

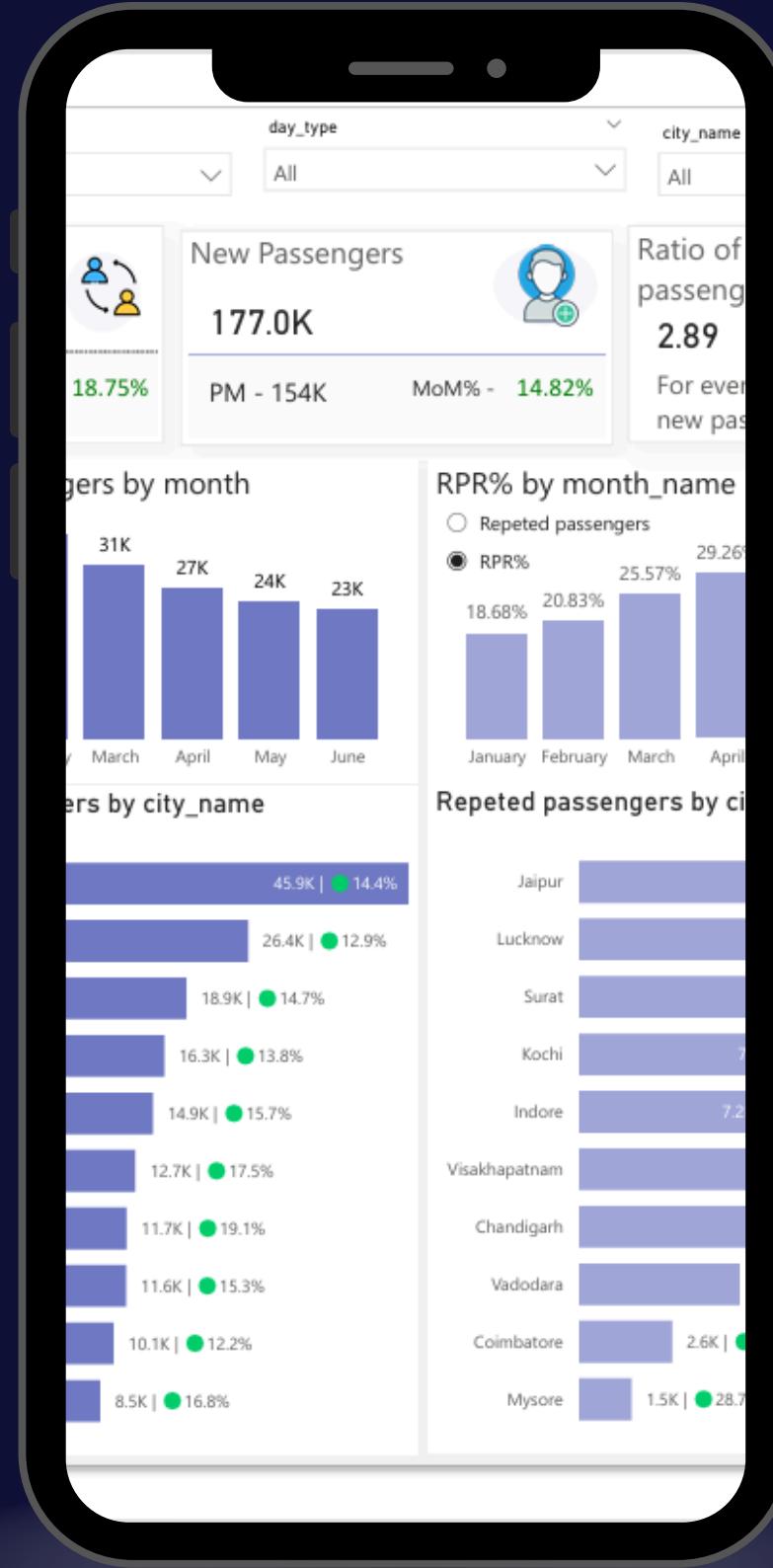


PREPARED BY ASMA.

# GOOD CABS

Transportation and Mobility

FUNCTION - OPERATIONS



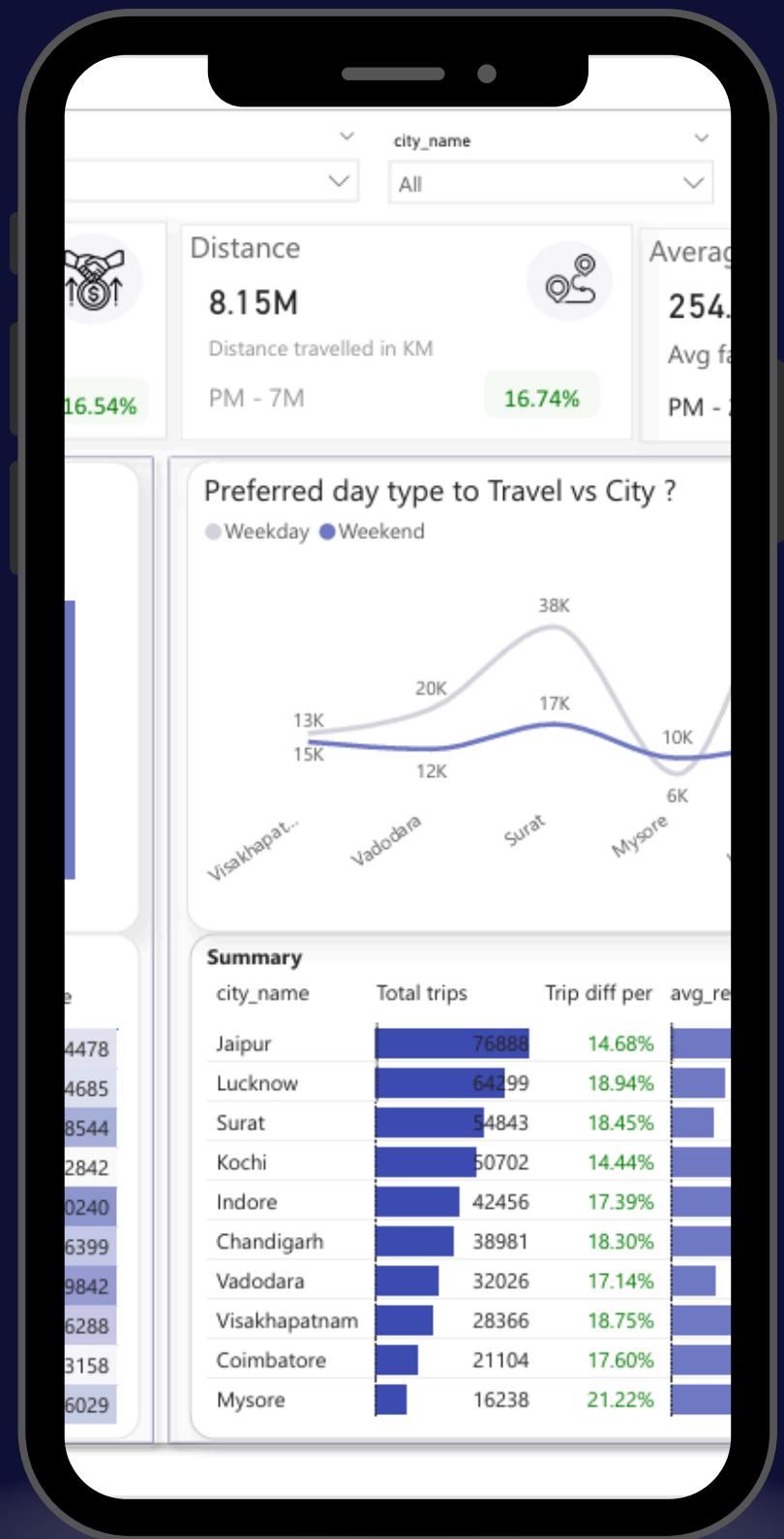
## ABOUT GOODCABS

GoodCabs is a cab service company established two years ago that has gained a strong foothold in the Indian market by focusing on tier-2 cities.

## PROBLEM STATEMENT

GoodCabs faces the challenge of expanding and scaling its operations while maintaining high standards of service in tier-2 cities. The company aims to enhance its growth in these markets, meet ambitious performance targets for 2024, and continue improving passenger satisfaction. It must also ensure that the drivers it supports are able to sustain a livelihood while providing consistent, high-quality service to customers.





# TASK

GoodCabs management team aims to assess the company's performance across key metrics, including trip volume, passenger satisfaction, repeat passenger rate, trip distribution, and the balance between new and repeat passengers.

## INPUTS PROVIDED

-  Data sets and Problem statement
-  Primary and secondary questions.
-  Ad-hoc requests.



