



Resume project Challenge #13 Transportation & Mobility Domain



Goodcabs



Agenda

- 1. Company Overview**
- 2. Problem Statement**
- 3. Primary Analysis**
- 4. Secondary Analysis**
- 5. Business Requests**
- 6. Dashboard Overview**
- 7. Recommendations**



Company Overview



Established Presence

Founded 2 years ago, Goodcabs has quickly gained a strong foothold in the Indian market.

Unique Focus

Concentrates on tier-2 cities, filling a gap in the transportation sector.

Driver Support

Committed to helping local drivers make a sustainable living in their hometowns.

Passenger Satisfaction

Ensures excellent service to passengers, balancing driver welfare with customer needs.

Problem Statement



The insights will directly influence strategic decisions by the Chief of Operations.



Trip Volume

Goodcabs aims to assess its performance in trip volume growth.



Passenger Satisfaction

Improving passenger satisfaction is a key initiative.



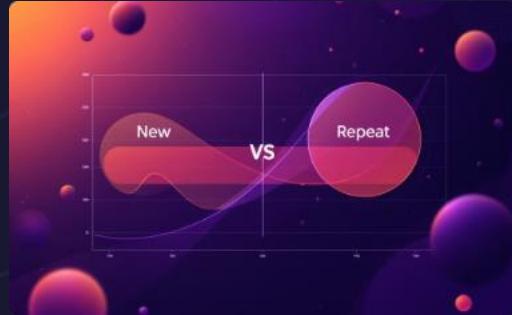
Repeat Passenger Rate

The repeat passenger rate is crucial for sustainability.



Trip Distribution

Goodcabs is assessing its trip distribution across cities.



New vs. Repeat Passengers

Balancing new and repeat passengers is a strategic goal.



Primary Analysis

Primary Analysis Q1

1. Top and Bottom Performing Cities

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

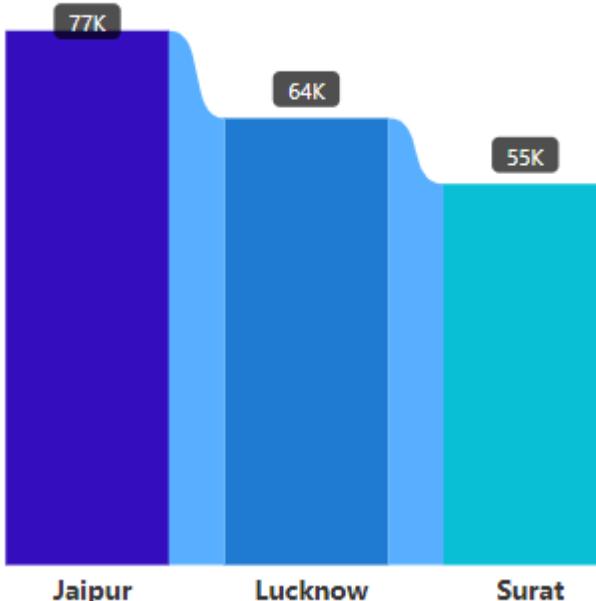


Key Insights

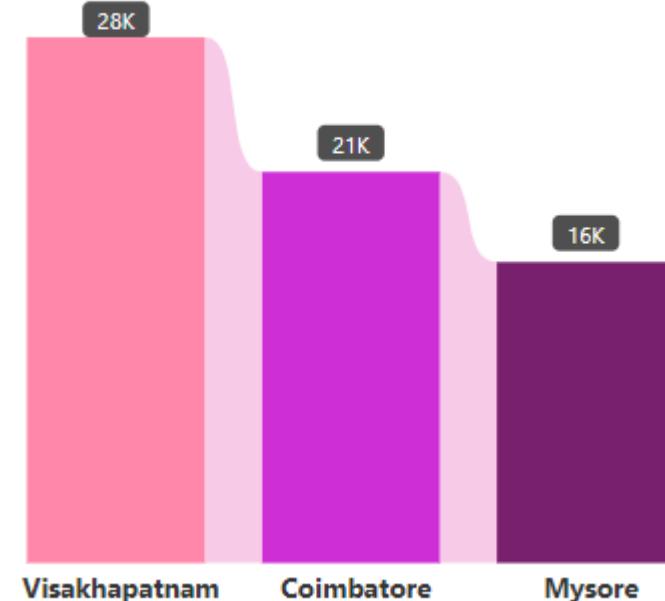
Top-Performing Cities:
Jaipur leads with 77K trips, followed by Lucknow (64K) and Surat (55K), indicating strong demand in these cities.

Bottom-Performing Cities:
Mysore recorded the lowest trips (16K), followed by Coimbatore (21K) and Visakhapatnam (28K), signaling potential underutilization or lesser demand in these locations.

Top-3 Trips Cities by Month



Bottom-3 Trips Cities by Month



Primary Analysis Q2

2. Average Fare per Trip by City

- Calculate the average fare per trip for each city and compare it with the city's average trip distance. Identify the cities with the highest and lowest average fare per trip to assess pricing efficiency across locations.

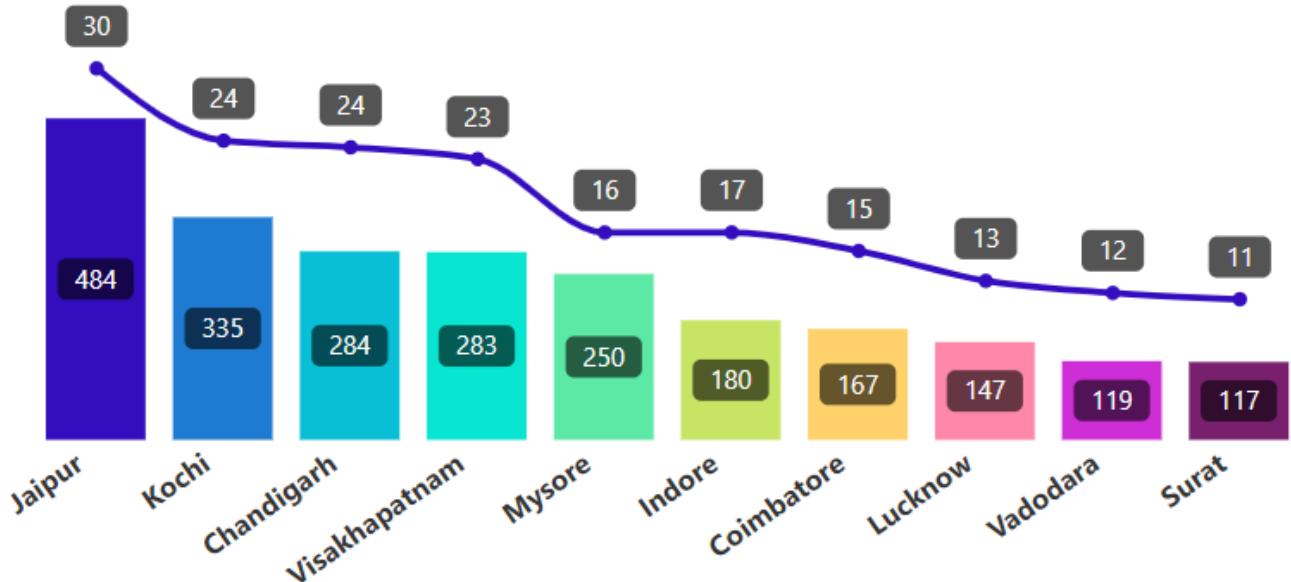


Key Insights

- Jaipur** has the **highest** average fare per trip (₹484), reflecting premium services or longer average trip distances (30 km).
- Surat** and **Vadodara** have the **lowest** fares (₹117 and ₹119, respectively), despite similar average distances (11-12 km), indicating competitive pricing.
- The average fare per trip is not solely determined by distance, as factors like city pricing, demand, trip types, traffic, and costs also influence pricing.

Avg Fare and Avg Distance per Trip by City

— Avg Distance per Trip

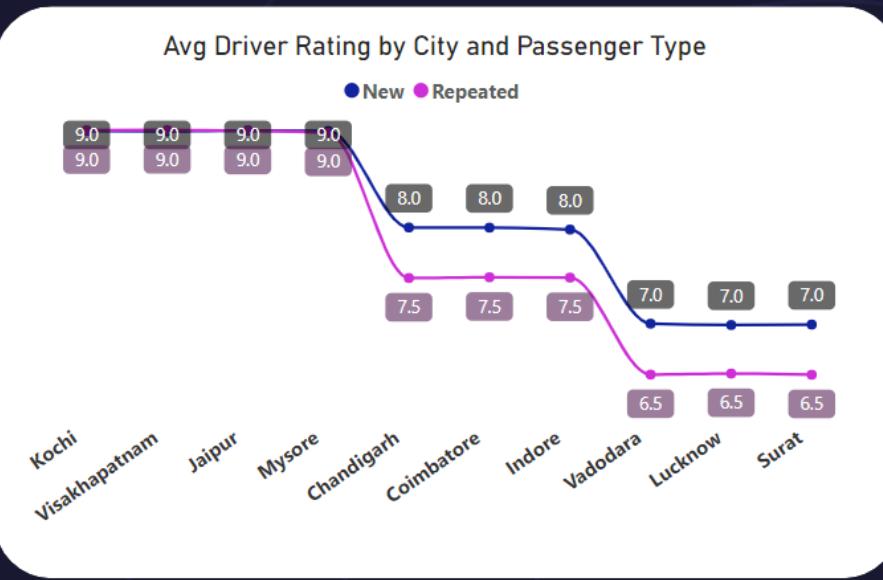
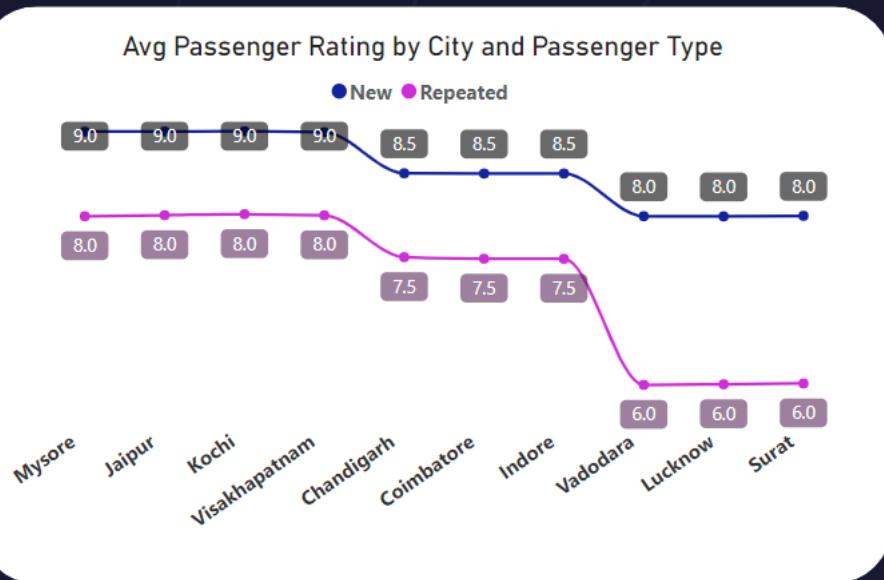


Primary Analysis Q3



3. Average Ratings by City and Passenger Type

- Calculate the average passenger and driver ratings for each city, segmented by passenger type (new vs. repeat). Identify cities with the highest and lowest average ratings.



Key Insights

1. Highest and Lowest Ratings:

- **Mysore** has the **highest** overall avg **passenger rating** (8.701), while **Surat** has the **lowest** (6.417).

- **Koichi** has the **highest** overall avg **driver rating** (8.987), while the **Surat** has the **lowest** (6.589).

2. Trends

- New passengers tend to receive and give better ratings.

