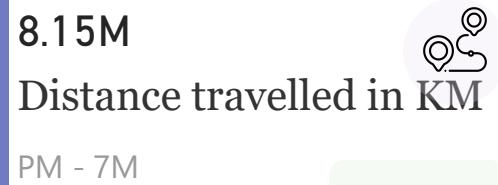
June



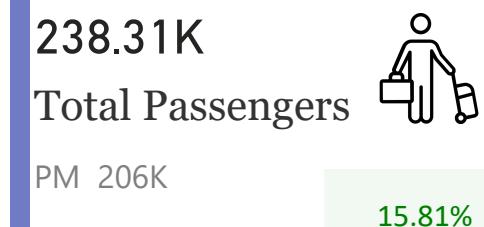
17.20%



16.54%



16.74%



15.81%

# GOODCABs

## Trips and Revenue Analysis

Trips

426K

over the period of 6 months

PM - 363K

Chg% - 17.20%



Revenue

108M

over the period of 6 month

PM - 93M



16.54%

Distance

8.15M

Distance travelled in KM

PM - 7M



16.74%

Average Fare Amount

254.02

Avg fare amount per km

PM - 255.45



-0.56%

Average Distance

19.13

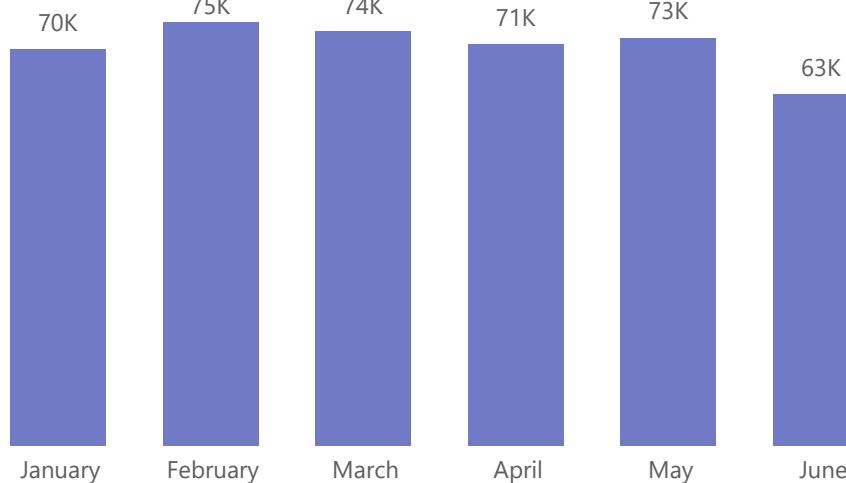
Avg\_Distance\_in\_KM

PM - 19.20



-0.40%

### Total trips by Month

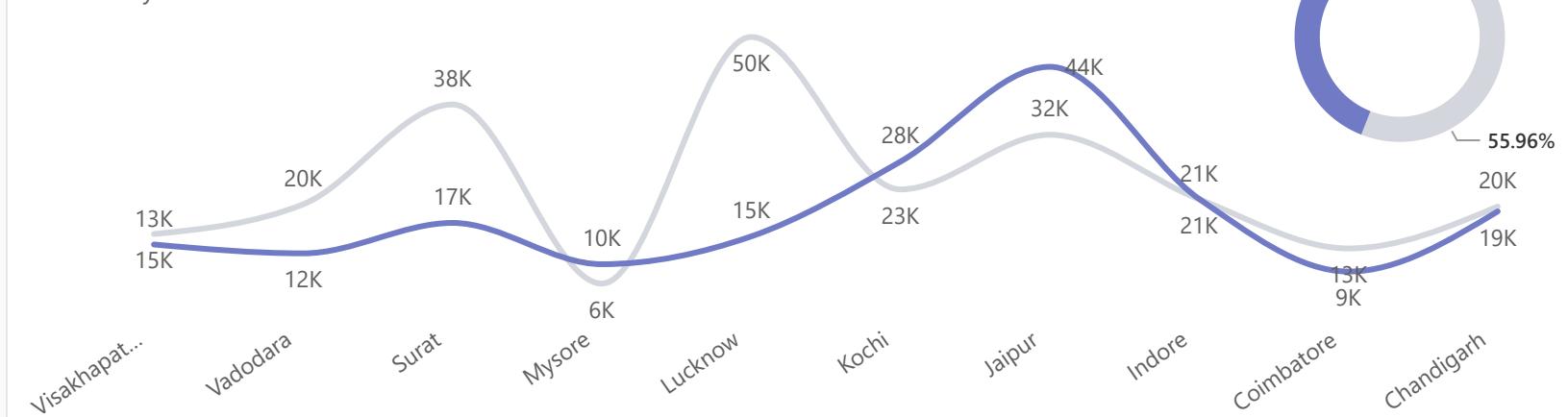


### Total Trips and Rev by City

city_name	January	February	March	April	May	June
Visakhapatnam	4468	4793	4877	4938	4812	4478
Vadodara	4775	5228	5598	5941	5799	4685
Surat	8358	9069	9267	9831	9774	8544
Mysore	2485	2668	2633	2603	3007	2842
Lucknow	10858	12060	11224	10212	9705	10240
Kochi	7344	7688	9495	9762	10014	6399
Jaipur	14976	15872	13317	11406	11475	9842
Indore	6737	7210	7019	7415	7787	6288
Coimbatore	3651	3404	3680	3661	3550	3158
Chandigarh	6810	7387	6569	5566	6620	6029