# DATA ANALYSIS

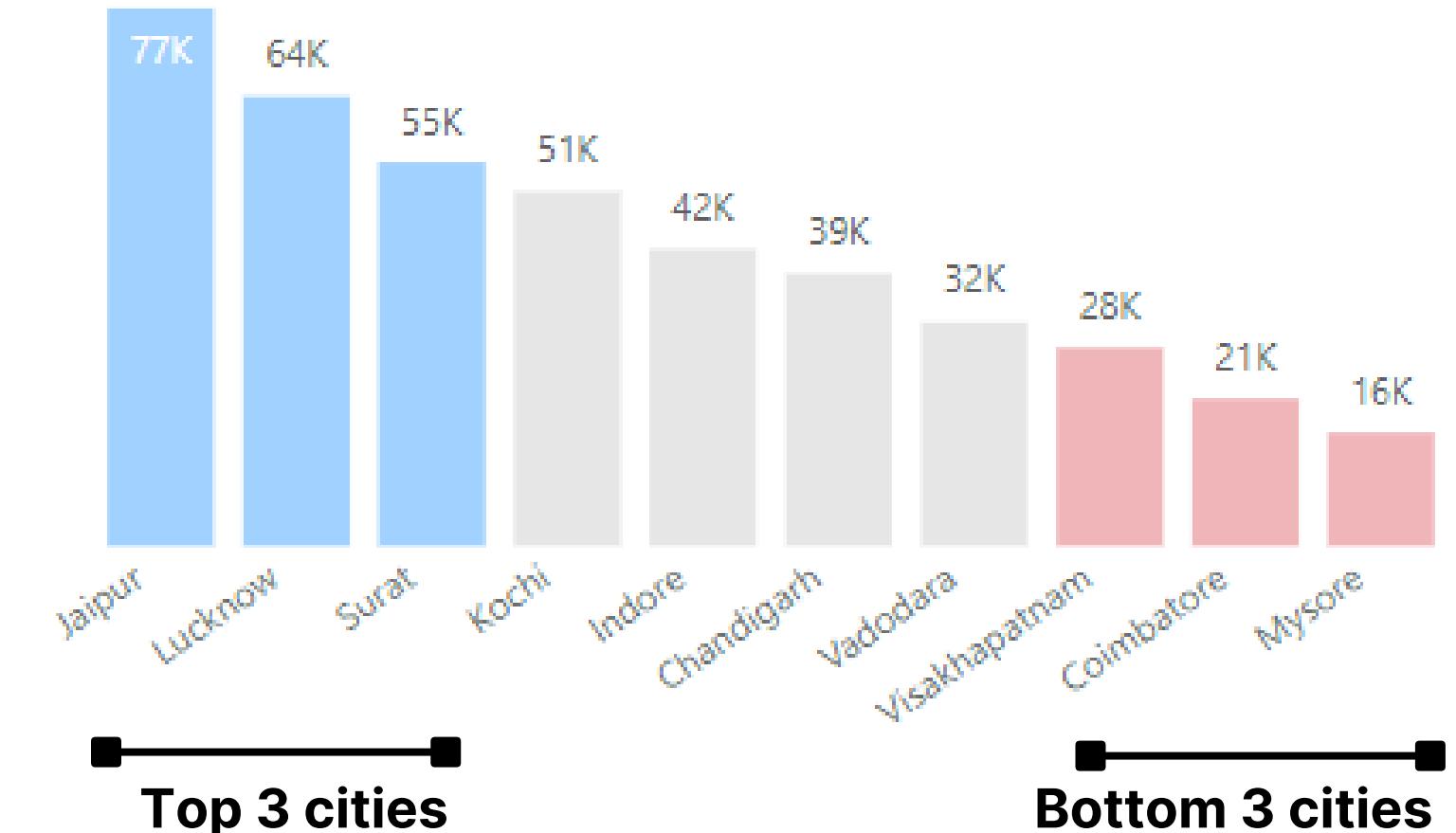
## 1. Top and Bottom Performing cities

Identify the top 3 and bottom 3 cities by total trips over the entire analysis period

```
5
4  (
5      select c.city_name ,
6          count(t.trip_id) as totaltrips
7      from fact_trips t
8      join dim_city c on c.city_id = t.city_id
9      join dim_date d on d.date=t.date
10     group by 1
11    order by count(t.trip_id) desc
12    limit 3)
13    union
14  (
15      select c.city_name ,
16          count(t.trip_id) as totaltrips
17      from fact_trips t
18      join dim_city c on c.city_id = t.city_id
19      join dim_date d on d.date=t.date
20     group by 1
21    order by count(t.trip_id) asc
22    limit 3)
```

## OUTPUT

city_name	totaltrips
Jaipur	76888
Lucknow	64299
Surat	54843
Mysore	16238
Coimbatore	21104
Visakhapatnam	28366



## INSIGHTS

**Top 3 cities -** Jaipur , Lucknow, Surat has contributed the highest number of trips

**Bottom 3 cities -** Mysore, Coimbatore and Visakhapatnam has noted lowest number of trips



# DATA ANALYSIS

## 2. Average Fare Per Trip by city

Calculate the avg fare per trip for each city and compare it with the city's avg trip distance. identify the cities with the highest and lowest avg fare per trip to assess pricing efficiency across location

### Query

```
select c.city_name, count(t.trip_id) as total_trips, avg(t.fare_amount) as avg_amount,  
       round(avg(t.fare_amount)/round(avg(t.distance_travelled_km),2),2) as  
           avg_fare_per_dis  
     from fact_trips t  
join dim_city c  
      on c.city_id=t.city_id  
group by 1  
order by avg(t.distance_travelled_km) desc
```

### OUTPUT

city_name	Total_trips	Avg_Fare_Amt	Avg_Fare_Per_Dis(km)
Jaipur	76888	483.92	16.12
Kochi	50702	335.25	13.93
Chandigarh	38981	283.69	12.06
Visakhapatnam	28366	282.67	12.54
Mysore	16238	249.71	15.13
Indore	42456	179.84	10.90
Coimbatore	21104	166.98	11.15
Lucknow	64299	147.18	11.77
Vadodara	32026	118.57	10.29
Surat	54843	117.27	10.66

### INSIGHTS

**Highest Average Fare Amount** - Jaipure(483.92) has the highest average fare Amount and avg distance travelled is 16.12km

**Lowest Fare amount** - Surat (117.27) has the lowest fare per trip and the distance travelled is 10.66km

**Note** - the average fare price depends on the distance travelled if the distance is less the price is comparatively low



# DATA ANALYSIS

## 3. Average Rating by city and passenger type

- a. Calculate the avg passenger and driver ratings for each city, segmented by passenger type
- b. identify cities with highest and lowest avg ratings

```
46    with cte as
47      (
48        select c.city_name,
49            t.passenger_type,
50            round(avg(t.driver_rating)/2,2)as d_r,
51            round(avg(t.passenger_rating)/2,2) as p_r,
52        DENSE_RANK() over(
53            partition by t.passenger_type order by
54            round(avg(t.driver_rating)/2,2) desc)
55            as prank,
56        DENSE_RANK() over(
57            partition by t.passenger_type order by
58            round(avg(t.driver_rating)/2,2) asc)
59            as brank
60        from fact_trips t
61        join dim_city c
62            on c.city_id=t.city_id
63        group by 1 ,2)
64        select city_name,passenger_type,d_r,p_r,prank from cte
65        where prank=1 or brank=1
66        order by passenger_type,prank
```

## OUTPUT

	city_name	passenger_type	d_r	p_r	prank
▶	Jaipur	new	4.49	4.49	1
	Kochi	new	4.49	4.49	1
	Mysore	new	4.49	4.49	1
	Visakhapatnam	new	4.49	4.49	1
	Lucknow	new	3.50	3.99	4
	Surat	new	3.50	3.99	4
	Vadodara	new	3.50	3.99	4
	Visakhapatnam	repeated	4.50	3.99	1
	Surat	repeated	3.24	3.00	6
	Vadodara	repeated	3.24	2.99	6

### Highest and lowest rated cities BY new passengers -

Highest rating - 4.9 Jaipur, kochi ,Mysore , Visakhapatnam are the cities with highest rating indicating the good service

Low rating ->3 Lucknow,Surat and Vadodara may be due to poor service

### Highest and lowest rated cities BY Repeated passengers -

Highest rating -According to the visitors Visakhapatnam is the cities with highest rating indicating the only one good service Provider

Low rating - Surat and Vadodara remains the same for repeated passenger as well

## DATA ANALYSIS

### 4. Peak and Low Demand Months by city

Identify the city and month with highest and lowest demand by total trips

```

with totaltrips as (
    select c.city_name ,d.month_name ,count(*) as total_trips
        from fact_trips t
    join dim_city c on c.city_id = t.city_id
    join dim_date d on d.date = t.date
    group by 1,2
),
ranked as(
    select city_name, month_name, total_trips,
    rank()
    over (partition by city_name order by total_trips desc)as
    rankmax,
    rank()
    over (partition by city_name order by total_trips asc)as
    rankmin
    from totaltrips
)
select city_name,
sum(total_trips) as trips,
max(case when rankmax =1 then month_name end) as highest,
max(case when rankmax =1 then total_trips end) as highest_value,
min(case when rankmin=1 then month_name end) as lowest,
min(case when rankmin=1 then total_trips end) as lowest_value
from ranked
group by 1

```

### OUTPUT

#### Highest demand month and city

city_name	highest	Sum of highest_value
Jaipur	February	15872
Lucknow	February	12060
Kochi	May	10014
Surat	April	9831
Indore	May	7787
Chandigarh	February	7387
Vadodara	April	5941
Visakhapatnam	April	4938
Coimbatore	March	3680
Mysore	May	3007

#### Lowest demand month and city

city_name	lowest	Sum of lowest_value
Mysore	January	2485
Coimbatore	June	3158
Visakhapatnam	January	4468
Vadodara	June	4685
Chandigarh	April	5566
Indore	June	6288
Kochi	June	6399
Surat	January	8358
Lucknow	May	9705
Jaipur	June	9842

### INSIGHTS

**February** is the busiest month with the highest demand of trips to the city **Jaipur , Lucknow and Chandigarh by goodcabs**

**January** is the month with the least demand of trips to the city **Mysore , Visakhapatnam .**



## DATA ANALYSIS

### 5. Weekend Vs Weekday trip demand by city

- Compare the total trips taken on weekdays vs weekends for each city over the 6 month period.
- identify cities with strong preference for either weekend or weekday trips to understand demand variations

```
103 with trips as(
104     select c.city_name ,d.day_type,d.month_name,
105         count(*) as total_trips
106     from fact_trips t
107     join dim_city c on c.city_id = t.city_id
108     join dim_date d on d.date = t.date
109     group by 1,2,3
110 )
111     select city_name,
112         sum(case when day_type = "weekday" then total_trips else 0 end) as weekday,
113         sum(case when day_type = "weekend" then total_trips else 0 end) as weekend,
114         case
115             when sum(case when day_type = "weekday" then total_trips else 0 end) >
116                 sum(case when day_type = "weekend" then total_trips else 0 end)
117             then 'weekday preferred'
118         else 'weekend preferred'
119         end as 'preference'
120     from trips
121     group by city_name
```

### OUTPUT

city_name	Weekday	Weekend	preference
Chandigarh	19914	19067	weekday preferred
Coimbatore	12576	8528	weekday preferred
Indore	21198	21258	weekend preferred
Jaipur	32491	44397	weekend preferred
Kochi	22915	27787	weekend preferred
Lucknow	49617	14682	weekday preferred
Mysore	6424	9814	weekend preferred
Surat	37793	17050	weekday preferred
Vadodara	20310	11716	weekday preferred
Visakhapatnam	15100	13266	weekday preferred



### INSIGHTS

- Nearly **45 %** of trips were taken on weekends and **55%** on weekdays , it is noticed that there is highest demand of cabs on weekdays .
- Tourism focused** cities like Jaipur, Kochi, Indore and Mysore has strong preference on **weekends** and **Business focused** cities like Lucknow, Surat has strong preference on **weekdays**