Passenger Type	Highest Avg Passenger Rating	Lowest Avg Passenger Rating	Highest Avg Driver Rating	Lowest Avg Driver Rating
New	Koichi	8.987	Lucknow	7.977
Repeated	Koichi	8.004	Vadodara	5.979
Total	Mysore	8.701 	Surat	6.417
			Koichi	8.987
			Surat	6.589

Primary Analysis Q4

4. Peak and Low Demand Months by City

- For each city, identify the month with the highest total trips (peak demand) and the month with the lowest total trips (low demand). This analysis will help Goodcabs understand seasonal patterns and adjust resources accordingly.



Peak and Low Trips Demand Months by City

● Max Monthly Trips ● Min Monthly Trips



City	Total Trips	Peak Demand Month	Low Demand Month
Jaipur	76888	February	June
Lucknow	64299	February	May
Surat	54843	April	January
Kochi	50702	May	June
Indore	42456	May	June
Chandigarh	38981	February	April
Vadodara	32026	April	June
Visakhapatnam	28366	April	January
Coimbatore	21104	March	June
Mysore	16238	May	January

Key Insights

- Common Peak Months:** February, April and May are peak demand months across multiple cities, indicating higher trip volumes during these periods.
- Common Low Months:** January and June are low-demand months, reflecting reduced trip activity in these periods.

Primary Analysis Q5

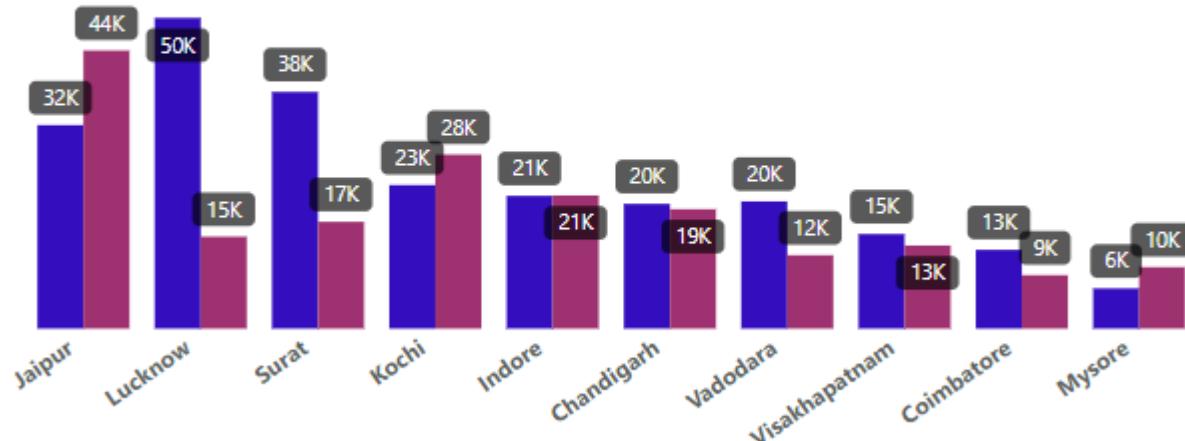
5. Weekend vs. Weekday Trip Demand by City

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



Total Trips by City and Day Type

● Weekday ● Weekend



City	Trips Diff (Weekday- Weekend)	Weekday Trip Ratio (%)
Lucknow	34935	77%
Surat	20743	69%
Jaipur	11906	42%
Vadodara	8594	63%
Kochi	4872	45%
Coimbatore	4048	60%
Mysore	3390	40%
Visakhapatnam	1834	53%
Chandigarh	847	51%
Indore	60	50%

● Weekday > Weekend
● Weekday < Weekend

Key Insights

- Cities like **Lucknow** and **Surat** show a significant preference for weekday trips, with weekend trips ratio of 69% and 77%, respectively.
- Indore** has almost equal demand for weekday and weekend trips, with a minimal difference of 60 trips.

Primary Analysis Q6

Part 1



6. Repeat Passenger Frequency and City Contribution Analysis

- Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.

City	2-Trips (%)	3-Trips (%)	4-Trips (%)	5-Trips (%)	6-Trips (%)	7-Trips (%)	8-Trips (%)	9-Trips (%)	10-Trips (%)
Chandigarh	32.3	19.3	15.7	12.2	7.4	5.5	3.5	2.3	1.8
Coimbatore	11.2	14.8	15.6	20.6	17.6	10.5	6.2	2.3	1.2
Indore	34.3	22.7	13.4	10.3	6.8	5.2	3.3	2.4	1.5
Jaipur	50.1	20.7	12.1	6.3	4.1	2.5	1.9	1.2	1.0
Kochi	47.7	24.4	11.8	6.5	3.9	2.1	1.7	1.2	0.8
Lucknow	9.7	14.8	16.2	18.4	20.2	11.3	6.4	1.9	1.1
Mysore	48.7	24.4	12.7	5.8	4.1	1.8	1.4	0.5	0.5
Surat	9.8	14.3	16.6	19.7	18.5	11.9	6.2	1.7	1.4
Vadodara	9.9	14.2	16.5	18.1	19.1	12.9	5.8	2.0	1.6
Visakhapatnam	51.3	25.0	10.0	5.4	3.2	2.0	1.4	0.9	0.9

City	High Frequency Passengers	Low Frequency Passengers	Total Repeat Passengers	High Frequency Passengers Ratio
Vadodara	2583	1763	4346	59.4%
Surat	5133	3505	8638	59.4%
Lucknow	5698	3899	9597	59.4%
Coimbatore	1490	1061	2551	58.4%
Chandigarh	1658	3412	5070	32.7%
Indore	2134	5082	7216	29.6%
Jaipur	1647	8035	9682	17.0%
Kochi	1233	6393	7626	16.2%
Mysore	208	1269	1477	14.1%
Visakhapatnam	705	4403	5108	13.8%

Repeat Passenger Type

1. High Frequency Passengers:

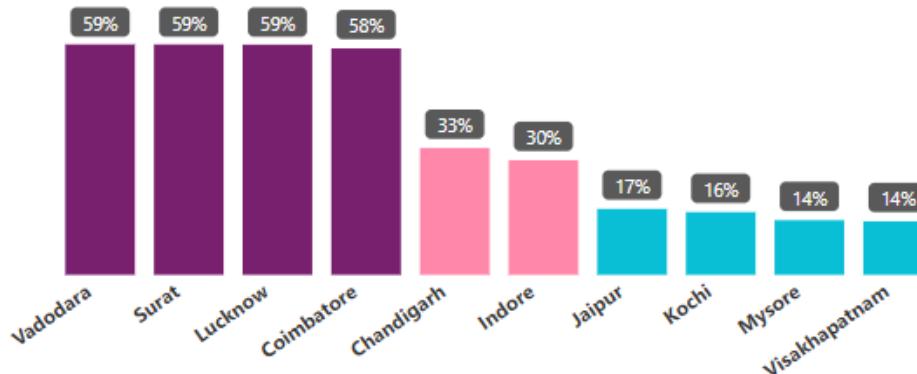
Repeat passengers who had **5+ trips** within the given month.

2. Low Frequency Passengers:

Repeat passengers who had **2, 3 or 4 trips** within the given month.

High Frequency Passengers Ratio by City

● Business ● Mixed ● Tourism



City Type

1. Business-focused cities:

- Tend to have higher contributions from high frequency passengers.
- High Frequency Passengers Ratio $\geq 50\%$.

2. Mixed-use cities:

- Have a moderate balance between high and low frequency passengers.
- $20\% \leq \text{High Frequency Passengers Ratio} < 50\%$.

3. Tourism-focused cities:

- Tend to have higher numbers of low frequency passengers (1-2 trips).
- High Frequency Passengers Ratio $< 20\%$.

Primary Analysis Q6

Part 2

6. Repeat Passenger Frequency and City Contribution Analysis

- Analyse the frequency of trips taken by repeat passengers in each city (e.g., % of repeat passengers taking 2 trips, 3 trips, etc.). Identify which cities contribute most to higher trip frequencies among repeat passengers, and examine if there are distinguishable patterns between tourism-focused and business-focused cities.



Avg Passenger Rating by City Type



Avg Driver Rating by City Type



City Types Patterns

Tourism-focused cities:

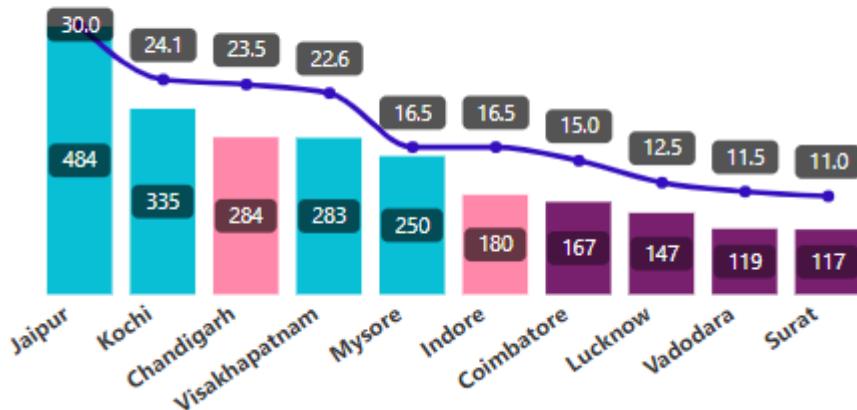
High passenger and driver ratings, premium fares, and longer trip distances, reflecting positive experiences and leisure-oriented trips.

Business-focused cities:

Lower passenger and driver ratings, cost-efficient fares, and shorter trip distances, tailored for frequent, point-to-point travel.

Avg Fare and Avg Distance per Trip by City

● Business ● Mixed ● Tourism ● Avg Distance



Avg Fare per Km by City

● Business ● Mixed ● Tourism



Primary Analysis Q7

Target Trips

7. Monthly Target Achievement Analysis for Key Metrics

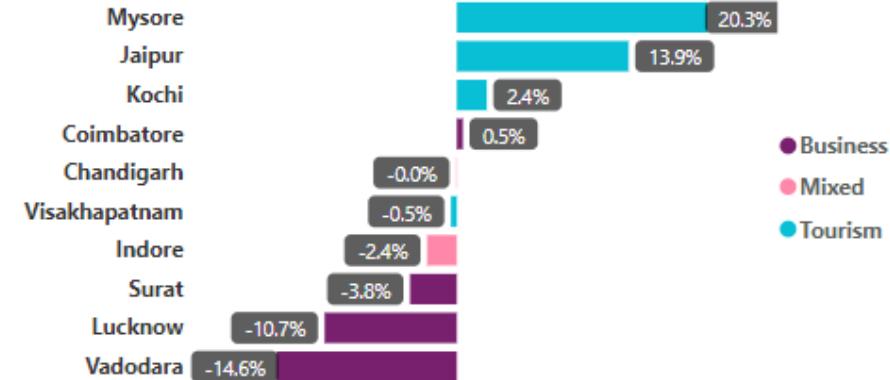
- For each city, evaluate monthly performance against targets for total trips, new passengers, and average passenger ratings from targets_db. Determine if each metric met, exceeded, or missed the target, and calculate the percentage difference. Identify any consistent patterns in target achievement, particularly across tourism versus business-focused cities.