### Preferred day type to Travel vs City ?

● Weekday ● Weekend



### Summary

city_name	Total trips	Trip diff per	avg_rev trip	Rev diff per	Avg_rev dis	dis diff per	contribution%
Jaipur	76888	14.68%	483.92	14.77%	16.12	14.75%	18%
Lucknow	64299	18.94%	147.18	18.93%	11.76	18.94%	15%
Surat	54843	18.45%	117.27	18.37%	10.66	18.33%	13%
Kochi	50702	14.44%	335.25	14.41%	13.93	14.37%	12%
Indore	42456	17.39%	179.84	17.53%	10.90	17.50%	10%
Chandigarh	38981	18.30%	283.69	18.38%	12.06	18.36%	9%
Vadodara	32026	17.14%	118.57	17.27%	10.29	17.27%	8%
Visakhapatnam	28366	18.75%	282.67	18.72%	12.53	18.71%	7%
Coimbatore	21104	17.60%	166.98	17.65%	11.15	17.65%	5%
Mysore	16238	21.22%	249.71	21.43%	15.14	21.35%	4%

# GOODCABS

## Passengers Distribution

### Total Passengers

**238.31K**



PM 206K

MoM% - **15.81%**

### Repeated Passengers

**61.3K**



PM - 52K

MoM% - **18.75%**

### New Passengers

**177.0K**



PM - 154K

MoM% - **14.82%**

### Ratio of New Vs Repeated passengers

**2.89**



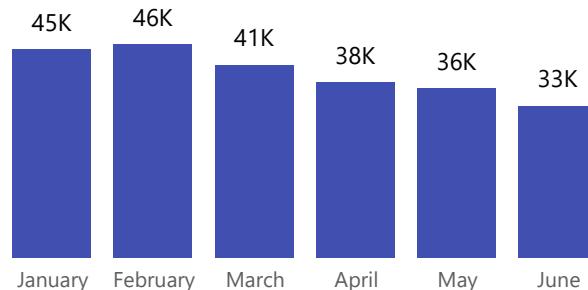
For every 1 repeated passenger, 3 new passengers