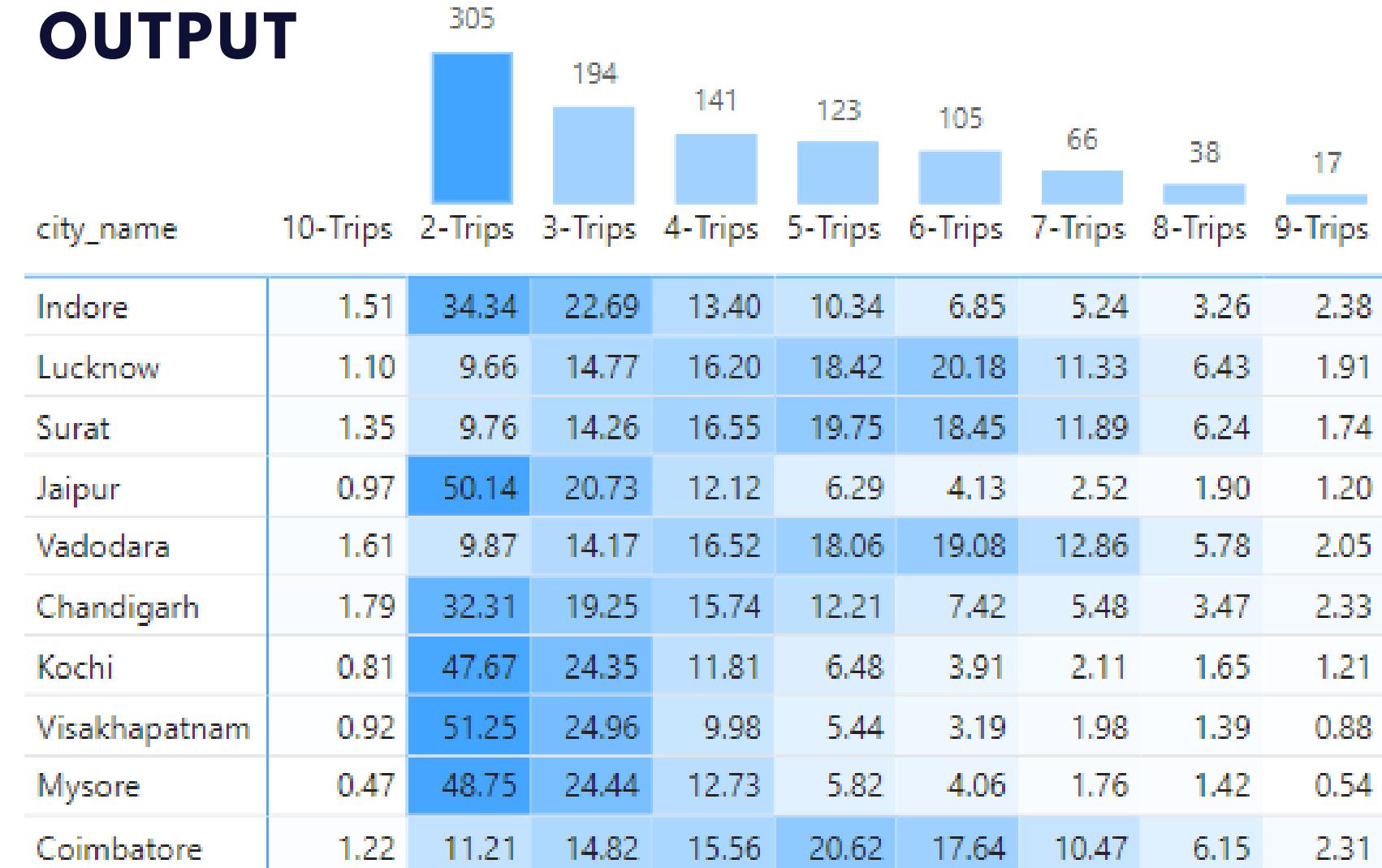
## DATA ANALYSIS

# 6. Repeat passenger frequency and city contribution analysis

Identify which cities contribute most to higher frequencies among repeat passengers

```
with total_repeat_passenger as (
    select city_id,
        sum(repeat_passenger_count) as repeatcount
    from dim_repeat_trip_distribution
    group by 1
),
trip_freq_dis as (
    select d.city_id,c.city_name,
        d.trip_count,
        sum(repeat_passenger_count)as passenger_count
    from dim_repeat_trip_distribution d
    join dim_city c on c.city_id=d.city_id
    group by 1,2,3
)
select
    tdf.city_name,
    tdf.trip_count ,
    tdf.passenger_count,
    (tdf.passenger_count/tr.repeatcount)*100 as percentage
from trip_freq_dis tdf
join total_repeat_passenger tr on tdf.city_id=tr.city_id
order by tdf.city_name,tdf.trip_count
```

## OUTPUT



## INSIGHTS

**Tourism focused** - cities like Jaipur, Mysore, Visakhapatnam seems to have higher frequency of **2 trip-visits**.

**Business focused** -cities like Surat, Lucknow, Vadodara, and Coimbatore. has repeated passenger visits ranging from **4 to 6 trips**, driven by business and industrial travels

## DATA ANALYSIS

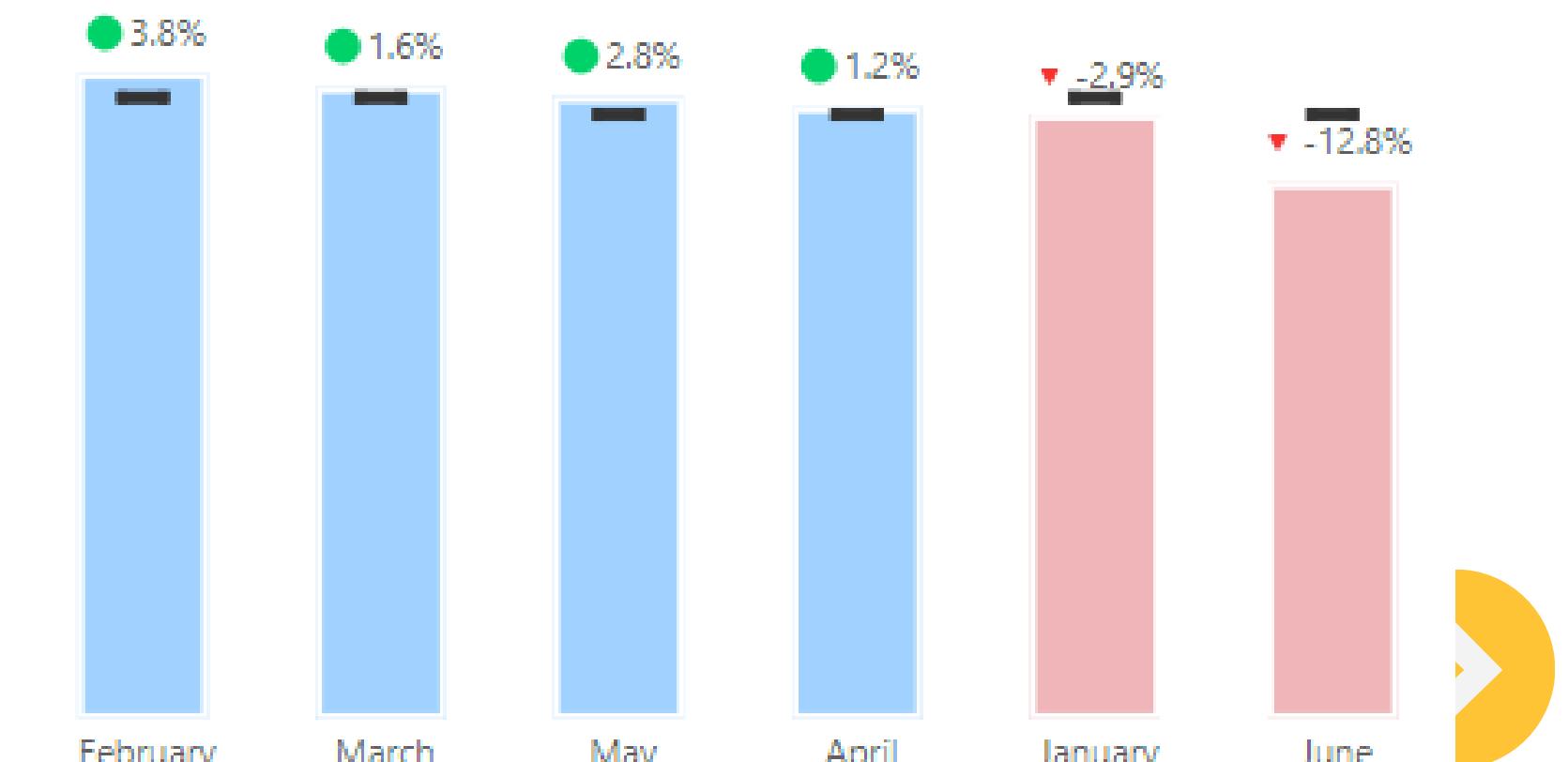
### 7a. Monthly target achievement analysis for key metrics

Evaluate monthly performance against target for total trips

```
select f.month_name,f.total_trips,t.targets,
       (total_trips-targets)/targets *100 as percentage_diff,
       case
         when total_trips > targets then 'exceeds target'
         else 'missed the target'
       end as performance
  from
    (select count(*) as total_trips,
            monthname(date) as month_name
   from fact_trips
  group by monthname(date)) f
  join
    (select monthname(month) as month_name ,
           sum(total_target_trips) as targets
      from targets_db.monthly_target_trips
     group by monthname(month))
     on f.month_name=t.month_name
    group by f.month_name
```

### OUTPUT

	month_name	total_trips	targets	percentage_diff	performance
▶	January	70462	72500	-2.8110	missed the target
	February	75379	72500	3.9710	exceeds target
	March	73679	72500	1.6262	exceeds target
	April	71335	70500	1.1844	exceeds target
	May	72543	70500	2.8979	exceeds target
	June	62505	70500	-11.3404	missed the target