Exceeded >= 100%
90% <= Met < 100%
Missed < 90%



City	January	February	March	April	May	June	Total
Mysore	124.3%	133.4%	131.7%	104.1%	120.3%	113.7%	120.3%
Jaipur	115.2%	122.1%	102.4%	120.1%	120.8%	103.6%	113.9%
Kochi	97.9%	102.5%	126.6%	108.5%	111.3%	71.1%	102.4%
Coimbatore	104.3%	97.3%	105.1%	104.6%	101.4%	90.2%	100.5%
Chandigarh	97.3%	105.5%	93.8%	92.8%	110.3%	100.5%	100.0%
Visakhapatnam	99.3%	106.5%	108.4%	98.8%	96.2%	89.6%	99.5%
Indore	96.2%	103.0%	100.3%	98.9%	103.8%	83.8%	97.6%
Surat	92.9%	100.8%	103.0%	98.3%	97.7%	85.4%	96.2%
Lucknow	83.5%	92.8%	86.3%	92.8%	88.2%	93.1%	89.3%
Vadodara	79.6%	87.1%	93.3%	91.4%	89.2%	72.1%	85.4%

Trip Difference from Target by City (%)



Target Trips Analysis Insights

- Tourism-focused** cities consistently outperformed others in meeting trip targets, highlighting robust demand in leisure-oriented regions.
- Business-focused** cities such as Lucknow and Vadodara underperformed, suggesting potential demand challenges or overestimated targets.
- Mixed** cities like Coimbatore and Chandigarh stayed close to their targets, with minimal deviations, reflecting stable performance.

Primary Analysis Q7

Target New Passengers

7. Monthly Target Achievement Analysis for Key Metrics

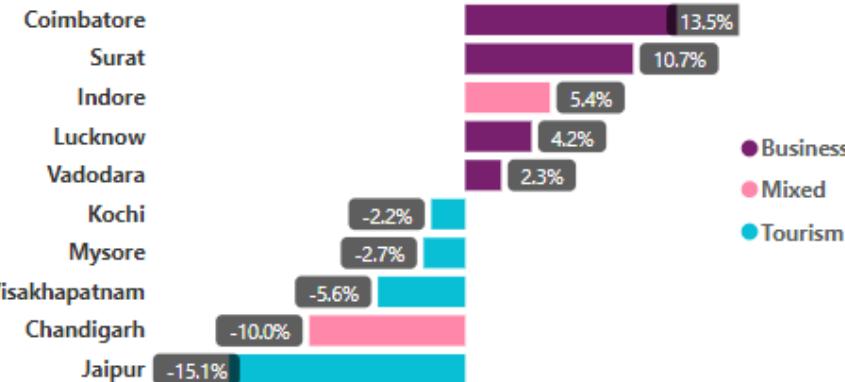
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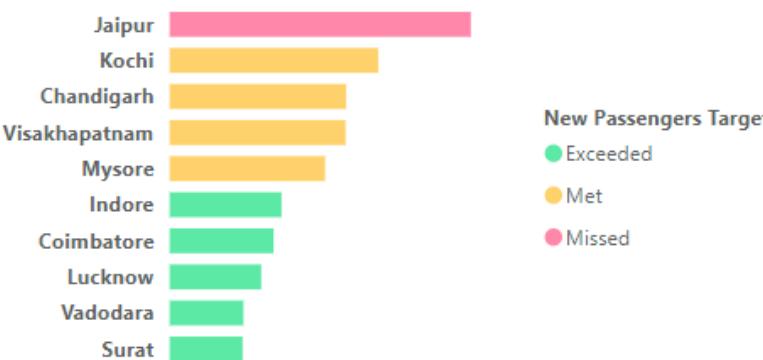


City	January	February	March	April	May	June	Total
Coimbatore	121.5%	109.8%	102.5%	124.2%	103.9%	122.6%	113.5%
Surat	121.6%	112.7%	97.3%	122.9%	107.4%	102.7%	110.7%
Indore	105.3%	106.6%	101.6%	117.6%	101.4%	101.1%	105.4%
Lucknow	108.3%	110.3%	98.7%	115.6%	91.3%	98.6%	104.2%
Vadodara	116.1%	119.2%	97.9%	109.1%	92.5%	73.6%	102.3%
Kochi	97.3%	87.3%	97.3%	123.5%	109.2%	75.3%	97.8%
Mysore	97.9%	105.4%	99.3%	91.8%	96.1%	93.7%	97.3%
Visakhapatnam	100.5%	95.2%	86.8%	92.3%	97.0%	95.0%	94.4%
Chandigarh	98.0%	102.6%	80.7%	83.2%	91.0%	81.0%	90.0%
Jaipur	86.9%	89.9%	61.8%	102.0%	88.9%	96.3%	84.9%

New Passengers Difference from Target by City (%)



Avg Fare per Trip by City



Target New Passengers Analysis Insights

- Business-focused** cities like Coimbatore and Surat excel in new passenger acquisition, possibly due to frequent onboarding of business clients.
- Tourism-focused** cities, like Jaipur, underperformed, reflecting potential gaps in marketing or seasonal fluctuations (e.g., a strong decrease in new passengers in Jaipur in March). Also, premium pricing may deter potential new riders in tourism-heavy cities like Jaipur.
- Mixed-focused** cities perform well likely due to the benefit from diverse passenger profiles.

Primary Analysis Q7

Target Avg Pass. Rating

7. Monthly Target Achievement Analysis for Key Metrics

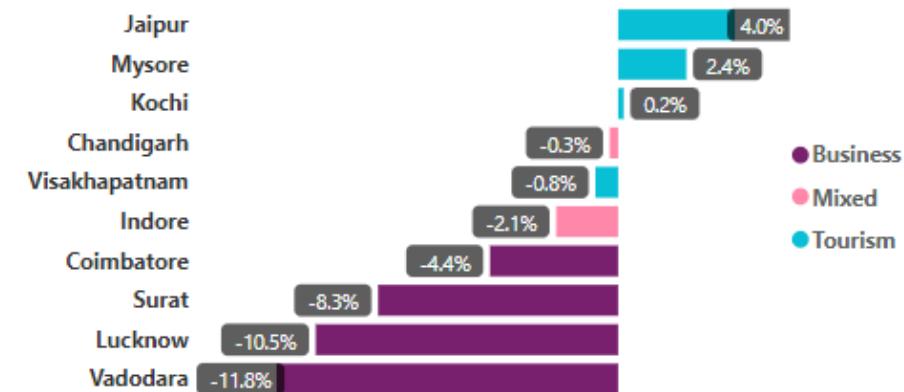
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90% <= Met < 100%
Missed < 90%



City	January	February	March	April	May	June	Total
Jaipur	105.3%	105.1%	103.4%	103.3%	102.6%	104.0%	104.0%
Mysore	103.4%	103.5%	102.8%	102.1%	101.3%	101.4%	102.4%
Kochi	102.0%	100.7%	100.0%	99.9%	99.2%	99.7%	100.2%
Chandigarh	100.9%	100.3%	99.9%	99.3%	98.9%	98.7%	99.7%
Visakhapatnam	100.6%	99.6%	99.1%	98.5%	98.7%	98.8%	99.2%
Indore	98.9%	98.7%	98.2%	97.3%	96.8%	97.2%	97.9%
Coimbatore	96.8%	96.4%	95.8%	95.1%	94.0%	95.2%	95.6%
Surat	94.0%	92.8%	91.4%	91.0%	90.4%	90.8%	91.7%
Lucknow	91.3%	90.7%	90.3%	89.0%	87.7%	87.6%	89.5%
Vadodara	91.3%	90.7%	87.9%	87.3%	86.2%	85.8%	88.2%

Avg Passenger Rating Difference from Target by City (%)



Target Avg Passenger Rating Analysis Insights

- Tourism-focused** cities such as Jaipur and Mysore exceeded their target average passenger ratings, reflecting high passenger satisfaction in these regions.
- Business-focused** cities like Vadodara and Lucknow underperformed, indicating potential service quality gaps.
- Mixed** cities like Chandigarh and Indore closely met their targets, showcasing consistent passenger satisfaction.

Primary Analysis Q8

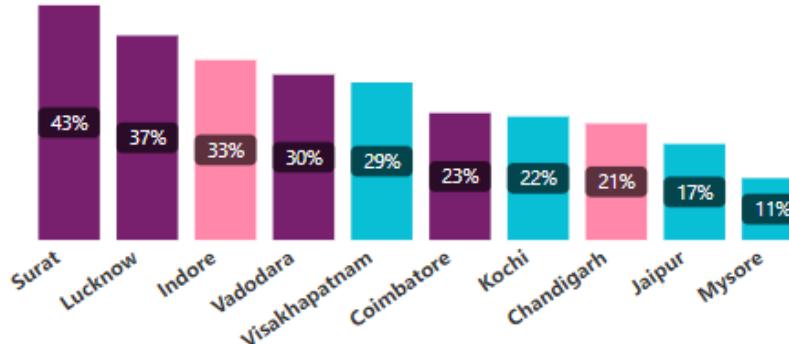
8. Highest and Lowest Repeat Passenger Rate (RPR%) by City and Month

- Analyse the Repeat Passenger Rate (RPR%) for each city across the six-month period. Identify the top 2 and bottom 2 cities based on their RPR% to determine which locations have the strongest and weakest rates.
- Similarly, analyse the RPR% by month across all cities and identify the months with the highest and lowest repeat passenger rates. This will help to pinpoint any seasonal patterns or months with higher repeat passenger loyalty.

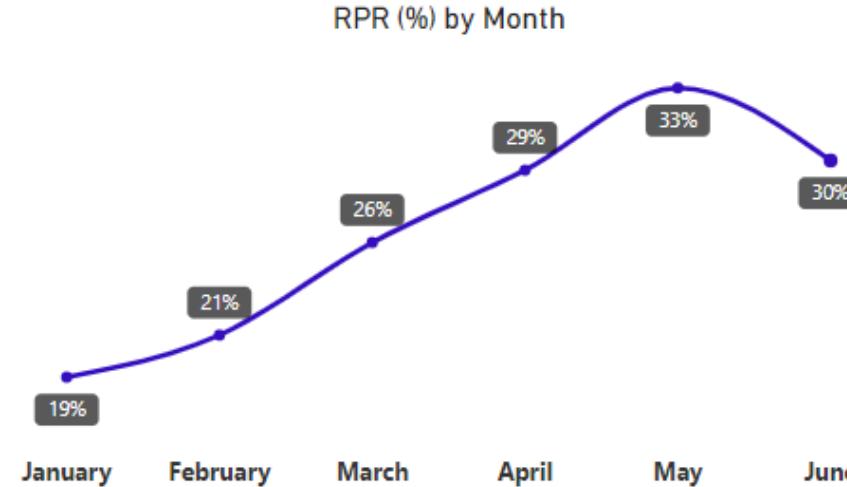


RPR (%) by City

● Business ● Mixed ● Tourism



RPR (%) by Month



Top and Bottom Cities by RPR%:

- Highest:** Surat (43%) and Lucknow (37%) likely due to consistent service quality or local demand.
- Lowest:** Mysore (11%) and Jaipur (17%) potentially due to a lack of retention strategies or seasonal tourism focus.

Peak and Low Months by RPR%:

- Peak Months:** May (33%) and June (30%) indicating possible seasonal demand or increased loyalty during these months.
- Lowest Months:** January (19%) and February (21%)



Secondary Analysis

Secondary Analysis

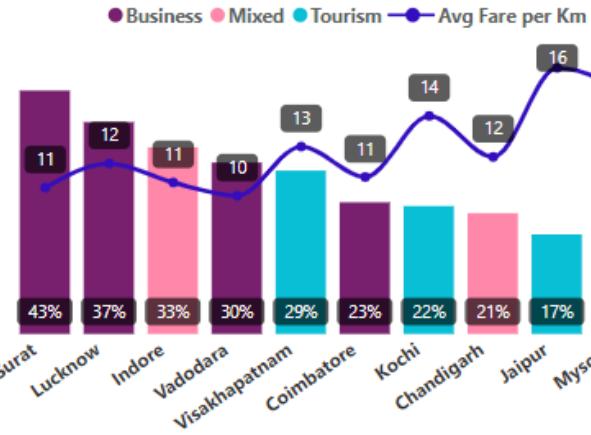
Q1



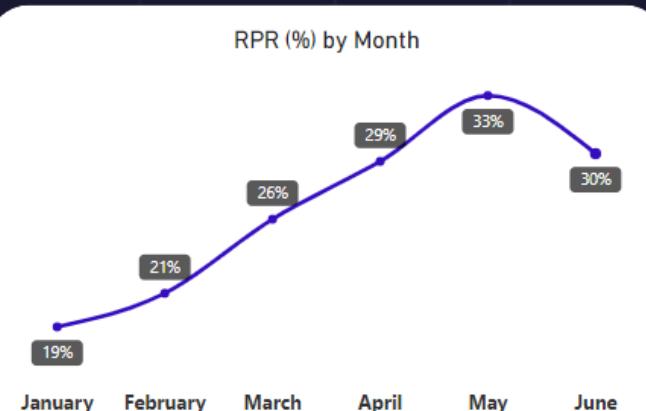
1. Factors Influencing Repeat Passenger Rates

- What factors (such as quality of service, competitive pricing, or city demographics) might contribute to higher or lower repeat passenger rates in different cities? Are there correlations with socioeconomic or lifestyle patterns in these cities?