### Repeated percentage rate

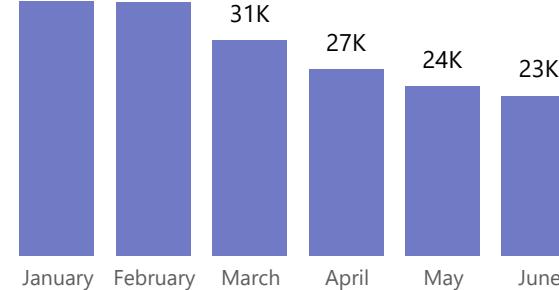
**25.73%**

For every 100 passenger , 25 are repeated passengers

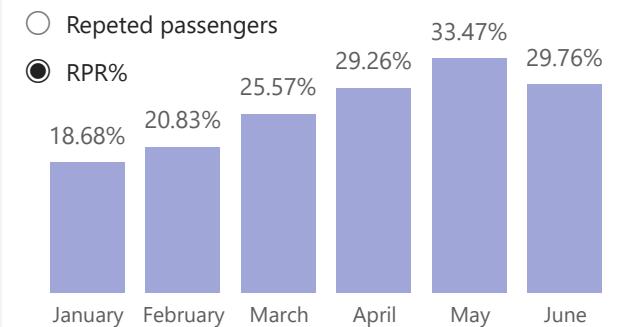
### Total Passengers by month



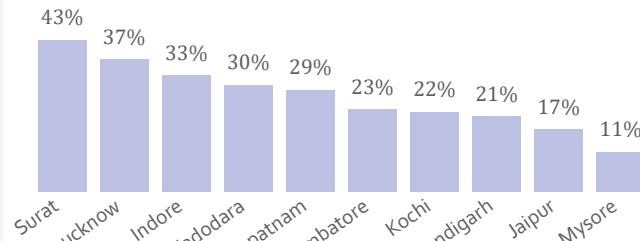
### New passengers by month



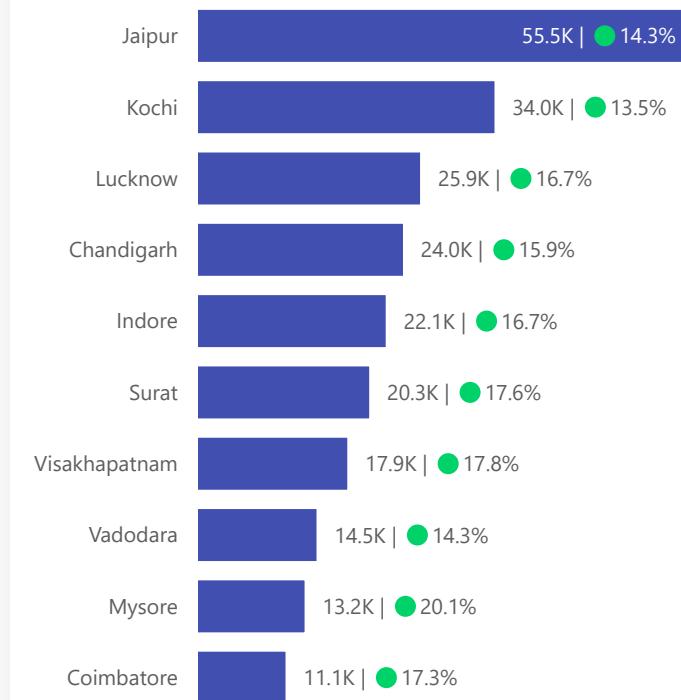
### RPR% by month\_name



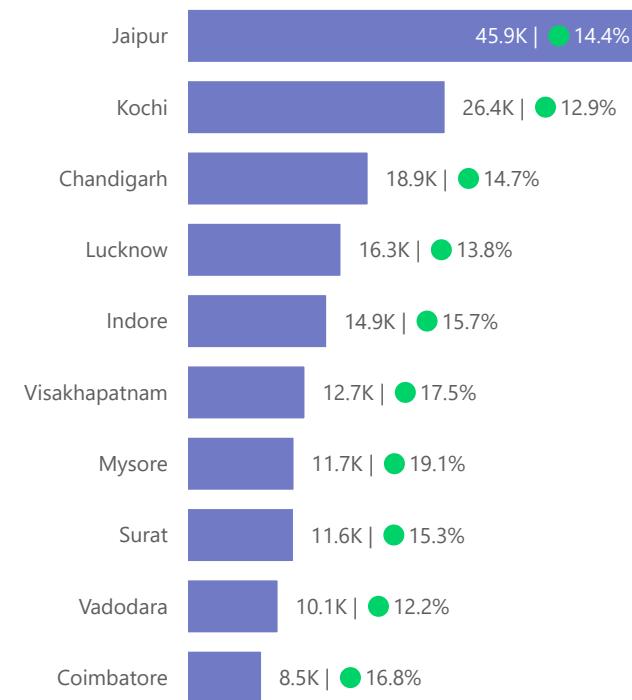
### RPR% by city\_name



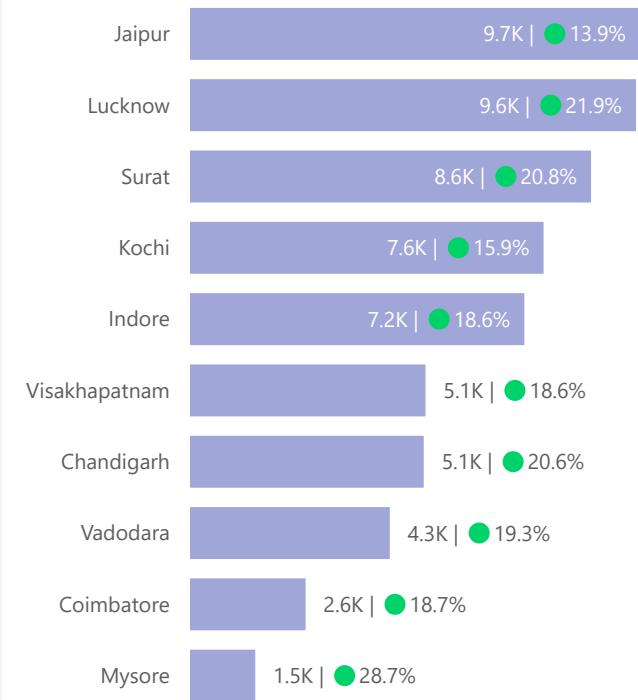