### INSIGHTS

**January** - has not met the target this may be due to post holiday period after December.

**June** - also not meet the target this may be due Seasonal Fluctuation

## DATA ANALYSIS

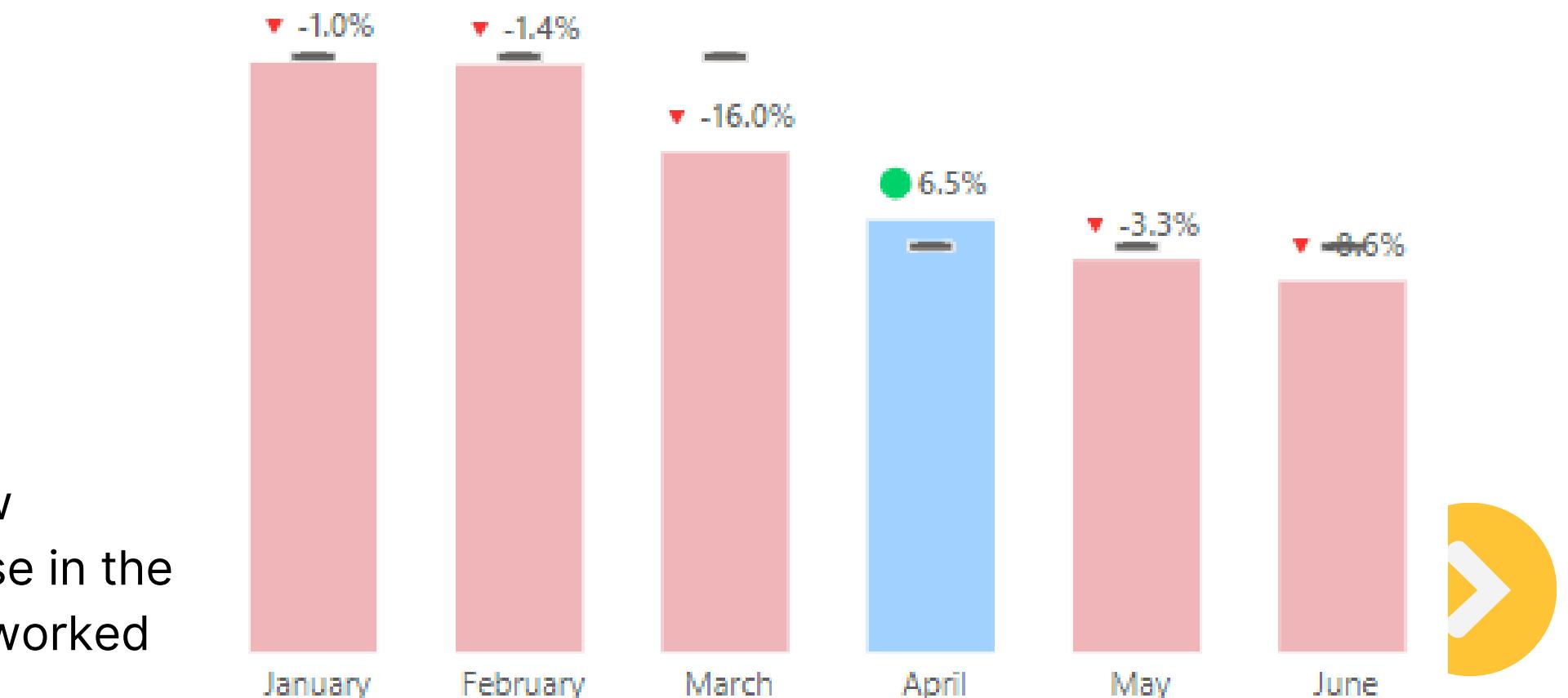
### 7b. Monthly target achievement analysis for key metrics

Evaluate monthly performance against target for new passengers

```
select
    monthname(m.month) as monthname,
    sum(p.new_passengers) as new_passengers,
    sum(m.target_new_passengers) as target_new_passengers,
    ((sum(p.new_passengers)-sum(m.target_new_passengers)) /
    sum(m.target_new_passengers))*100 as per,
    case
        when ((sum(p.new_passengers)-sum(m.target_new_passengers)) /
        sum(m.target_new_passengers))*100 < 0
        then 'Missed the target'
        else 'exceeded the target'
    end as sstatus
from
    trips_db.fact_passenger_summary p
join targets_db.monthly_target_new_passengers m on
    m.month = p.month
group by 1
```

### OUTPUT

	monthname	new_passe	target_	per	sstatus
▶	January	363290	367000	-1.0109	Missed the target
	February	362010	367000	-1.3597	Missed the target
	March	308140	367000	-16.0381	Missed the target
	April	266200	250000	6.4800	exceeded the target
	May	241820	250000	-3.2720	Missed the target
	June	228520	250000	-8.5920	Missed the target



### INSIGHTS

**April** is the only month that has exceeded the target for new passenger that indicates that there was a significant increase in the number of first time users during this month this should be worked and replicated in other months as well.

## DATA ANALYSIS

### 7c. Monthly target achievement analysis for key metrics

Evaluate monthly performance against target for average passenger ratings

```

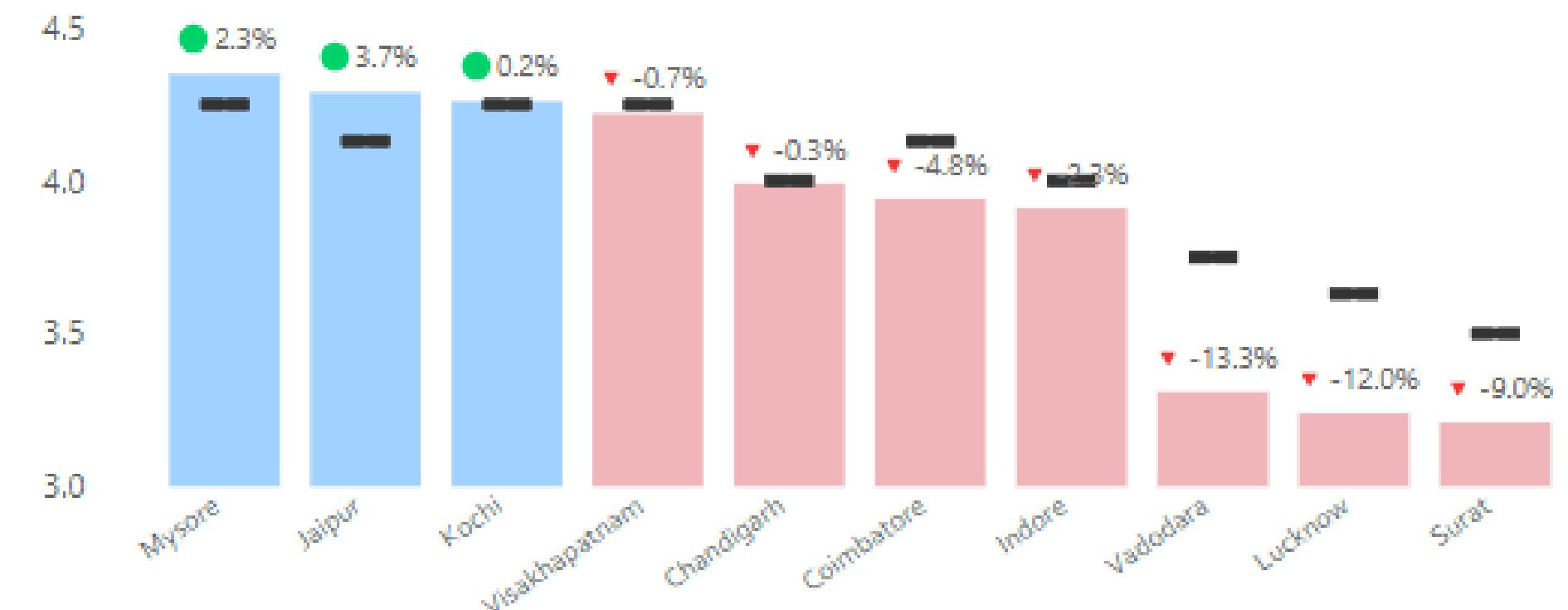
select
d.city_name,
round(avg(p.passenger_rating)/2,2) as passengers_rating,
round(avg(m.target_avg_passenger_rating)/2,2) as target_rating_passengers,
((sum(p.passenger_rating)-sum(m.target_avg_passenger_rating))/
sum(m.target_avg_passenger_rating))*100 as per,
case
when
round(((sum(p.passenger_rating)-sum(m.target_avg_passenger_rating))/
sum(m.target_avg_passenger_rating)),2)*100 < 0 then 'Missed the target'
else 'exceeded the target'
end as Performance
from
trips_db.fact_trips p
join
targets_db.city_target_passenger_rating m on m.city_id = p.city_id
join
trips_db.dim_city d on d.city_id=p.city_id
group by 1
    
```

### INSIGHTS

**Mysore, Jaipure and Kochi** have successfully met the passenger rating target on GoodCab service. indicating the **strong demand** for cabs in **Tourism-focused cities**

### OUTPUT

	city_name	passengers_rating	target_rating	per	Performance
▶	Visakhapatnam	4.22	4.25	-0.788848	Missed the target
	Chandigarh	3.99	4.00	-0.292450	exceeded the target
	Surat	3.21	3.50	-8.327407	Missed the target
	Vadodara	3.31	3.75	-11.849...	Missed the target
	Mysore	4.35	4.25	2.365548	exceeded the target
	Kochi	4.26	4.25	0.190502	exceeded the target
	Indore	3.91	4.00	-2.147517	Missed the target
	Jaipur	4.29	4.13	4.046657	exceeded the target
	Coimbatore	3.94	4.13	-4.447814	Missed the target
	Lucknow	3.24	3.63	-10.491...	Missed the target



## DATA ANALYSIS

### 8a. Highest and Lowest Repeat Passenger Rate(RPR%) by city

Identify top 2 and bottom 2 cities based on their RPR% for each cities

```
with cte as(  
    select sum(p.total_passengers)as total_passengers ,  
          sum(p.repeat_passengers)as repeat_passengers,  
          c.city_name  
    from fact_passenger_summary p  
    join dim_city c on c.city_id = p.city_id  
    group by c.city_name  
)  
select city_name,total_passengers,  
repeat_passengers,  
(repeat_passengers/ total_passengers)*100 as freq  
from cte  
group by city_name  
order by freq desc
```

## INSIGHTS

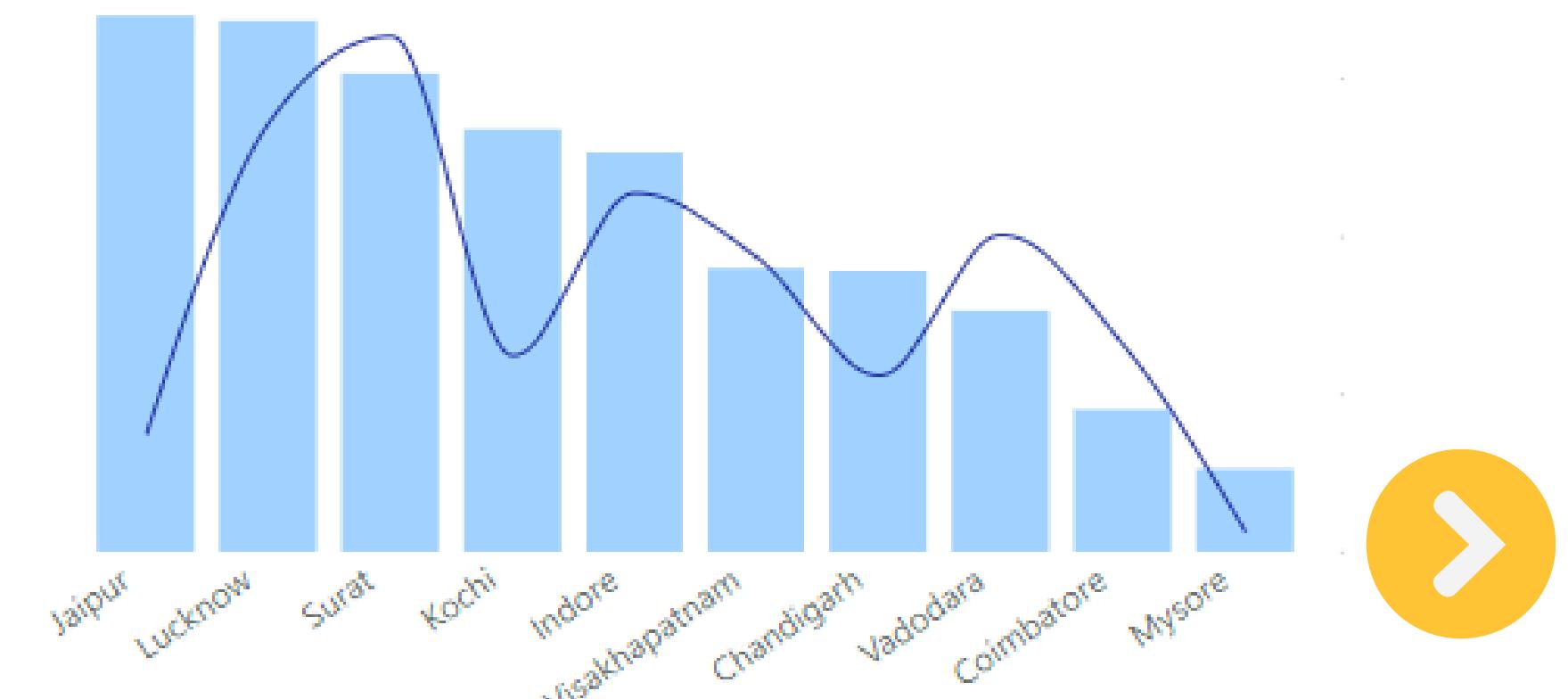
top 2 citites (RPR%)-  
**Surat**  
**Lucknow**