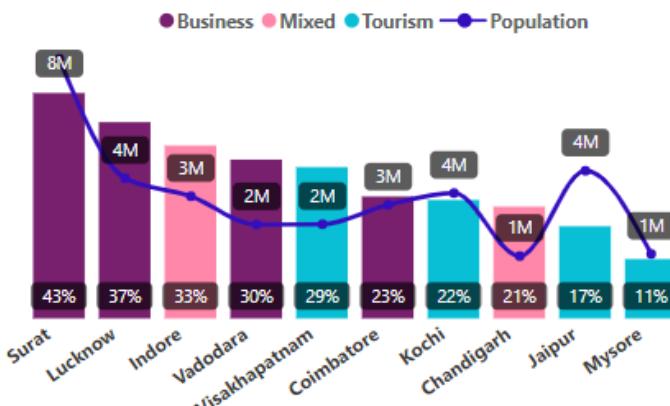
RPR (%) and Avg Fare per Km by City



RPR (%) by Month



RPR (%) and Population by City



Factors Influencing Repeat Passenger Rates

1. Pricing Competitiveness:

- Business cities benefit from cost-efficient fares that support frequent rides, while tourism cities struggle with repeat riders in accordance with higher fares.

2. Demographics and Behavior:

- Business cities achieve higher RPR% driven by daily commuters.
- Tourism cities face lower RPR% due to leisure travel patterns limiting repeat rides.

3. Socioeconomic Factors:

- Highly populated business hubs (Surat) see higher RPR% due to dependence on ride-hailing for daily commutes.

4. Seasonal Trends:

- High RPR% in May-June (peak travel).
- Low RPR% in January-February (reduced engagement).

P.S. Population data was taken from



StatisticsTimes

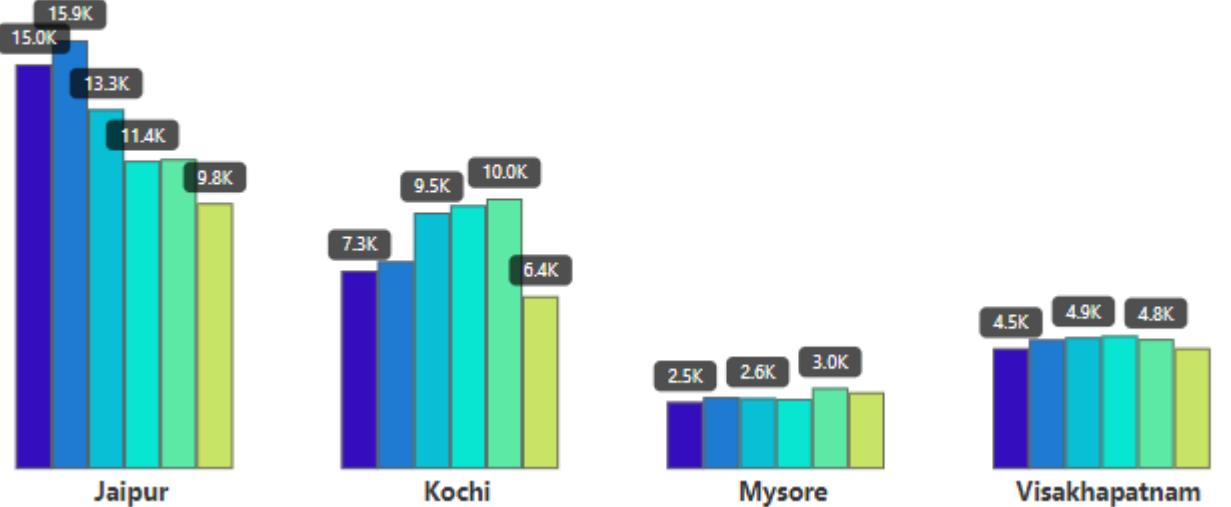
Secondary Analysis Q2

2. Tourism vs. Business Demand Impact

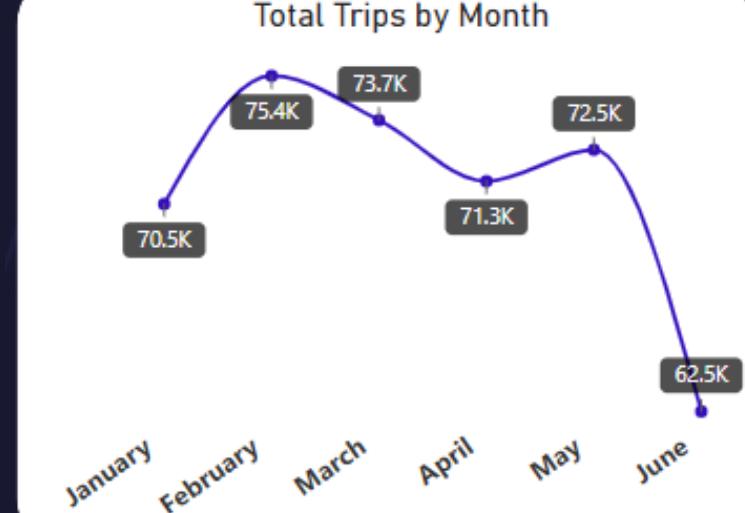
- How do tourism seasons or local events (festivals, conferences) impact Goodcabs' demand patterns? Would tailoring marketing efforts to these events increase trip volume in tourism-oriented cities?



Total Trips by Tourism-focused Cities



Total Trips by Month



Key Insights

1. Seasonal Peaks:

- Tourism cities like **Jaipur** and **Kochi** see higher demand in February-May due to cultural activities, aligning with favorable travel seasons.

2. Lowest Demand Month:

- June** has the lowest total trip volume across cities, likely due to the adverse weather conditions, and the start of the academic year.

3. Marketing Focus:

- Promote services during peak tourism months and events, while offering discounts in off-peak months like June to boost demand.

Secondary Analysis

Q3



3. Emerging Mobility Trends and Goodcabs' Adaptation

- What emerging mobility trends (such as electric vehicle adoption, green energy use) are impacting the cab service market in tier-2 cities? Should Goodcabs consider integrating electric vehicles or eco-friendly initiatives to stay competitive?

Emerging Mobility Trends & Relevance

1. Trends:

- Electric vehicle (EV) adoption, green energy use, and shared mobility are reshaping Tier-2 city markets.

2. Relevance:

- EV integration can significantly reduce operational costs in cities with high average trip distances, such as Jaipur.
- Aligning with sustainability attracts eco-conscious customers and enhances brand loyalty.
- Establishing **Goodcabs** as a progressive, eco-friendly and forward-thinking brand.

Recommendations

1. Deploy EVs strategically in cities with high trip volumes and longer average distances like Jaipur and Kochi to maximize cost savings.
2. Partner with governments or private players to establish EV charging infrastructure in key locations.
3. Launch eco-friendly marketing campaigns to appeal to environmentally conscious customers.
4. Attract customers through discounts, incentivize passengers to try EV services, raising awareness and building a user base quickly.

Secondary Analysis

Q4

4. Partnership Opportunities with Local Businesses

- Are there opportunities for Goodcabs to partner with local businesses (such as hotels, malls, or event venues) to boost demand and improve customer loyalty? Could these partnerships drive more traffic, especially in tourism-heavy or high-footfall areas?



Recommendations

1. Tourism-Heavy Cities (e.g., Jaipur, Kochi):

- Partner with hotels, resorts, and event venues to provide seamless transportation for guests.
- Offer exclusive packages or discounts for tourists to boost demand.

2. High-Footfall Cities (e.g., Lucknow, Surat):

- Collaborate with malls and shopping centers for co-branded promotions and offers.
- Establish visibility through kiosks or exclusive pick-up/drop-off zones to attract repeat riders.

3. Impact:

- Strengthens customer loyalty and enhances brand visibility.
- Drives mutual growth for **Goodcabs** and partnered businesses.

Secondary Analysis

Q5

5. Data Collection for Enhanced Data-Driven Decisions

- To make Goodcabs more data-driven and improve its performance across key metrics (such as repeat passenger rate, customer satisfaction, new passengers and trip volume), what additional data should Goodcabs collect? Consider data that could provide deeper insights into customer behaviour, operational efficiency, and market trends.



Key Data and Metrics for Collection

1. Customer Behavior & Satisfaction:

- Travel purpose (e.g., leisure, business, commute) via optional surveys or app prompts.
- Time of travel, travel duration, and peak hours for in-depth operational efficiency and pricing analysis.
- Passenger Feedback on service quality, focusing on driver professionalism, vehicle cleanliness, and timeliness.
- Trip cancellation reasons to improve user experience.

2. Operational Efficiency:

- Vehicle performance: fuel/electric consumption, maintenance needs, and downtime.
- Driver activity: trip count per day, hours worked, and average ratings.

3. Market Trends:

- Seasonal or event-driven demand fluctuations to predict and meet peak demand.

4. Additional Insights:

- High-demand areas or routes to identify expansion or service improvement opportunities.
- Loyalty program engagement to assess retention strategies.



Business Requests

Business Request - 1

Business Request - 1: City-Level Fare and Trip Summary Report



city_name	total_trips	avg_fare_per_km	avg_fare_per_trip	%_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

Business Request - 2

Business Request - 2: Monthly City-Level Trips Target Performance Report



city_name	month_name	actual_trips	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	7019	7000	Above Target	0.27
Indore	April	7415	7500	Below Target	-1.13
Indore	May	7787	7500	Above Target	3.83
Indore	June	6288	7500	Below Target	-16.16
Jaipur	January	14976	13000	Above Target	15.20
Jaipur	February	15872	13000	Above Target	22.09
Jaipur	March	13317	13000	Above Target	2.44
Jaipur	April	11406	9500	Above Target	20.06
Jaipur	May	11475	9500	Above Target	20.79
Jaipur	June	9842	9500	Above Target	3.60
Kochi	January	7344	7500	Below Target	-2.08
Kochi	February	7688	7500	Above Target	2.51

city_name	month_name	actual_trips	target_trips	performance_status	%_difference
Kochi	March	9495	7500	Above Target	26.60
Kochi	April	9762	9000	Above Target	8.47
Kochi	May	10014	9000	Above Target	11.27
Kochi	June	6399	9000	Below Target	-28.90
Lucknow	January	10858	13000	Below Target	-16.48
Lucknow	February	12060	13000	Below Target	-7.23
Lucknow	March	11224	13000	Below Target	-13.66
Lucknow	April	10212	11000	Below Target	-7.16
Lucknow	May	9705	11000	Below Target	-11.77
Lucknow	June	10240	11000	Below Target	-6.91
Mysore	January	2485	2000	Above Target	24.25
Mysore	February	2668	2000	Above Target	33.40
Mysore	March	2633	2000	Above Target	31.65
Mysore	April	2603	2500	Above Target	4.12
Mysore	May	3007	2500	Above Target	20.28
Mysore	June	2842	2500	Above Target	13.68
Surat	January	8358	9000	Below Target	-7.13
Surat	February	9069	9000	Above Target	0.77
Surat	March	9267	9000	Above Target	2.97
Surat	April	9831	10000	Below Target	-1.69
Surat	May	9774	10000	Below Target	-2.26
Surat	June	8544	10000	Below Target	-14.56
Vadodara	January	4775	6000	Below Target	-20.42
Vadodara	February	5228	6000	Below Target	-12.87
Vadodara	March	5598	6000	Below Target	-6.70
Vadodara	April	5941	6500	Below Target	-8.60
Vadodara	May	5799	6500	Below Target	-10.78
Vadodara	June	4685	6500	Below Target	-27.92
Visakhapatnam	January	4468	4500	Below Target	-0.71
Visakhapatnam	February	4793	4500	Above Target	6.51
Visakhapatnam	March	4877	4500	Above Target	8.38
Visakhapatnam	April	4938	5000	Below Target	-1.24
Visakhapatnam	May	4812	5000	Below Target	-3.76
Visakhapatnam	June	4478	5000	Below Target	-10.44