### Total Passengers by city\_name



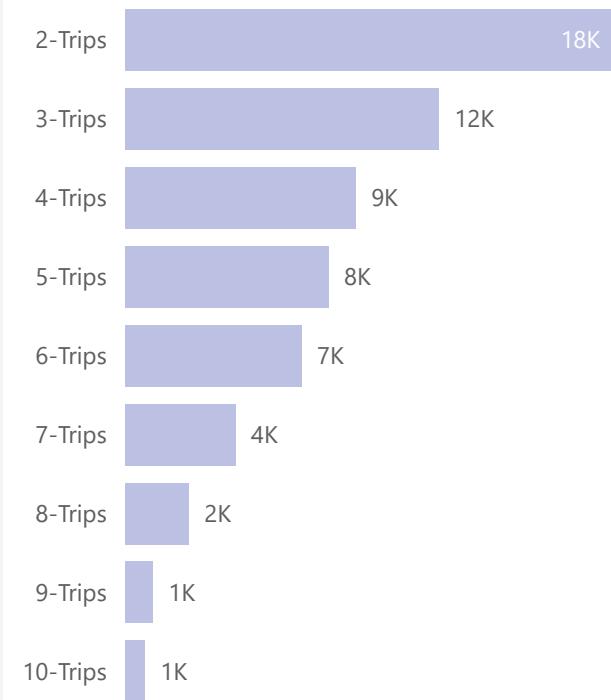
### New passengers by city\_name



### Repeted passengers by city\_name



### repeat\_passenger\_count by Trips



# GOODCABS

## Targets and Ratings

Passenger Rating



3.83

96.06

Targets Achievement Rate -

Average Driver Ratings

3.92



Target Achievement Rate percentage for Trips

99.28



Target Achievement percentage for New Passenger

95.62



Maximum distance cov...

