Goodcabs Data Insights & Performance Analysis

- Presented By

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Agenda

- Overview of Goodcabs
- Objectives
- Key Steps
- Data Sources & Tools
- Dashboard Walkthrough
- Data Insights
- Recommendations
- Conclusion

Goodcabs

- A cab service company dedicated to providing reliable transportation solutions.
- Established Two years ago, focusing on tier-2 cities across India.
- Committed to empowering local drivers to earn a sustainable living in their hometowns.
- Currently operating in 10 tier-2 cities across India.
- Passenger-Centric Focus: Ensuring excellent service quality to enhance passenger satisfaction.

Objectives of the Analysis

Primary Goal:

- Provide actionable insights to the Chief of Operations to drive growth and enhance passenger satisfaction.

Key Focus Areas:

- Analyze trip volume to identify top and bottom-performing cities.
- Compare weekday vs. weekend demand patterns across cities.
- Evaluate passenger satisfaction through average ratings (new vs. repeat passengers).
- Analyze repeat passenger behavior, frequency, and city contributions.
- Compare actual performance metrics against monthly targets (trips, ratings, new passengers).
- Assess revenue growth rates and city-wise contributions.
- Recommend strategies for improving performance based on tourism vs. business demands.
- Explore partnership opportunities and emerging mobility trends.

Key Steps in the Process

- Data Understanding
- Data Preparation
- Data Visualization
- Insights & Recommendations

Data Sources and Tools

Data Sources:

- There are **2 database**s and **8 tables**
- **trips_db** : This database contains both detailed and aggregated data on trips, passenger types, repeat trip, and day type
- **targets_db** : This database holds Goodcabs' monthly targets for each city, including goals for trip counts, new passenger acquisition, and average passenger ratings.

Tools Used:

- **Power BI** : To design interactive dashboards and perform data visualization.
- **SQL** : For data extraction, transformation, and ad-hoc queries.
- **Power Query** : To clean and transform data for analysis.
- **Canva** : To create visually appealing presentation slides.

GOODCABS

City & Month Wise Financial Insights

Home | City | Passenger | Target

Total Trips	Total Distance	Revenue	Avg Fare Per Km	Avg Trip Distance	Avg Driver Rating	Avg Passenger Rating	Max Trip Distance	Min Trip Distance
426K	8.15M	₹ 108.19M	₹ 13.28	19.13 Km	7.83	7.66	45 Km	5 Km