Bottom 2 Cities (RPR%)-  
**Jaipure**  
**mysore.**

## OUTPUT

	city_name	total_passenger	repeat_passenger	freq
▶	Surat	20264	8638	42.6273
	Lucknow	25857	9597	37.1157
	Indore	22079	7216	32.6826
	Vadodara	14473	4346	30.0283
	Visakhapatnam	17855	5108	28.6082
	Coimbatore	11065	2551	23.0547
	Kochi	34042	7626	22.4017
	Chandigarh	23978	5070	21.1444
	Jaipur	55538	9682	17.4331
	Mysore	13158	1477	11.2251

● repeat\_passenger ● RPR\_per



## DATA ANALYSIS

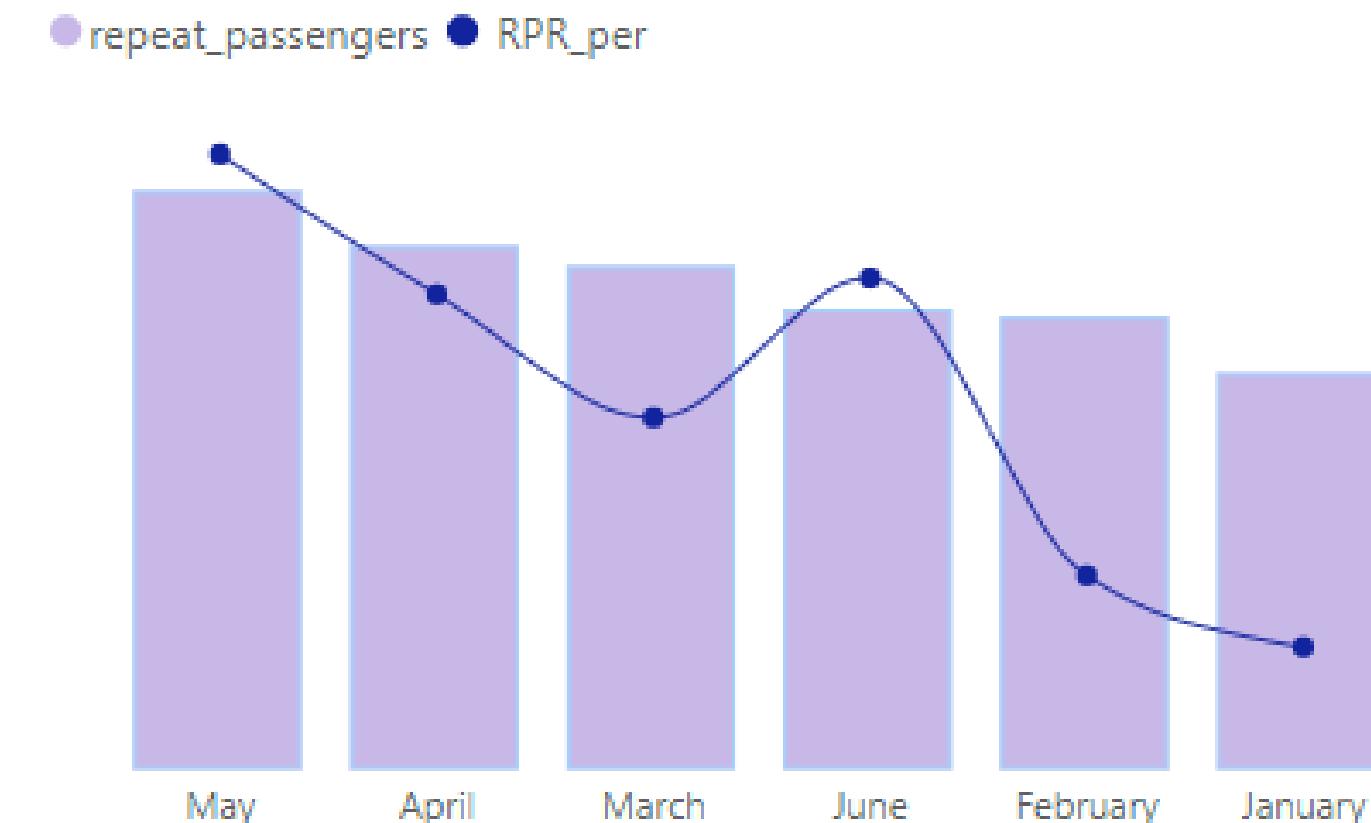
### 8b. Highest and Lowest Repeat Passenger Rate(RPR%) by Month

Identify top 2 and bottom 2 cities based on their RPR% for each cities

```
select monthname(p.month) as month_name,  
       sum(p.total_passengers)as total_passengers ,  
       sum(p.repeat_passenger)as repeat_passenger,  
       (sum(p.repeat_passenger)/sum(p.total_passenger))*100 as  
          RPR_per  
  
from fact_passenger_summary p  
join dim_city c on c.city_id = p.city_id  
group by 1  
order by RPR_per desc
```

## OUTPUT

	month_name	total_passenger	repeat_passenger	RPR_per
▶	May	36349	12167	33.4727
	June	32533	9681	29.7575
	April	37633	11013	29.2642
	March	41398	10584	25.5665
	February	45724	9523	20.8271
	January	44672	8343	18.6761



## INSIGHTS

**April, may, june** has **Highest RPR%** may be due to increased trip during summer vacations

**Jan Feb and march** has **Low RPR%** may be due to Post holiday period after december.



## **Recommendations to improve Trip bookings**

-  offer discounts and driver incentives Provide targeted promotions and discounts to attract passengers, and offer incentives for drivers to work in low-demand cities, ensuring ride availability and service consistency.
-  Boost Local Awareness and Marketing: Run localized campaigns to raise awareness of GoodCabs in these cities, highlighting benefits and building customer loyalty through excellent service and personalized experiences.

## **Recommendations to improve Repeated Passenger**

-  Offer tailored experiences for repeat passengers, such as preferred drivers or customized ride options, to make them feel valued and improve satisfaction.
-  Implement or enhance loyalty programs with benefits like discounts or exclusive offers to encourage repeat passengers and improve their overall experience.

## **Recommendations to improve Passenger Ratings**

-  Collaborate with local factories and businesses to create dedicated cab services for their employees, offering scheduled pick-ups and drop-offs during shift changes. This can ensure steady demand and better ride availability.
-  Provide corporate discounts or loyalty programs for businesses, encouraging frequent use of GoodCabs by employees in industrial zones.





# DASHBOARD

The smartphone screen shows a dashboard for OODCABS trips and revenue analysis. The top section displays two main metrics: 'Total trips' (26K) and 'Revenue' (108M). Below these are two smaller boxes: one for 'Total trips over the period of 6 months' (363K, Chg% - 17.20%) and another for 'PM - 93M'. A bar chart titled 'Total trips by Month' shows data for January through June. The bottom section is a table titled 'Total Trips and Rev by City' showing monthly trip counts and revenue for various cities.

City_name	January	February	March	April	May	June
Visakhapatnam	4468	4793	4877	4938	4812	4775
Madodara	4775	5228	5598	5941	5799	5358
Burat	8358	9069	9267	9831	9774	9485
Mysore	2485	2668	2633	2603	3007	10858
Acknow	10858	12060	11224	10212	9705	12060
Pochi	7344	7688	9495	9762	10014	13317
Sipur	14976	15872	13317	11406	11475	14976
Madore	6737	7210	7019	7415	7787	11406
Coimbatore	3651	3404	3680	3661	3550	11475
Chandigarh	6810	7387	6569	5566	6620	11475