45

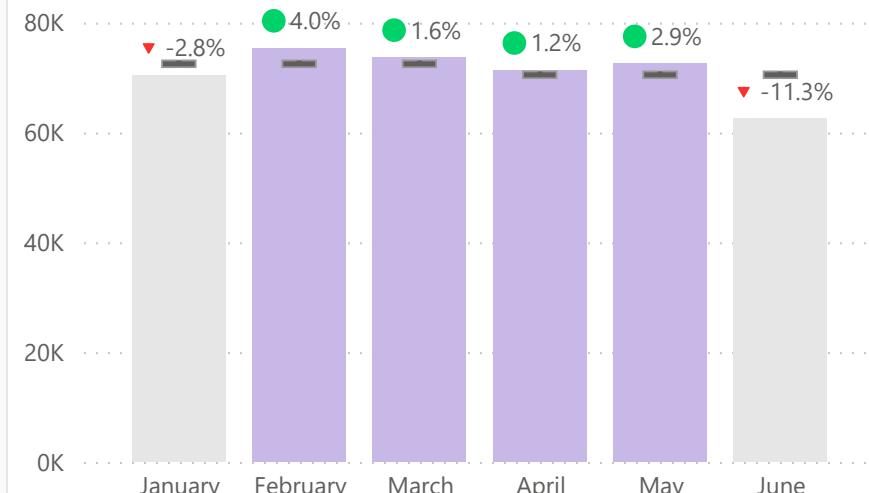


Minimum distance cov...

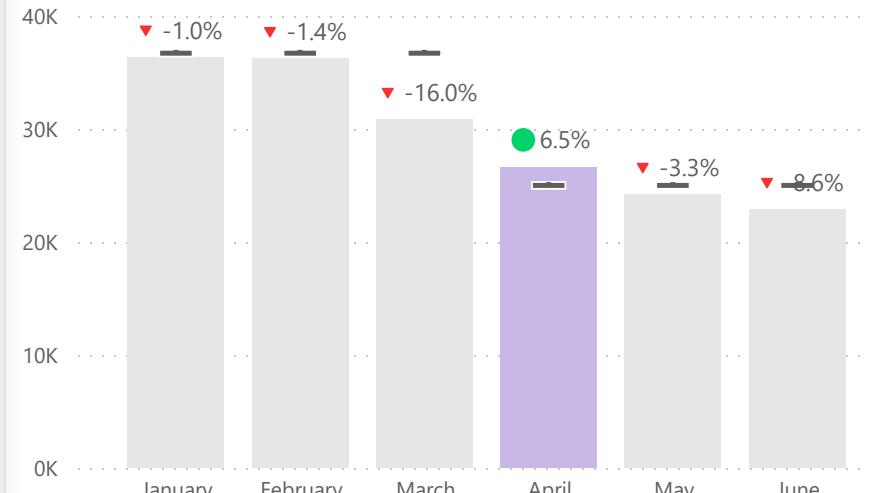
5



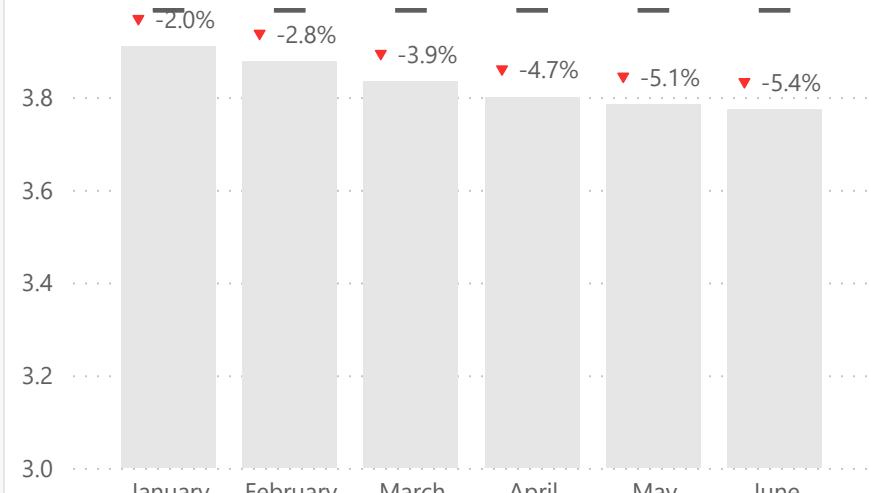
Total trips by month\_name



Sum of new\_passengers by month\_name



Passenger\_avg\_Rating by month\_name



passenger_type	new		repeated		
	city_name	Passenger_Rating	Driver rating	Passenger_Rating	Driver rating
Kochi		4.49	4.49	4.00	4.49
Visakhapatnam		4.49	4.49	3.99	4.50
Jaipur		4.49	4.49	4.00	4.49
Mysore		4.49	4.49	3.99	4.48
Chandigarh		4.24	4.00	3.75	3.74
Coimbatore		4.24	4.00	3.74	3.74
Indore		4.24	3.99	3.74	3.74
Vadodara		3.99	3.50	2.99	3.24
Lucknow		3.99	3.50	2.99	3.25
Surat		3.99	3.50	3.00	3.24