Avg Fare Per Trip
₹ 254.02

City
All

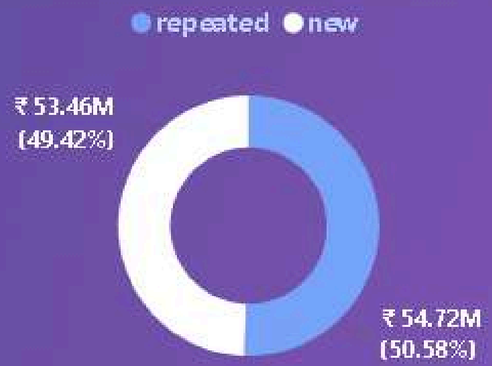
Month
All

Day Type
- Weekday
- Weekend

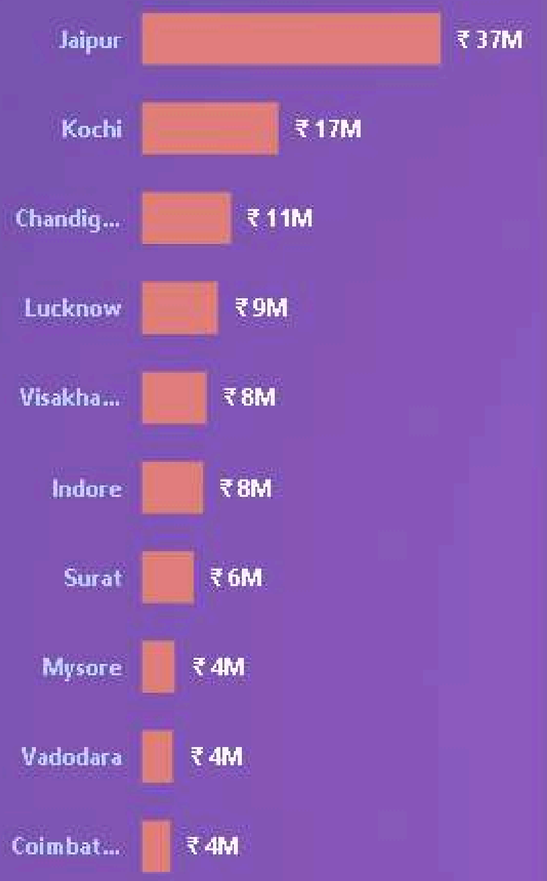
Passenger Type
- new
- repeated

Avg Fare Per Trip and Avg Trip Distance by City

Revenue by Passenger Type

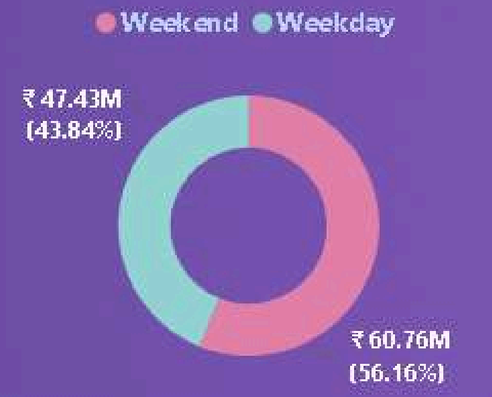


Revenue by City



Revenue by Month

Revenue by Day Type



Revenue Analysis

City with High Revenue

37	Jaipur
17	Kochi
11	Chandigarh

City with Lowest Revenue

3.5	Coimbatore
4	Vadodara
4	Mysore

Top Months By Revenue

1. February
2. March
3. January

Avg Fare Per Trip :
Jaipur has the highest (Rs.483.92) average fare per trip while **Surat** has lowest (Rs.117.27**)**

Avg Trip Distance :
Jaipur has the longest(30 km) average trip distance while **Surat** has shortest(11 km**)**

Revenue genarated on **Weekday** is **56%** while on **Weekend** it is **44%.**

Revenue By Month :
June month generated the least revenue (Rs.15.4M) while February has genearted most revenue(Rs. 19.9M)

City Performance Insights

Home | Revenue | Passenger | Target

Total Trips	Total Distance	Revenue	Avg Fare Per Km	Avg Trip Distance	Avg Driver Rating	Avg Passenger Rating	Max Trip Distance	Min Trip Distance
426K	8.15M	₹ 108.19M	₹ 13.28	19.13 Km	7.83	7.66	45 Km	5 Km