# 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

**426K**  
Total Trips



PM - 363K

17.20%

**108M**  
Total Revenue

PM - 93M



16.54%

**8.15M**  
Distance travelled in KM

PM - 7M



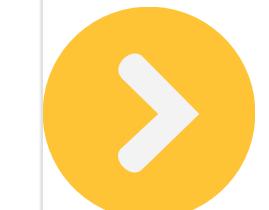
16.74%

**238.31K**  
Total Passengers



PM 206K

15.81%



# GOODCABs

## Trips and Revenue Analysis

Factors

All

city\_name

All

day\_type

All

Month

All

Trips

**426K**

over the period of 6 months

PM - 363K

Chg% - **17.20%**



Revenue

**108M**

over the period of 6 month

PM - 93M



Distance

**8.15M**

Distance travelled in KM

PM - 7M

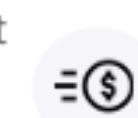


Average Fare Amount

**254.02**

Avg fare amount per km

PM - 255.45



Average Distance

**19.13**

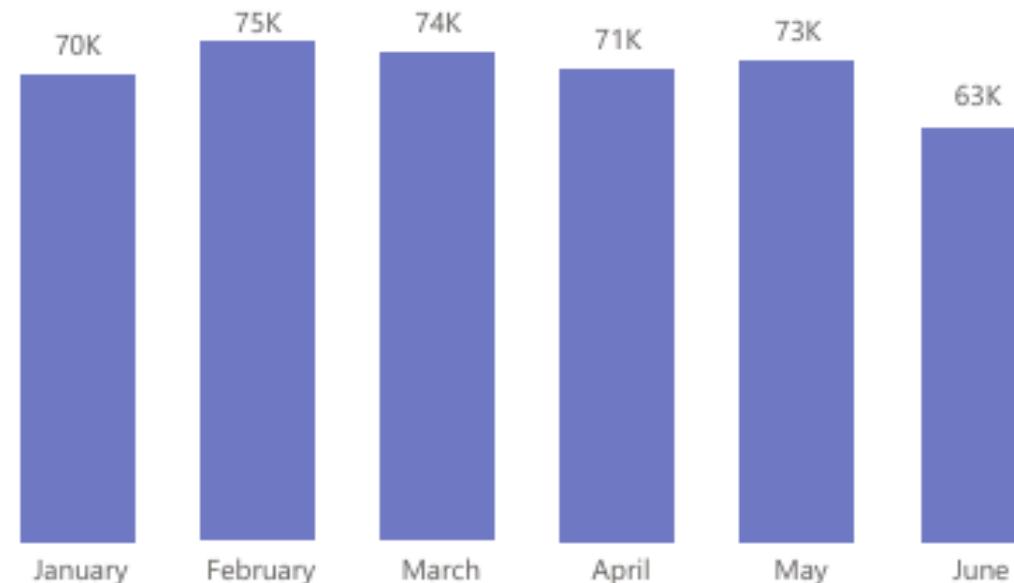
Avg\_Distance\_in\_KM

PM - 19.20



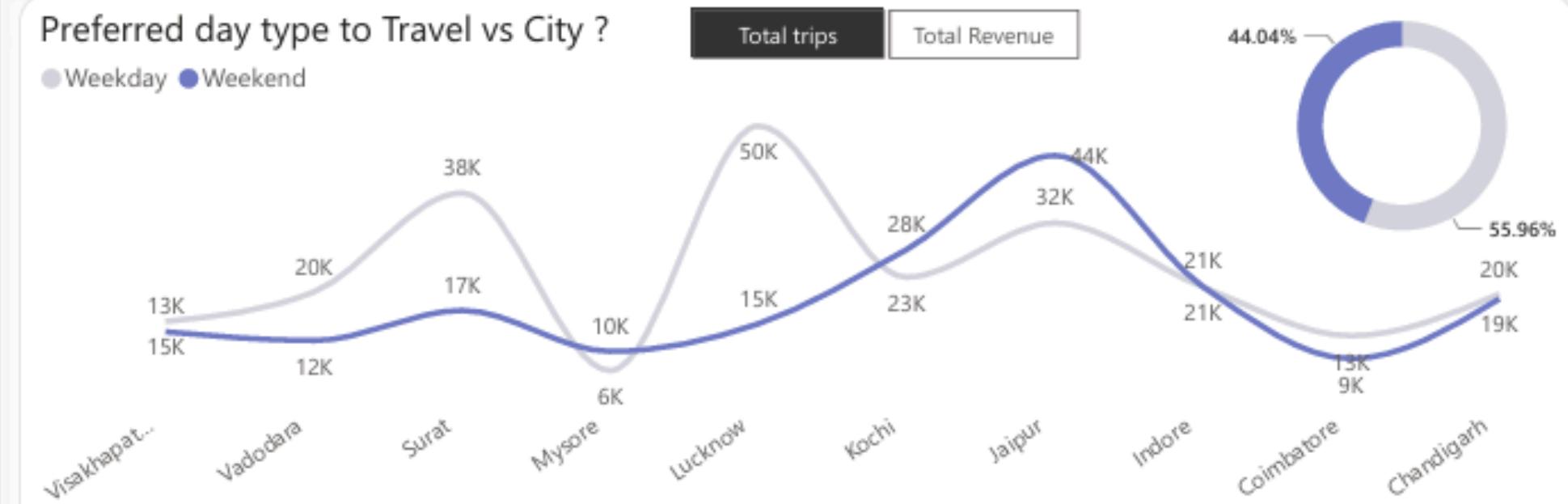
-0.40%

### Total trips by Month



### Preferred day type to Travel vs City ?

Weekday Weekend



### 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

### 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**

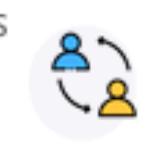


PM 206K

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**



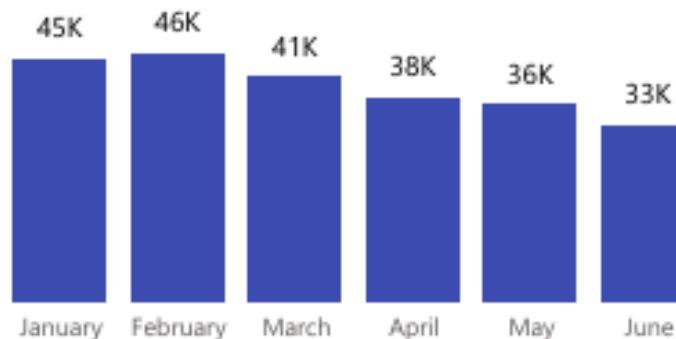
For every 1 repeated passenger, 3 new passengers