city_name	Total Passengers	passr diff per	Repeted passengers	rep pass diff per	New passengers	new pass diff per	ratio
Mysore	13158.00	20.11%	1477.0	28.66%	11681.0	19.11%	7.91
Jaipur	55538.00	14.32%	9682.0	13.89%	45856.0	14.41%	4.74
Chandigarh	23978.00	15.94%	5070.0	20.63%	18908.0	14.75%	3.73
Kochi	34042.00	13.54%	7626.0	15.95%	26416.0	12.86%	3.46
Coimbatore	11065.00	17.25%	2551.0	18.71%	8514.0	16.82%	3.34
Visakhapatnam	17855.00	17.83%	5108.0	18.63%	12747.0	17.52%	2.50
Vadodara	14473.00	14.27%	4346.0	19.30%	10127.0	12.24%	2.33
Indore	22079.00	16.65%	7216.0	18.59%	14863.0	15.74%	2.06
Lucknow	25857.00	16.69%	9597.0	21.94%	16260.0	13.79%	1.69
Surat	20264.00	17.58%	8638.0	20.84%	11626.0	15.27%	1.35

# Insights -

→ **MONTHLY ANALYSIS** - It is seen that there is dip in bookings in the month of January and June this may be due to post holiday period after Christmas and Summer holidays (April and May in India) there may be fewer people travel. **Recommendation** - to encourage booking after major holidays Offer discounts .

→ **WEEKEND and WEEKDAY ANALYSIS** - weekdays make up 55% of trips showing regular demand of cab service and weekends accounts for 45% . most probably Tourism focused cities like Jaipur ,Kochi, Mysore has more demand of cabs on weekends. weekdays are busier in business focused cities like Surat and Lucknow due to regular passengers and corporate travelers **focusing** on this patterns can help in generating more bookings and revenue.

## → TRIPS AND REVENUE ANALYSIS-

Jaipur , Lucknow , Surat tend to have higher average revenue for longer trips, as the fare is directly linked to the distance traveled . by targeting areas or routes with longer distance, such as station, airport or tourist destinations ,Good cabs service can boost overall revenue while providing value to customer seeking convenience for longer journeys.

## → PASSENGER ANALYSIS-

Tourism based cities like Jaipur , Kochi see higher passenger number and more new passengers, particularly on weekends driven by tourist demand. business centric cities such as Lucknow and Chandigarh have steady weekday demand, with focus on regular passengers while cities like Coimbatore, Mysore and Vadodara experience lower passenger volume and need targeted promotion to attract both new and regular customers.

## → TRIP- TYPE CONTRIBUTION

Tourist - based cities like Jaipur and Kochi see a higher number of repeat passengers with many customers taking 2-3 trips likely due to tourists using cabs for multiple sighting .**Recommendation** - promoting discounted packages for multiple trips.

Business focused cities like Lucknow and Chandigarh tend to have more passengers taking 3-5 trips ,likely due to regular commuting for work , meetings and business -related activities . **Recommendation** - target corporate clients with subscription and loyalty plans ,offering discounts for frequent trip to encourage consistent usage.

## → CONTRIBUTION OF REPEATED PASSENGERS

Surat ,Lucknow , Indore has highest contribution of repeated passenger rate

→ **TARGETS ANALYSIS** - January and June has missed the target due to seasonal slowdowns .**Recommendations** - Boost marketing effort in these month to stimulate demands and seasonal fluctuation.

New passengers has not met the target in every month except April this may be due to insufficient marketing , promotional efforts or resource allocation during this months.

## → RATINGS

Tourism based cities - Higher passenger rating is given by more diverse ,frequent travelers who are often excited about their trips, leading to positive experiences and reviews. Business- based cities - Lower passenger ratings might be due to travelers being more focused on efficiency and punctuality rather than leisure , leading to more critical evaluations. **Recommendations** - improve service efficiency such as faster check-ins ,and better support for business travelers offering loyalty programs or benefits for repeat business customers can improve satisfaction.