Business Request - 3

Business Request - 3: 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
Chandigarh	32.31	19.25	15.74	12.21	7.42	5.48	3.47	2.33	1.79
Coimbatore	11.21	14.82	15.56	20.62	17.64	10.47	6.15	2.31	1.22
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
Kochi	47.67	24.35	11.81	6.48	3.91	2.11	1.65	1.21	0.81
Lucknow	9.66	14.77	16.20	18.42	20.18	11.33	6.43	1.91	1.10
Mysore	48.75	24.44	12.73	5.82	4.06	1.76	1.42	0.54	0.47
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
Visakhapatnam	51.25	24.96	9.98	5.44	3.19	1.98	1.39	0.88	0.92

Business Request - 4

Business Request - 4: Identify 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

Business Request - 5

Business Request - 5: Identify 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

Business Request - 6

Business Request - 6: Repeat Passenger Rate Analysis



city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
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	1091	28.46	32.68
Indore	April	3646	1295	35.52	32.68
Indore	May	3591	1563	43.53	32.68
Indore	June	3152	1131	35.88	32.68
Jaipur	January	11845	1422	12.01	17.43
Jaipur	February	12450	1661	13.34	17.43
Jaipur	March	9257	1840	19.88	17.43
Jaipur	April	7856	1736	22.10	17.43
Jaipur	May	7174	1842	25.68	17.43
Jaipur	June	6956	1181	16.98	17.43
Kochi	January	5660	795	14.05	22.40
Kochi	February	5372	1005	18.71	22.40

city_name	month	total_passengers	repeat_passengers	monthly_repeat_passenger_rate	city_repeat_passenger_rate
Kochi	March	6213	1348	21.70	22.40
Kochi	April	6515	1576	24.19	22.40
Kochi	May	6222	1853	29.78	22.40
Kochi	June	4060	1049	25.84	22.40
Lucknow	January	4896	1431	29.23	37.12
Lucknow	February	5188	1659	31.98	37.12
Lucknow	March	4781	1622	33.93	37.12
Lucknow	April	3807	1496	39.30	37.12
Lucknow	May	3487	1662	47.66	37.12
Lucknow	June	3698	1727	46.70	37.12
Mysore	January	2129	172	8.08	11.23
Mysore	February	2290	183	7.99	11.23
Mysore	March	2194	208	9.48	11.23
Mysore	April	2072	236	11.39	11.23
Mysore	May	2270	349	15.37	11.23
Mysore	June	2203	329	14.93	11.23
Surat	January	3616	1184	32.74	42.63
Surat	February	3567	1313	36.81	42.63
Surat	March	3440	1494	43.43	42.63
Surat	April	3394	1551	45.70	42.63
Surat	May	3217	1606	49.92	42.63
Surat	June	3030	1490	49.17	42.63
Vadodara	January	2633	544	20.66	30.03
Vadodara	February	2756	610	22.13	30.03
Vadodara	March	2522	759	30.10	30.03
Vadodara	April	2499	862	34.49	30.03
Vadodara	May	2256	868	38.48	30.03
Vadodara	June	1807	703	38.90	30.03
Visakhapatnam	January	3163	650	20.55	28.61
Visakhapatnam	February	3170	790	24.92	28.61
Visakhapatnam	March	3093	923	29.84	28.61
Visakhapatnam	April	2837	992	34.97	28.61
Visakhapatnam	May	2890	951	32.91	28.61
Visakhapatnam	June	2702	802	29.68	28.61



Dashboard

Goodcabs Insights



Get a snapshot of the trip performance, analyze revenue and average fare insights, and explore distances travelled by Goodcabs passengers.



Analyze passenger and driver ratings by city, passenger type, and month, and compare trends in average ratings across business, mixed, and tourism cities.



Compare key metrics across new and repeat passengers, including trip patterns, average fares, and analyze repeat passenger rates (RPR) by city, month, and passenger type.



Track the achievement of target trips, new passengers, and average passenger ratings across cities and months, compare performance across different city types.



Home



Overview

426K

Total Trips (-14%)

108M

Total Revenue(-15%)

8M

Total Distance(-15%)

254.0

Avg Fare per Trip

13.3

Avg Fare per Km

Overview

Ratings

Passengers

Targets

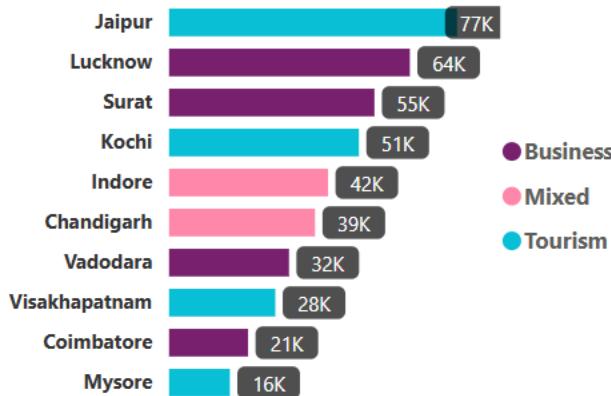
City
AllMonth
AllDay Type
AllPassenger Type
All

clear



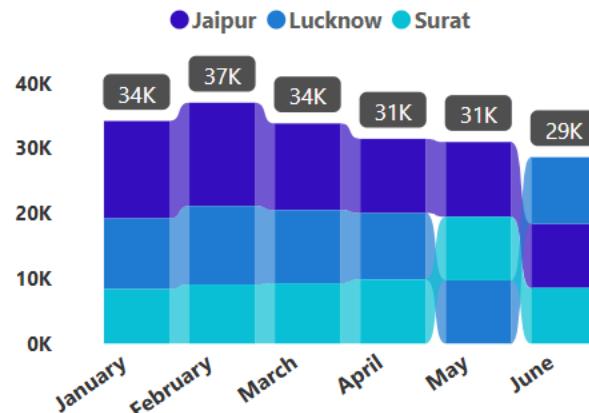
Trips

Total Trips by City



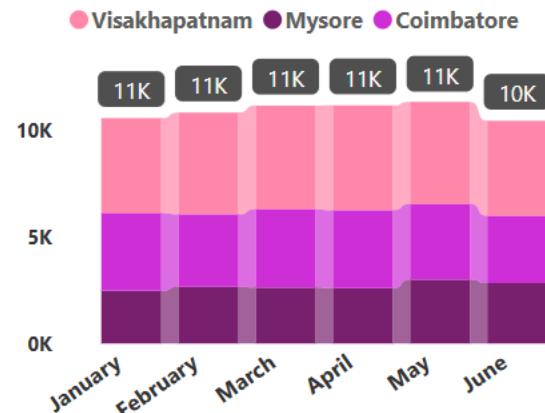
Revenue

Top-3 Trips Cities by Month

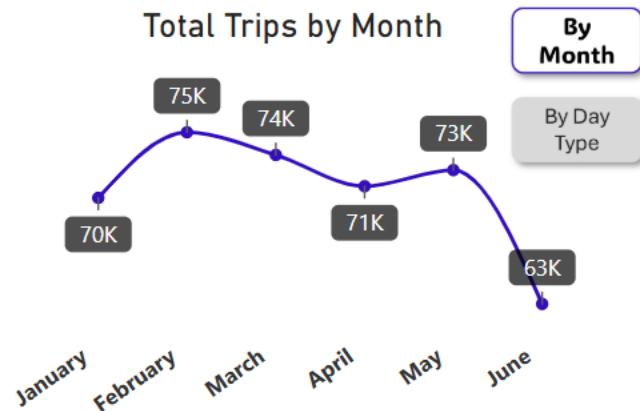


Distance

Bottom-3 Trips Cities by Month



Total Trips by Month



Total Trips by City and Month

City	January	February	March	April	May	June	Total
Jaipur	15.0K	15.9K	13.3K	11.4K	11.5K	9.8K	76.9K
Lucknow	10.9K	12.1K	11.2K	10.2K	9.7K	10.2K	64.3K
Surat	8.4K	9.1K	9.3K	9.8K	9.8K	8.5K	54.8K
Kochi	7.3K	7.7K	9.5K	9.8K	10.0K	6.4K	50.7K
Indore	6.7K	7.2K	7.0K	7.4K	7.8K	6.3K	42.5K
Chandigarh	6.8K	7.4K	6.6K	5.6K	6.6K	6.0K	39.0K
Vadodara	4.8K	5.2K	5.6K	5.9K	5.8K	4.7K	32.0K
Visakhapatnam	4.5K	4.8K	4.9K	4.9K	4.8K	4.5K	28.4K
Coimbatore	3.7K	3.4K	3.7K	3.7K	3.6K	3.2K	21.1K
Mysore	2.5K	2.7K	2.6K	2.6K	3.0K	2.8K	16.2K

By City and Month

By City and Day Type

Peak & Low Demand Months



Home



Overview

426K

Total Trips (-14%)

108M

Total Revenue(-15%)

8M

Total Distance(-15%)

254.0

Avg Fare per Trip

13.3

Avg Fare per Km

Overview

Ratings

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

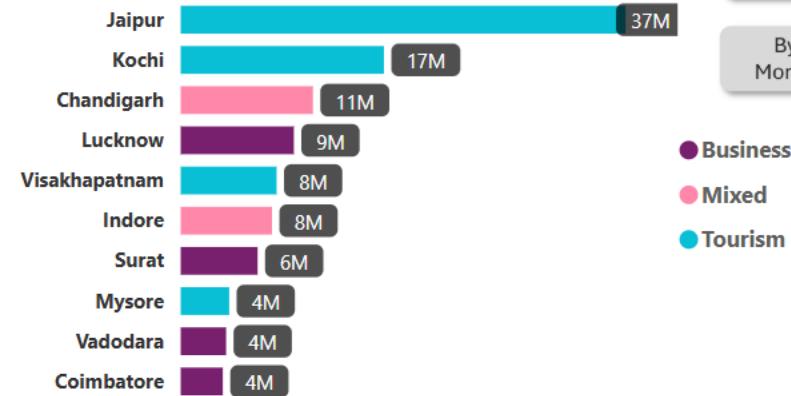
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Trips