### Repeated percentage rate

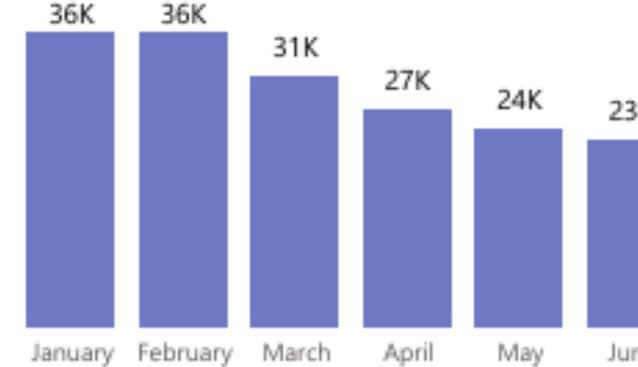
**25.73%**

For every 100 passenger , 25 are repeated passengers

### Total Passengers by month



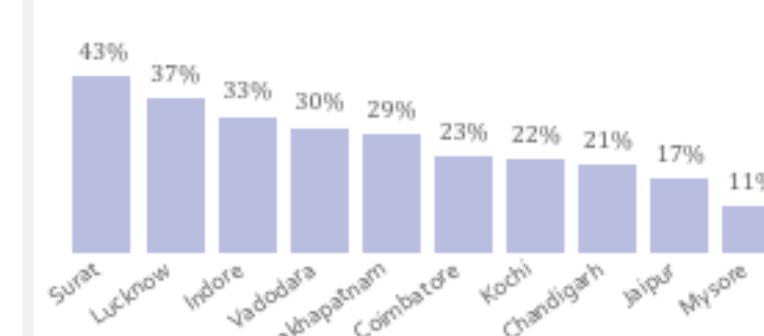
### New passengers by month



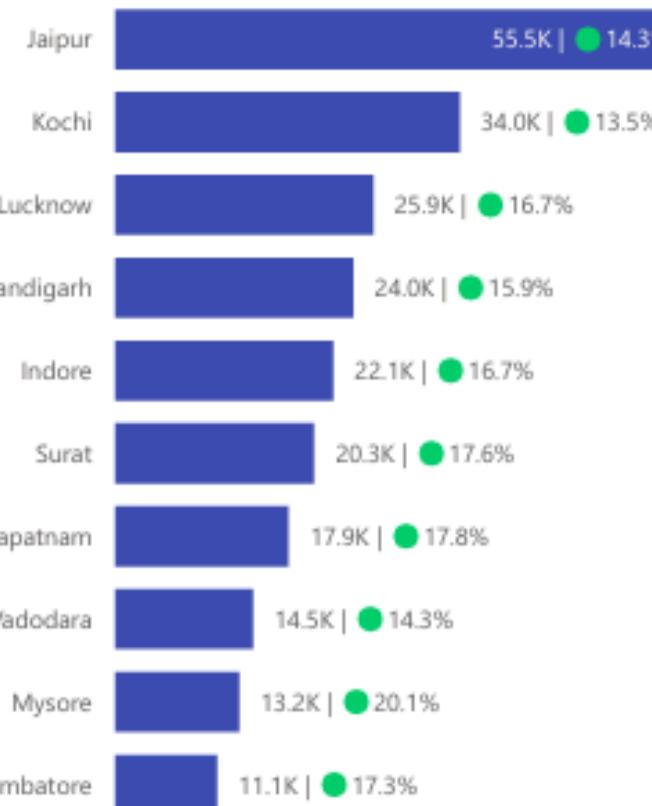
### RPR% by month\_name



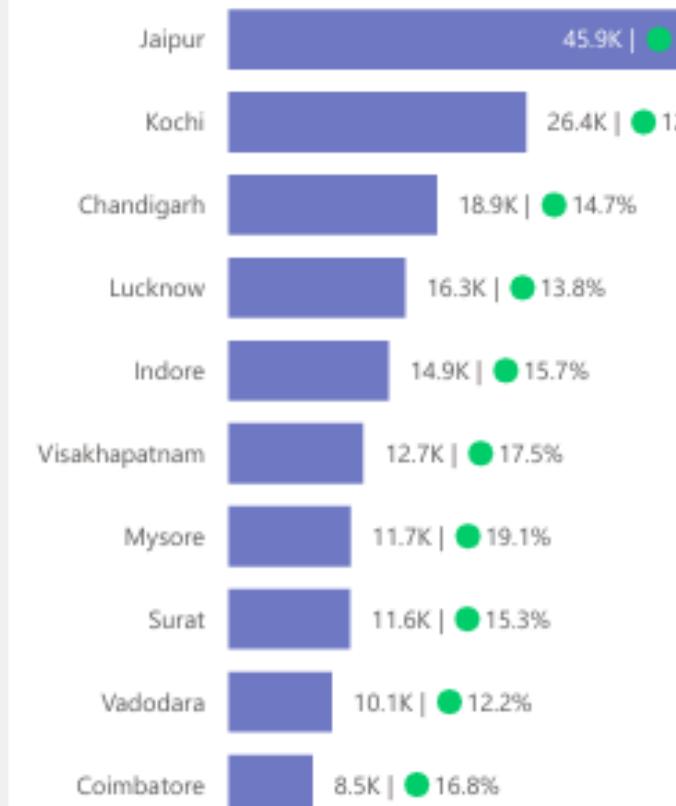
### RPR% by city\_name



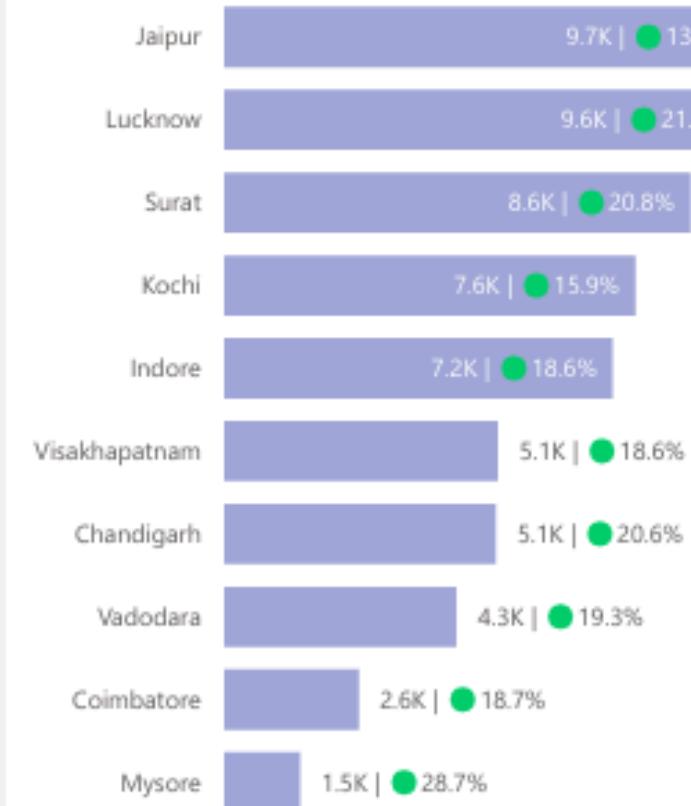
### Total Passengers by city\_name



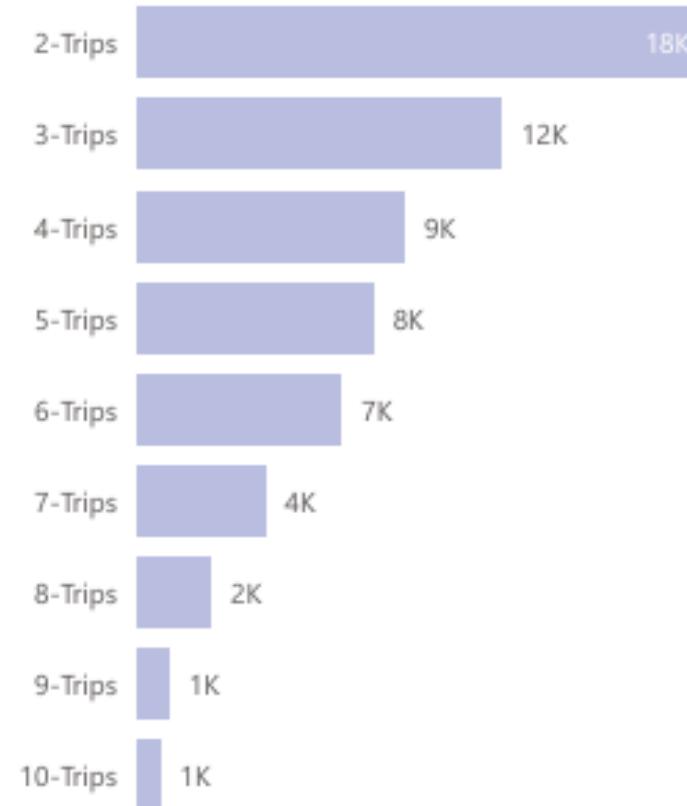
### New passengers by city\_name



### 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

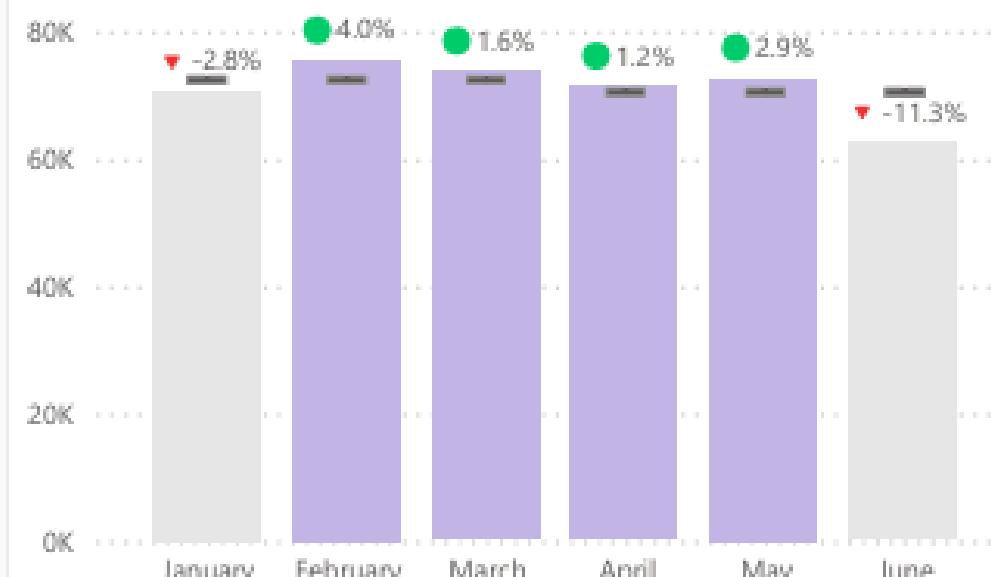


Minimum distance cove...

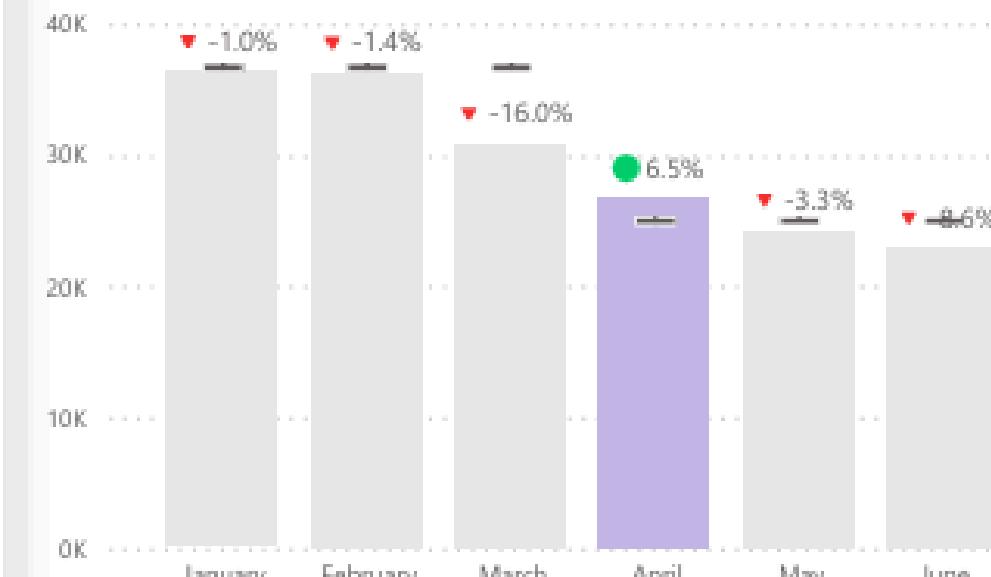
5



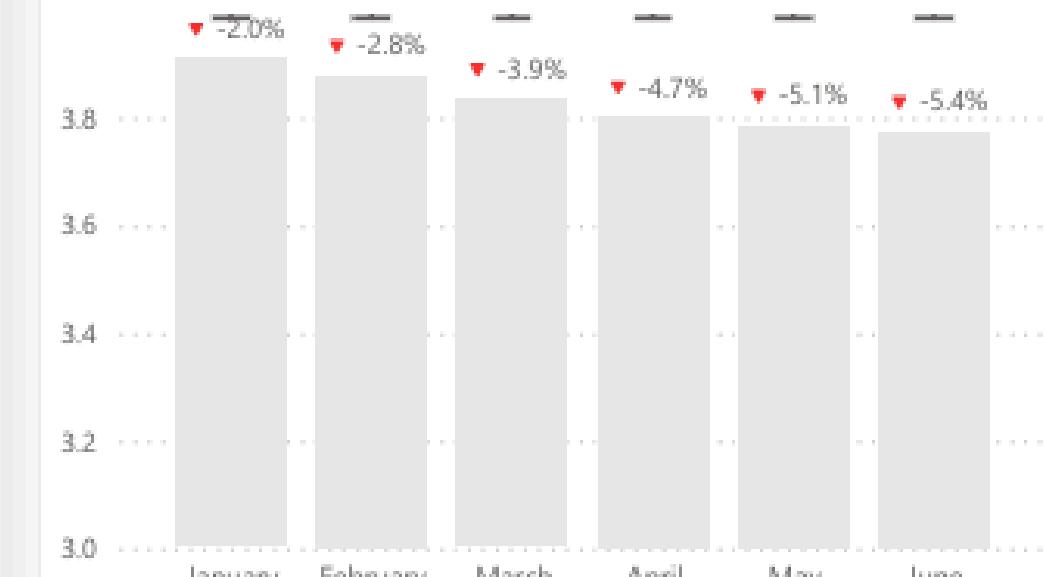
### Total trips by month\_name



### 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.

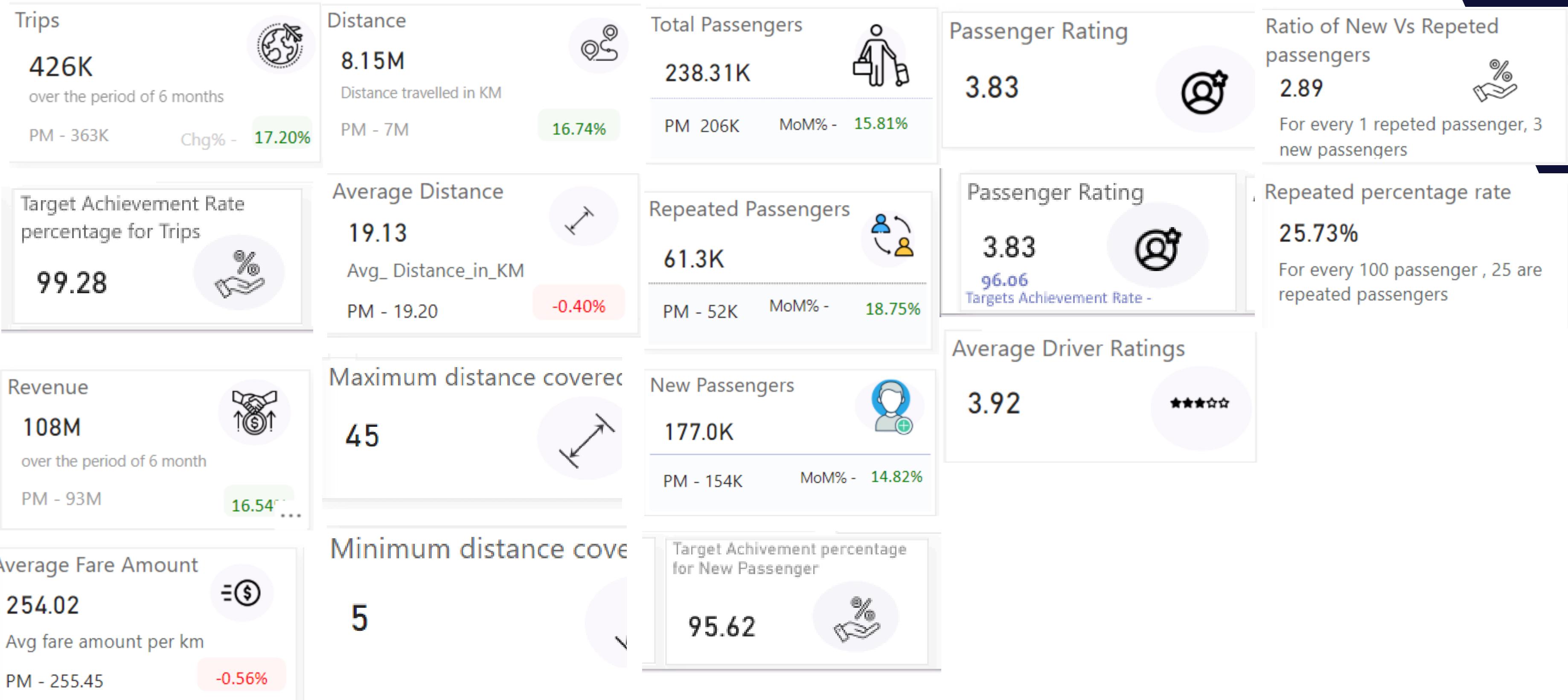




# KEY METRICS



# Key Metrics





# AD HOC REQUESTS



## City-Level fare and Trip summary report

Generate a report that displays the total trips, average fare per km, avg fare per trip and percentage contribution of each city's trip to the overall trips. this report will help in assessing trip volume, pricing efficiency and each city's contribution to the overall trip count