Revenue

Distance

Total Revenue by City

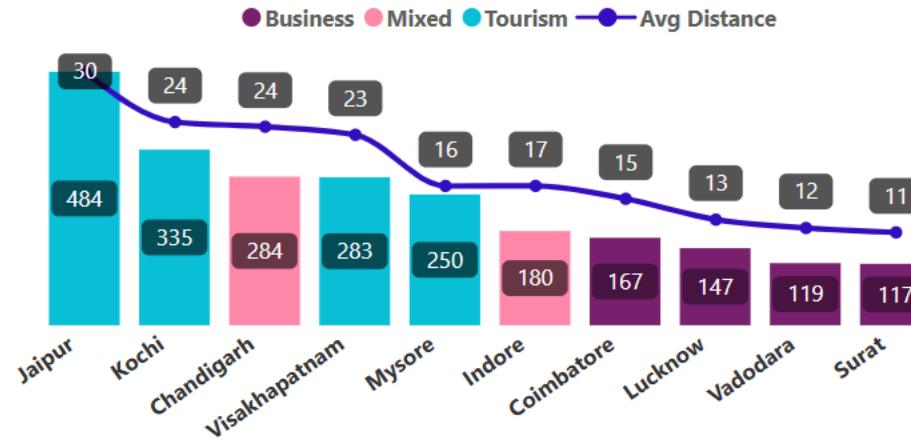


By City

By Month

- Business
- Mixed
- Tourism

Avg Fare and Avg Distance per Trip by City



Business

Mixed

Tourism

Avg Distance

Total Revenue by City and Month

City	January	February	March	April	May	June	Total
Jaipur	7.2M	7.7M	6.5M	5.5M	5.5M	4.8M	37.2M
Kochi	2.5M	2.6M	3.2M	3.3M	3.3M	2.1M	17.0M
Chandigarh	1.9M	2.1M	1.9M	1.6M	1.9M	1.7M	11.1M
Lucknow	1.6M	1.8M	1.7M	1.5M	1.4M	1.5M	9.5M
Visakhapatnam	1.3M	1.4M	1.4M	1.4M	1.3M	1.3M	8.0M
Indore	1.2M	1.3M	1.3M	1.3M	1.4M	1.1M	7.6M
Surat	1.0M	1.1M	1.1M	1.2M	1.1M	1.0M	6.4M
Mysore	0.6M	0.7M	0.7M	0.6M	0.7M	0.7M	4.1M
Vadodara	0.6M	0.6M	0.7M	0.7M	0.7M	0.6M	3.8M
Coimbatore	0.6M	0.6M	0.6M	0.6M	0.6M	0.5M	3.5M

Avg Fare per Trip by City and Month

City	January	February	March	April	May	June	Total
Jaipur	482.3	488.1	485.3	481.3	479.0	486.6	483.9
Kochi	335.7	338.9	334.7	335.4	332.9	334.5	335.2
Chandigarh	284.0	285.4	283.7	284.6	279.6	284.8	283.7
Visakhapatnam	282.2	286.2	284.1	281.6	279.4	282.4	282.7
Mysore	246.9	251.1	251.4	249.2	247.8	251.8	249.7
Indore	178.0	182.4	180.4	180.1	177.3	181.1	179.8
Coimbatore	167.5	167.8	166.3	167.3	165.7	167.4	167.0
Lucknow	147.5	147.4	147.3	146.8	146.9	147.1	147.2
Vadodara	118.3	118.7	118.6	118.9	117.7	119.4	118.6
Surat	117.2	118.2	117.5	117.5	116.4	116.8	117.3

Avg Fare per Trip

Avg Fare per Km

- + 112%



Home

Overview

Ratings

Passengers

Targets

City
All

Month
All

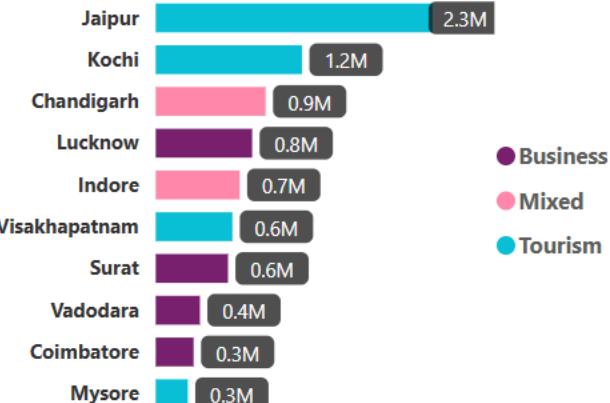
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Passenger Type
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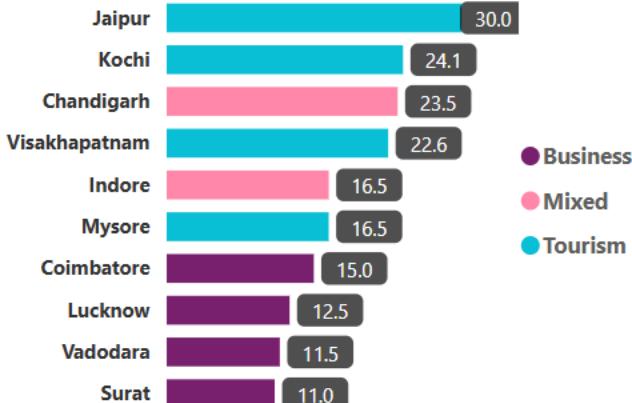
Trips

Total Distance Travelled by City



Revenue

Avg Distance Travelled by City

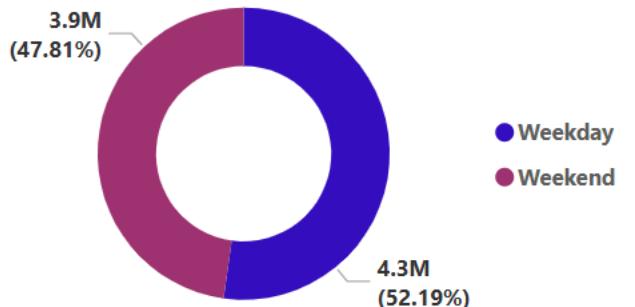


Distance

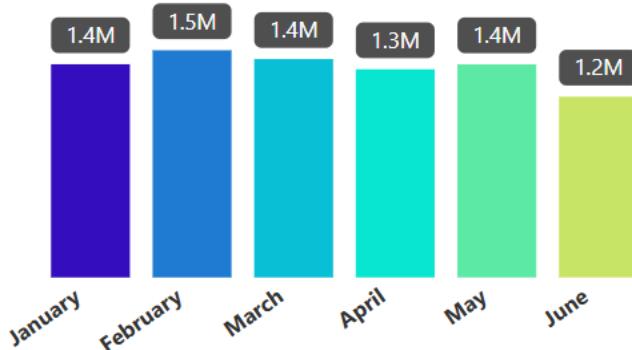
Map: Total Distance by City



Total Distance Travelled by Day Type

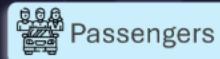


Total Distance Travelled by Month





Home



City

All

Month

All

Day Type

All

Passenger Type

All



Ratings

7.66

Avg Passenger Rate
(-0.3%)

8.7

Mysore

6.4

Surat

7.83

Avg Driver Rate
(-0.9%)

9.0

Kochi

6.6

Surat



Passenger Rating



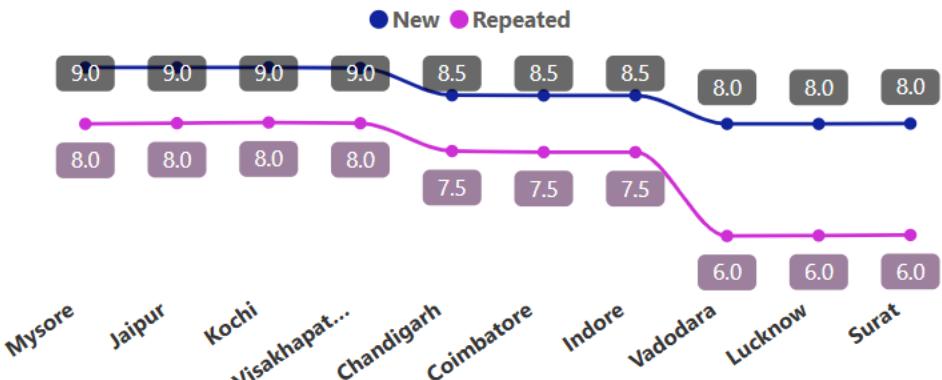
Driver Rating



Pass. vs. Driver Rating



Avg Passenger Rating by City and Passenger Type



Avg Passenger Rating by City and Passenger Type

City	New	Repeated	Total
Mysore	8.98	7.98	8.70
Jaipur	8.99	7.99	8.58
Kochi	8.99	8.00	8.52
Visakhapatnam	8.98	7.99	8.43
Chandigarh	8.49	7.49	7.98
Coimbatore	8.49	7.48	7.88
Indore	8.49	7.47	7.83
Vadodara	7.98	5.98	6.61
Lucknow	7.98	5.99	6.49
Surat	7.98	6.00	6.42
Total	8.65	6.96	7.66

By City

By Month

By Day Type

Avg Passenger Rating by Month

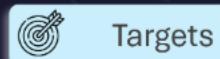
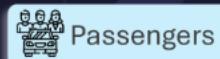
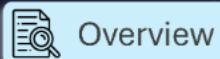


Avg Passenger Rating by City Type





Home



City

All

Month

All

Day Type

All

Passenger Type

All



Ratings

7.66

Avg Passenger Rate
(-0.3%)

8.7

Mysore

Highest Avg Pass. Rate

6.4

Surat

Lowest Avg Pass. Rate

9.0

Kochi

Highest Avg Driver Rate

6.6

Surat

7.83

Avg Driver Rate
(-0.9%)

Passenger Rating



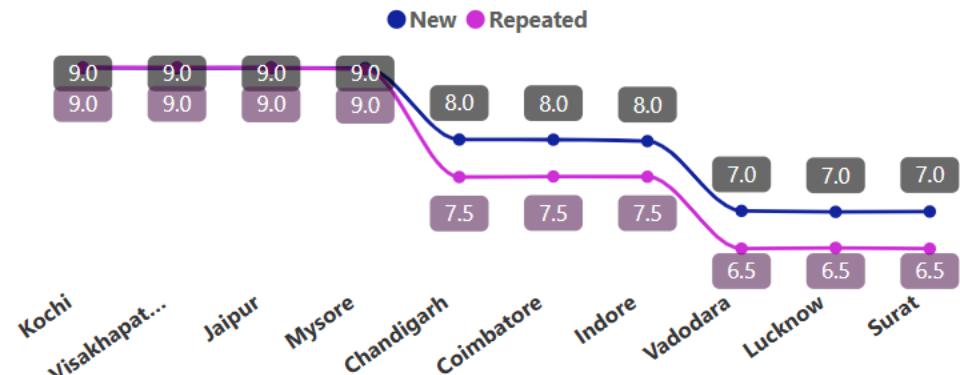
Driver Rating



Pass. vs. Driver Rating



Avg Driver Rating by City and Passenger Type



Avg Driver Rating by City and Passenger Type

City	New	Repeated	Total
Kochi	8.99	8.99	8.99
Visakhapatnam	8.98	8.99	8.99
Jaipur	8.99	8.98	8.99
Mysore	8.98	8.97	8.98
Chandigarh	7.99	7.47	7.72
Coimbatore	7.99	7.48	7.69
Indore	7.97	7.48	7.65
Vadodara	7.00	6.48	6.65
Lucknow	6.99	6.49	6.62
Surat	6.99	6.48	6.59
Total	8.32	7.48	7.83



Avg Driver Rating by Month

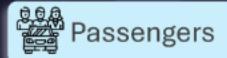


Avg Driver Rating by City Type





Home



City

All

Month

All

Day Type

All

Passenger Type

All

clear



Ratings

7.66

↓ Avg Passenger Rate
(-0.3%)

8.7

Mysore

Highest Avg Pass. Rate

6.4

Surat

Lowest Avg Pass. Rate

9.0

Kochi

Highest Avg Driver Rate

6.6

Surat

7.83

↓ Avg Driver Rate
(-0.9%)