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%

- High demand and pricing : Cities with higher trip demand have higher fare prices and longer distances, indicating that demand drives both pricing and travel requirements.
- City contribution : high - demand cities are critical to the company's over all performance ,contributing significantly to total trip and revenue
- Low trip cities- as it is seen that Visakhapatnam, Coimbatore and Mysore has low contribution of trips and has high fare price .
- Solution- To improve these use route optimization to reduce travel distances and low cost by introducing targeted promotion's and dynamic pricing to services more affordable and attractive. offer incentives like first- ride free or referral programs to increase trip contribution in underperforming cities.



## Monthly city level trips target performance report

Generate a report that evaluate the target performance for trips at the monthly and city level. Compare the actual total trip with target trips and categories the performance as if actual trip are greater than the target trip the “Above target ” else “Below target”

target performance for trips at the monthly level.

month	Total_trips	Targets	percentage_diff	performance
April	71335	70500	1.18	exceeds target
February	75379	72500	3.97	exceeds target
January	70462	72500	-2.81	missed the target
June	62505	70500	-11.34	missed the target
March	73679	72500	1.63	exceeds target
May	72543	70500	2.90	exceeds target

target performance for trips at the City level.

city_name	total_trips	targets	percentage_diff	performance
Coimbatore	21104	21000	0.50	exceeds target
Jaipur	76888	67500	13.91	exceeds target
Kochi	50702	49500	2.43	exceeds target
Mysore	16238	13500	20.28	exceeds target
Chandigarh	38981	39000	-0.05	missed the target
Indore	42456	43500	-2.40	missed the target
Lucknow	64299	72000	-10.70	missed the target
Surat	54843	57000	-3.78	missed the target
Vadodara	32026	37500	-14.60	missed the target
Visakhapatnam	28366	28500	-0.47	missed the target

### Recommendation to improve Trips -

To improve trips in cities that have missed their targets, a combination of targeted marketing, dynamic pricing, increased availability, and local partnerships should be used. By analyzing the underlying causes of underperformance and implementing city-specific solutions, Good Cabs can improve performance and reach targets more effectively.



# City-Level Repeat passenger trip frequency report

Calculate the percentage of repeat passengers who took 2 trip, 3 trip and so on ,upto 10trips



- **Tourist Focused cities**

(e.g Jaipur, Kochi, Mysore)

Likely see Lower repeat trio frequency (2-3 trips) due to short - term visits and varied usage (sightseeing, short - term travel ).

1. **Recommendation** - introduce tourist- focused programs like “Buy 2 rides, get 1 free” and special city packages to increase repeat usage and trip frequency.

2. Enhance ride availability by ensuring high ride availability at key tourist location and to improve the visibility make partnership with hotels.

- **Business Focused cities**

(e.g -Lucknow , Surat , Vadodara and Coimbatore)

See higher repeat trip frequency (4-7 trips) due to longer stays and consistent need for transportation for work- related purposes.



## Identify cities with Highest and Lowest Total new passengers

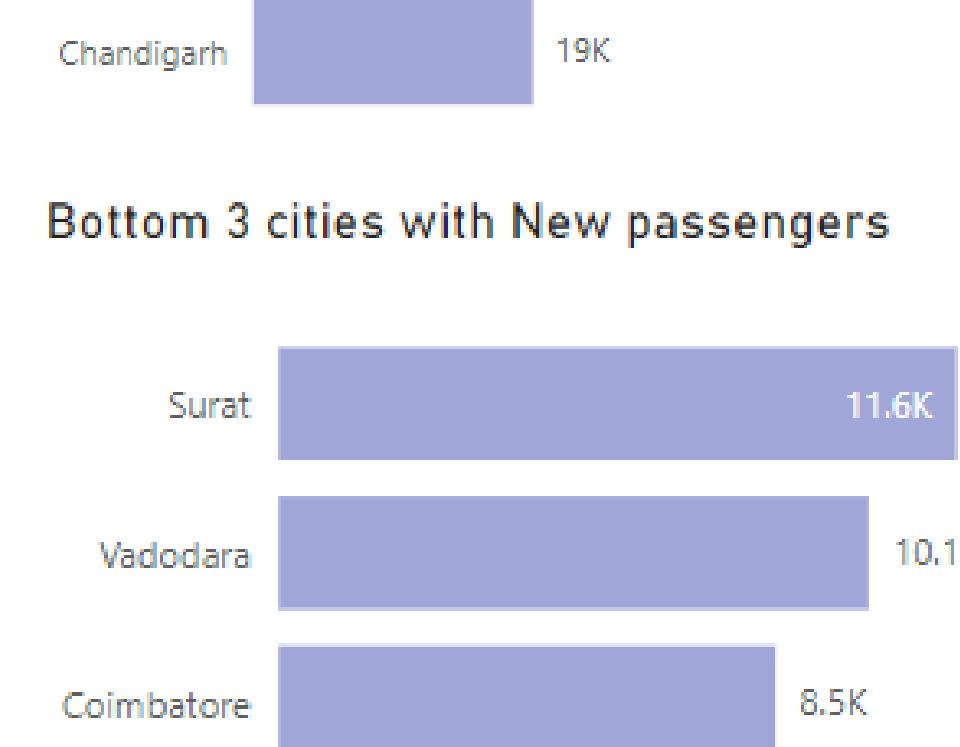
Generate a report that calculate the total new passengers for each city and rank them based on their value. identify the top 3 cities with the highest number of new passengers as well as the bottom 3 cities with lowest number of new passenger , categorising them as top 3 and bottom e accordingly

ranks	city_name	new_passengers	rank_category
1	Jaipur	45856	top 3
2	Kochi	26416	top 3
3	Chandigarh	18908	top 3
4	Lucknow	16260	other
5	Indore	14863	other
6	Visakhapatnam	12747	other
7	Mysore	11681	other
8	Surat	11626	bottom 3
9	Vadodara	10127	bottom 3
10	Coimbatore	8514	bottom 3

top 3 cities with new passengers



Bottom 3 cities with New passengers



### Recommendation to improve new passengers -

By offering attractive promotions, using targeted marketing, ensuring a smooth onboarding experience, and partnering with local businesses , Good Cabs can effectively attract new passengers. Ensuring service availability (24/7 service) in key locations will help convert potential customers into regular users



## Identify month with Highest Revenue for each city

Generate a report that identifies that month with the highest revenue for each city . for each city , display month\_name , the revenue amount for that month and the percentage contribution of that months revenue to cityes total revenue

city_name	months	max_rev_month	percontibution
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



# Repeat Passenger Rate Analysis

Generate a report that identifies Repeat passenger rate by Month level and city level

city_name	monthname	Sum of total_passengers	Sum of repeat_passenger	Sum of freq
Chandigarh	April	3285	789	24.02
Chandigarh	February	4957	853	17.21
Chandigarh	January	1610	720	15.52
Chandigarh	June	3297	867	26.30
Chandigarh	March	4100	872	21.27
Chandigarh	May	3699	969	26.20
Coimbatore	April	1722	480	27.87
Coimbatore	February	1993	346	17.36
Coimbatore	January	2214	392	17.71
Coimbatore	June	1628	402	24.69
Coimbatore	March	1965	427	21.73
Coimbatore	May	1543	504	32.66
Indore	April	3646	1295	35.52
Indore	February	3981	1103	27.71
Indore	January	3876	1033	26.65
Indore	June	3152	1131	35.88
Indore	March	3833	1091	28.46
Indore	May	3591	1563	43.53
Jaipur	April	7856	1736	22.10
Jaipur	February	12450	1661	13.34
Jaipur	January	11845	1422	12.01
Jaipur	June	6956	1181	16.98
Jaipur	March	9257	1840	19.88
Jaipur	May	7174	1842	25.68
Kochi	April	6515	1576	24.19
Kochi	February	5372	1005	18.71
Kochi	January	5660	795	14.05
Kochi	June	4060	1049	25.84
Kochi	March	6213	1348	21.70
Kochi	May	6222	1853	29.78
Lucknow	April	3807	1496	39.30
Lucknow	February	5188	1659	31.98
Lucknow	January	4896	1431	29.23
Lucknow	June	3698	1727	46.70
Lucknow	March	4781	1622	33.93
Lucknow	May	3487	1662	47.66

Mysore	April	2072	236	11.39
Mysore	February	2290	183	7.99
Mysore	January	2129	172	8.08
Mysore	June	2203	329	14.93
Mysore	March	2194	208	9.48
Mysore	May	2270	349	15.37
Surat	April	3394	1551	45.70
Surat	February	3567	1313	36.81
Surat	January	3616	1184	32.74
Surat	June	3030	1490	49.17
Surat	March	3440	1494	43.43
Surat	May	3217	1606	49.92
Vadodara	April	2499	862	34.49
Vadodara	February	2756	610	22.13
Vadodara	January	2633	544	20.66
Vadodara	June	1807	703	38.90
Vadodara	March	2522	759	30.10
Vadodara	May	2256	868	38.48
Visakhapatnam	April	2837	992	34.97
Visakhapatnam	February	3170	790	24.92
Visakhapatnam	January	3163	650	20.55
Visakhapatnam	June	2702	802	29.68
Visakhapatnam	March	3093	923	29.84
Visakhapatnam	May	2890	951	32.91





PREPARED BY AASMA PARVEEN

**THANK  
YOU**

DECEMBER RESUME CHALLENGE CODEBASICS