Passenger Rating



Driver Rating



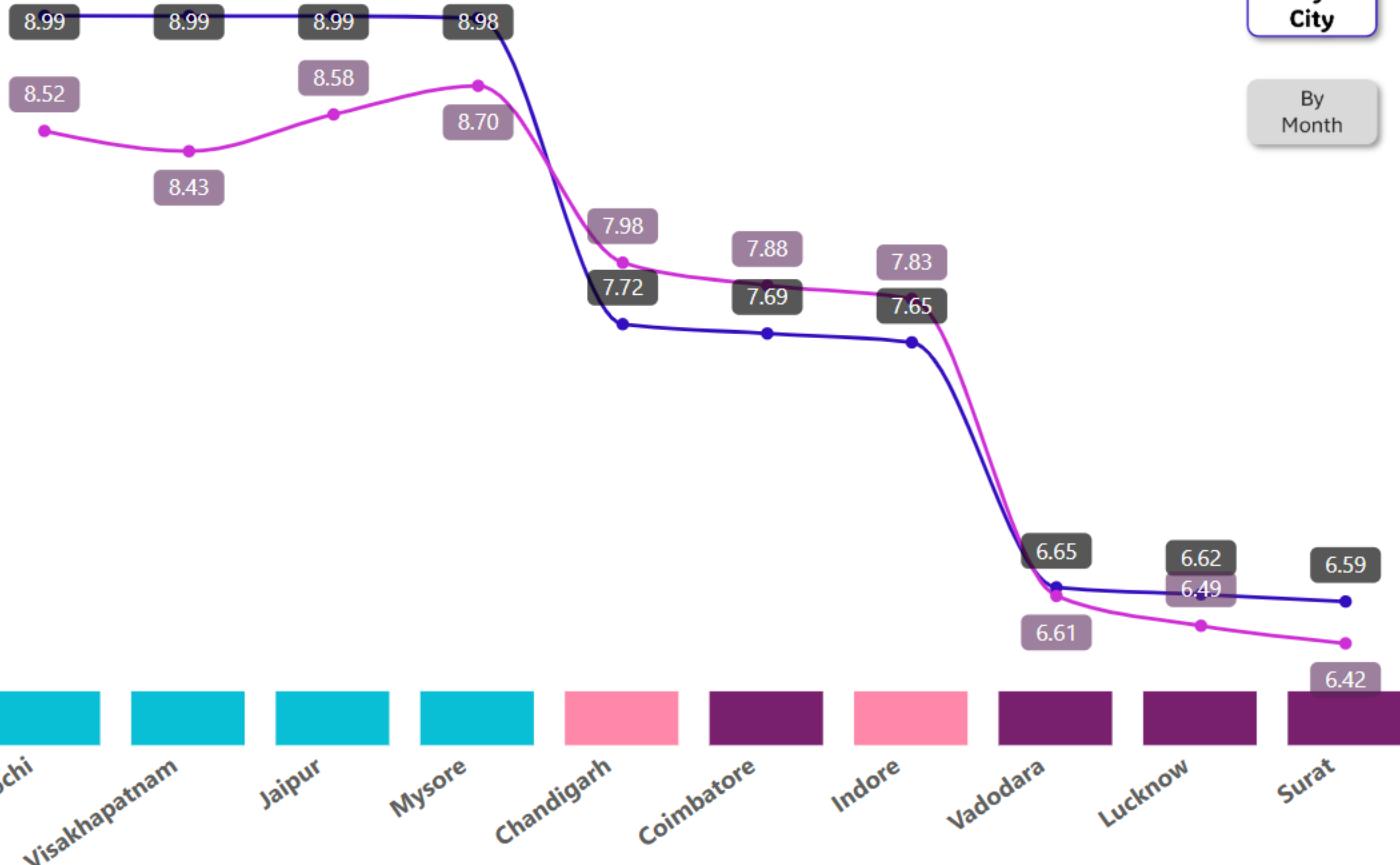
Pass. vs. Driver Rating



By City

By Month

Avg Passenger and Driver Rating by City





Home

Overview

Ratings

Passengers

Targets

City

All

Month

All

Day Type

All

Passenger Type

All

clear



Passengers

26%
RPR (-11%)

43%

Surat

City with Highest RPR

11%

Mysore

City with Lowest RPR

33%

May

Month with Highest RPR

19%

January

Month with Lowest RPR

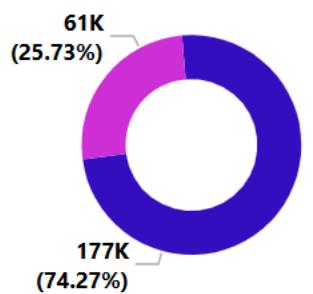


Repeat vs. New Passengers



Repeat Passengers

Count of New vs Repeat Passengers

● New ● Repeat


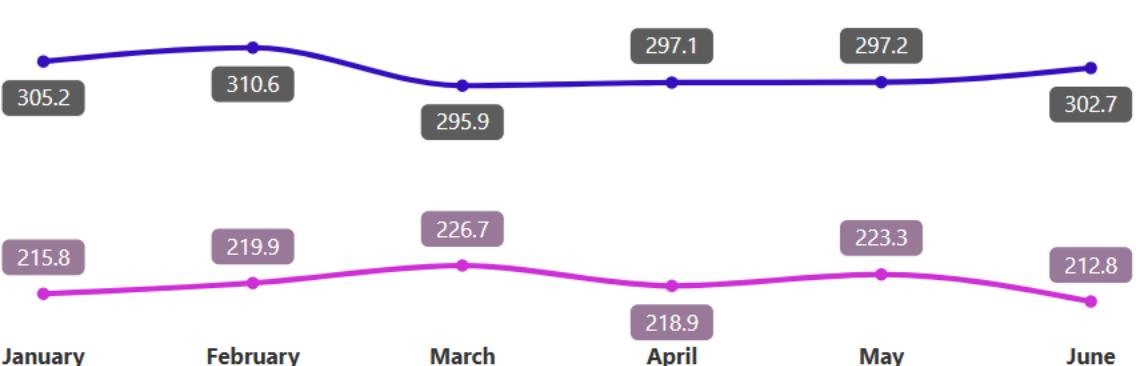
Total Trips by Month and Passenger Type

● New ● Repeated


Avg Distance by Passenger Type



Avg Fare by Month and Passenger Type

● New ● Repeated




Home

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City

All

Month

All

Day Type

All

Passenger Type

All

clear



Passengers

26%
RPR (-11%)

43%

Surat

City with Highest RPR

11%

Mysore

City with Lowest RPR

33%

May

Month with Highest RPR

19%

January

Month with Lowest RPR



Repeat vs. New Passengers

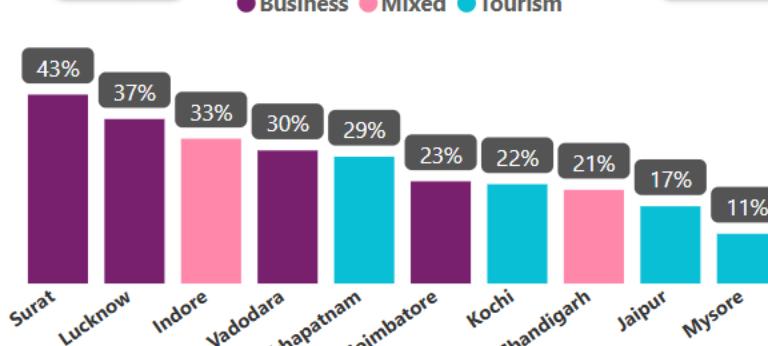


Repeat Passengers

By City

RPR (%) by City

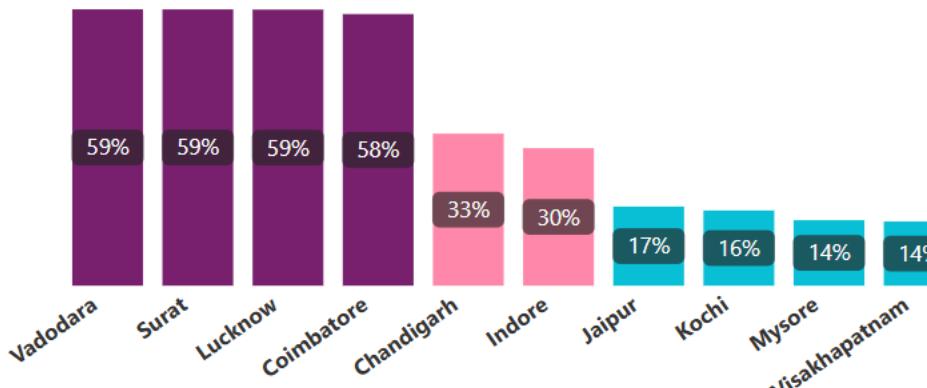
By Month



Freq of Trips Taken by Repeat Passengers by City (%)

City	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Chandigarh	32.3%	19.3%	15.7%	12.2%	7.4%	5.5%	3.5%	2.3%	1.8%
Coimbatore	11.2%	14.8%	15.6%	20.6%	17.6%	10.5%	6.2%	2.3%	1.2%
Indore	34.3%	22.7%	13.4%	10.3%	6.8%	5.2%	3.3%	2.4%	1.5%
Jaipur	50.1%	20.7%	12.1%	6.3%	4.1%	2.5%	1.9%	1.2%	1.0%
Kochi	47.7%	24.4%	11.8%	6.5%	3.9%	2.1%	1.7%	1.2%	0.8%
Lucknow	9.7%	14.8%	16.2%	18.4%	20.2%	11.3%	6.4%	1.9%	1.1%
Mysore	48.7%	24.4%	12.7%	5.8%	4.1%	1.8%	1.4%	0.5%	0.5%
Surat	9.8%	14.3%	16.6%	19.7%	18.5%	11.9%	6.2%	1.7%	1.4%
Vadodara	9.9%	14.2%	16.5%	18.1%	19.1%	12.9%	5.8%	2.0%	1.6%
Visakhapatnam	51.3%	25.0%	10.0%	5.4%	3.2%	2.0%	1.4%	0.9%	0.9%

High-Freq Passengers (%) by City



High and Low Freq Passengers Distribution by City

City	High-Freq Passengers	Low-Freq Passengers	Total Repeat Passengers
Lucknow	5698	3899	9597
Surat	5133	3505	8638
Vadodara	2583	1763	4346
Indore	2134	5082	7216
Chandigarh	1658	3412	5070
Jaipur	1647	8035	9682
Coimbatore	1490	1061	2551
Kochi	1233	6393	7626
Visakhapatnam	705	4403	5108
Mysore	208	1269	1477



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Targets

Target Trips
425.9K
Goal: 429K (-0.72%)

Target New Passengers
177K
Goal: 185.1K (-4.38%)

Target Avg Passenger Rating
7.66
Goal: 7.98 (-3.94%)

- Exceeded >= 100%
- Met 90% <= Met < 100%
- Missed < 90%



Target Trips



Target New Passengers



Target Avg Pass. Rating

Month	January	February	March	April	May	June
City	Target Trips	Total Trips	Target Trips	Total Trips	Target Trips	Total Trips
Lucknow	13000	10858	13000	12060	13000	11224
Jaipur	13000	14976	13000	15872	13000	13317
Surat	9000	8358	9000	9069	9000	9267
Kochi	7500	7344	7500	7688	7500	9495
Indore	7000	6737	7000	7210	7000	7019
Chandigarh	7000	6810	7000	7387	7000	6569
Vadodara	6000	4775	6000	5228	6000	5941
Visakhapatnam	4500	4468	4500	4793	4500	4877
Coimbatore	3500	3651	3500	3404	3500	3680
Mysore	2000	2485	2000	2668	2000	2633

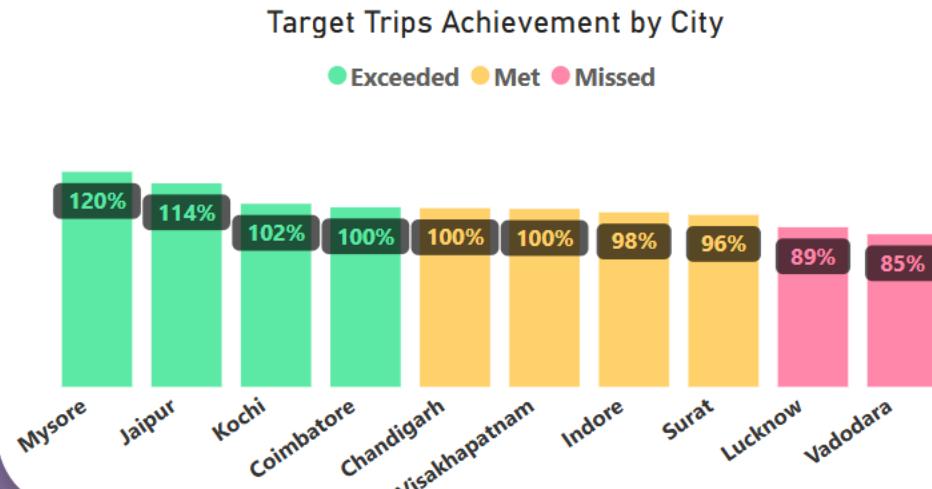
Values

Diff. (%)

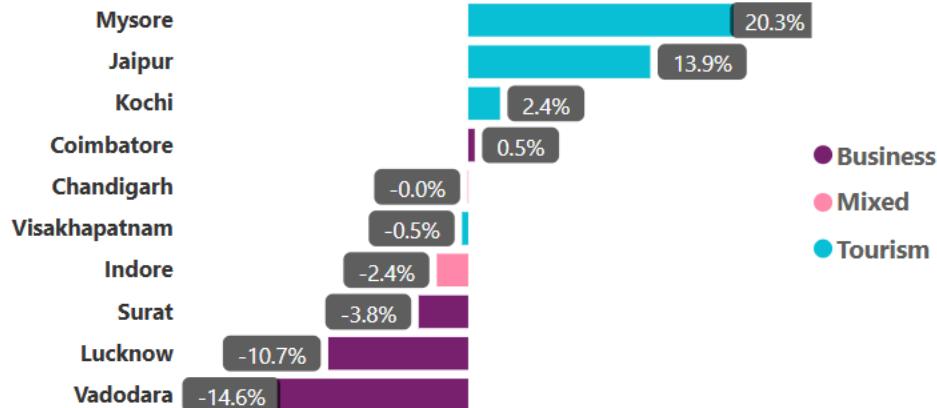
City

All

clear



Trip Difference from Target by City





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Targets

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Target Trips



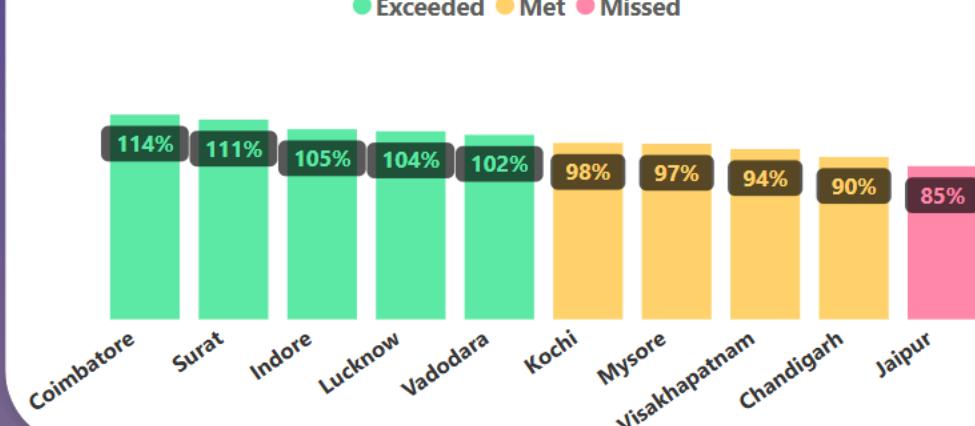
Target New Passengers



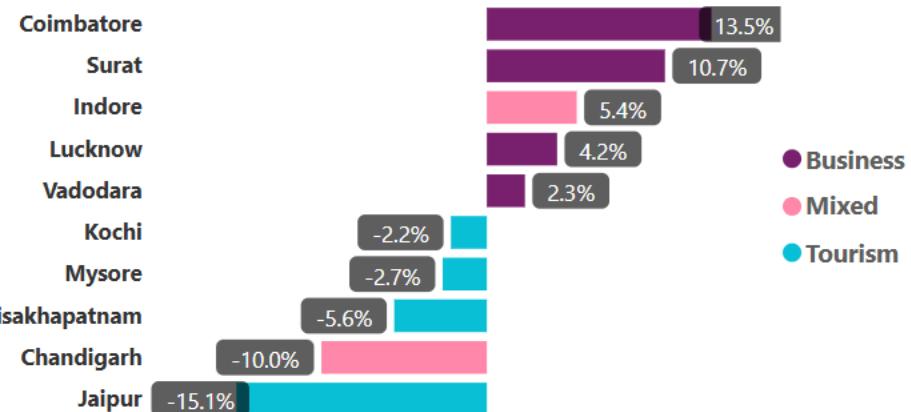
Target Avg Pass. Rating

Month City	January		February		March		April		May		June		Values
	Target	New Pass. Num	Target	New Pass. Num	Target	New Pass. Num	Target	New Pass. Num	Target	New Pass. Num	Target	New Pass. Num	
Chandigarh	4000	3,920	4000	4,104	4000	3,228	3000	2,496	3000	2,730	3000	2,430	
Coimbatore	1500	1,822	1500	1,647	1500	1,538	1000	1,242	1000	1,039	1000	1,226	
Indore	2700	2,843	2700	2,878	2700	2,742	2000	2,351	2000	2,028	2000	2,021	
Jaipur	12000	10,423	12000	10,789	12000	7,417	6000	6,120	6000	5,332	6000	5,775	
Kochi	5000	4,865	5000	4,367	5000	4,865	4000	4,939	4000	4,369	4000	3,011	
Lucknow	3200	3,465	3200	3,529	3200	3,159	2000	2,311	2000	1,825	2000	1,971	
Mysore	2000	1,957	2000	2,107	2000	1,986	2000	1,836	2000	1,921	2000	1,874	
Surat	2000	2,432	2000	2,254	2000	1,946	1500	1,843	1500	1,611	1500	1,540	
Vadodara	1800	2,089	1800	2,146	1800	1,763	1500	1,637	1500	1,388	1500	1,104	
Visakhapatnam	2500	2,513	2500	2,380	2500	2,170	2000	1,845	2000	1,939	2000	1,900	

Target New Passengers Achievement by City (%)

● Exceeded ● Met ● Missed


New Passengers Difference from Target by City (%)





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Targets

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- Missed < 90%



Target Trips



Target New Passengers



Target Avg Pass. Rating

Month City	January		February		March		April		May		June	
	Target	AvgPassRating	Target	AvgPassRating	Target	AvgPassRating	Target	AvgPassRating	Target	AvgPassRating	Target	AvgPassRating
Chandigarh	8.00	8.07	8.00	8.03	8.00	8.00	8.00	7.94	8.00	7.91	8.00	7.89
Coimbatore	8.25	7.98	8.25	7.95	8.25	7.91	8.25	7.84	8.25	7.76	8.25	7.85
Indore	8.00	7.92	8.00	7.89	8.00	7.86	8.00	7.79	8.00	7.74	8.00	7.78
Jaipur	8.25	8.68	8.25	8.67	8.25	8.53	8.25	8.52	8.25	8.46	8.25	8.58
Kochi	8.50	8.67	8.50	8.56	8.50	8.50	8.50	8.49	8.50	8.43	8.50	8.48
Lucknow	7.25	6.62	7.25	6.57	7.25	6.54	7.25	6.45	7.25	6.36	7.25	6.35
Mysore	8.50	8.79	8.50	8.79	8.50	8.74	8.50	8.68	8.50	8.61	8.50	8.62
Surat	7.00	6.58	7.00	6.49	7.00	6.40	7.00	6.37	7.00	6.33	7.00	6.36
Vadodara	7.50	6.85	7.50	6.80	7.50	6.60	7.50	6.55	7.50	6.46	7.50	6.44
Visakhapatnam	8.50	8.55	8.50	8.47	8.50	8.43	8.50	8.37	8.50	8.39	8.50	8.40

Values

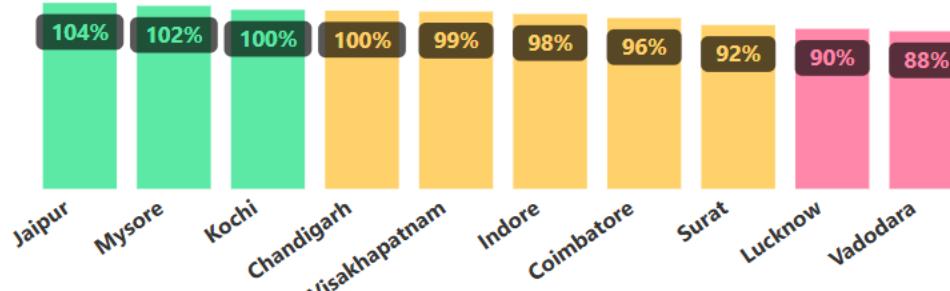
Diff. (%)

City

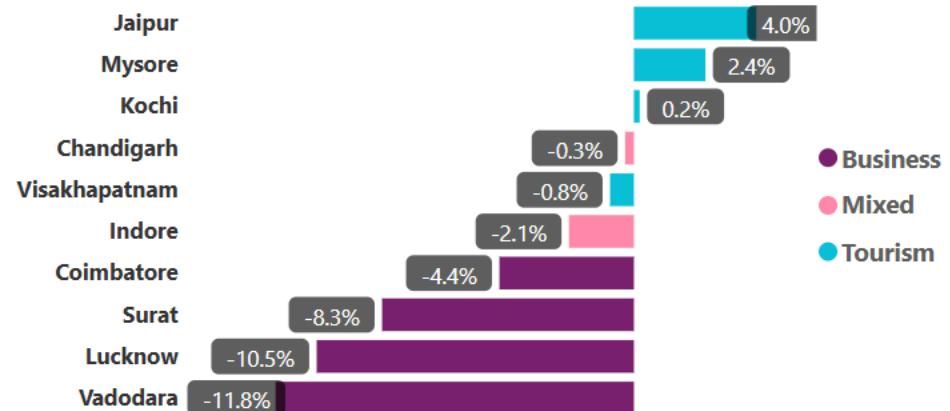
All

clear

Target Avg Passengers Rating Achievement by City (%)

Exceeded ● Met ○ Missed


Avg Passenger Rating Difference from Target by City (%)





Recommendations

Overall Recommendations for Goodcabs



1. Enhance Passenger Experience

- Introduce loyalty programs and referral bonuses to boost repeat passenger rates and attract new riders.
- Ensure consistent service quality through driver training and regular vehicle maintenance.

2. Leverage Local Partnerships

- Partner with hotels, malls, and event venues in tourism-heavy cities like Jaipur and Kochi to increase trip volumes.
- Collaborate with travel agencies for sightseeing and bundled travel offers.

3. Optimize Pricing and Discounts

- Offer competitive fares for daily commutes in business-focused cities like Lucknow and Surat.
- Launch discounts for rides in electric vehicles (EVs) to attract eco-conscious customers and promote adoption.

4. Expand Sustainable Mobility

- Deploy EVs in high-distance cities (e.g., Jaipur and Mysore) to reduce operational costs and enhance brand appeal.
- Highlight sustainability through green marketing campaigns to attract environmentally conscious passengers.

5. Address Seasonal Demand

- Intensify marketing efforts during peak tourism seasons while targeting off-peak months like June with special promotions.

6. Use Data for Growth

- Track travel duration, route efficiency, and customer feedback to refine operations.