Avg Fare Per Trip
₹ 254.02

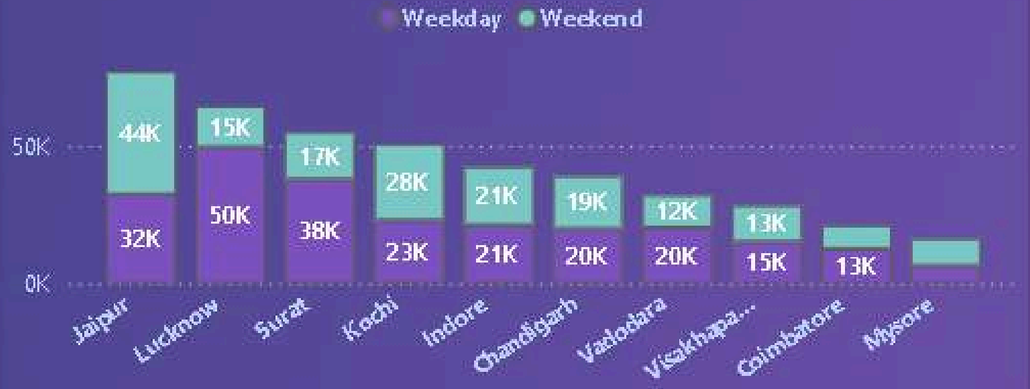
City
All

Month
All

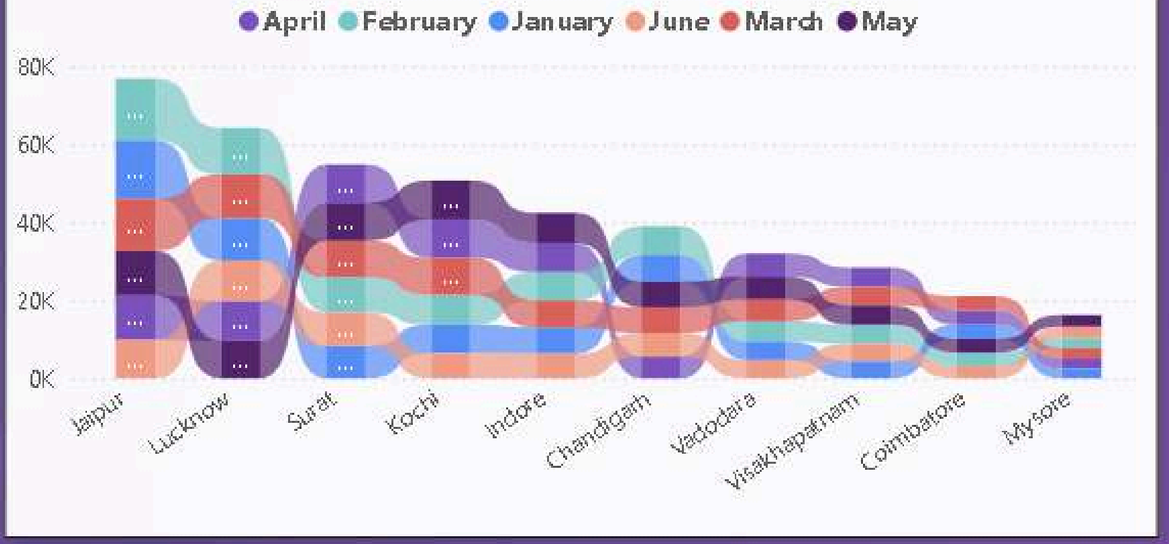
Day Type
- Weekday
- Weekend

Passenger Type
- new
- repeated

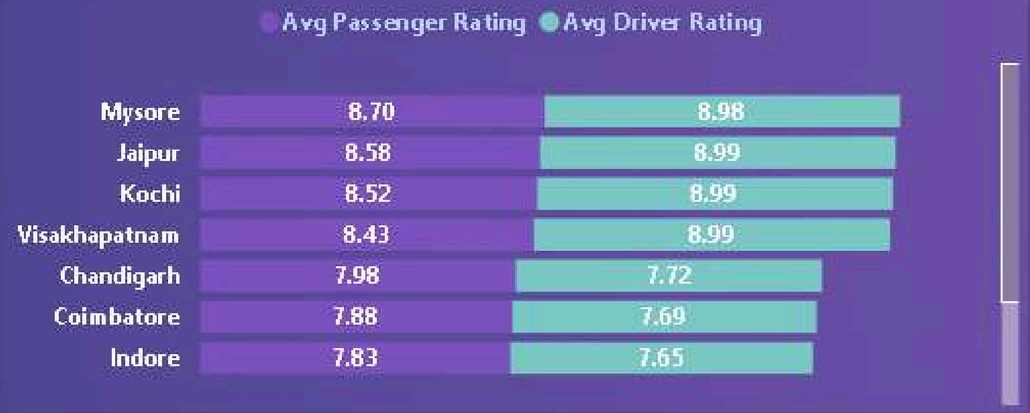
Total Trips by City and Day Type



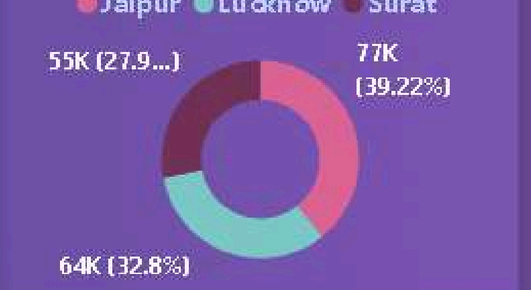
Total Trips by City and Month



Avg Passenger Rating & Avg Driver Rating by City



Top 3 City By Total Trips



Bottom 3 City By Total Trips

City Performance Insights

City with Most Trips

77	Jaipur
64	Lucknow
55	Surat

City with Least Trips

16	Mysore
21	Coimbatore
28	Vishakhapatnam

City With High Avg Passenger & Driver Rating

1	Mysore
2	Jaipur
3	Kochi

City With Low Avg Passenger & Driver Rating

1	Surat
2	Lucknow
3	Vadodara

Weekday Trips:
Weekday trips are highest in **Lucknow,** followed by **Surat** and **Jaipur.**

Weekend Trips :
Weekend trips are highest in **Jaipur,** followed by **Kochi** and **Indore.**

Jaipur peaks in **February & January** month, and hit its low in **June.**

June month shows the **low** count in most cities.
February, **April** and **May** are **high** demand in most cities.

Repeat Passenger Analysis By City & Month

Home | Revenue | City | Target

Total Trips	Total Distance	Revenue	Total Passengers	New Passengers	Repeated Passengers	Repeated Trips	Repeat passenger Rate
426K	8.15M	₹ 108.19M	238K	177K	61K	249K	25.73%

Avg Passenger Rating: 7.66

City: All

Month: All

Day Type: Weekday, Weekend

Passenger Type: new, repeated

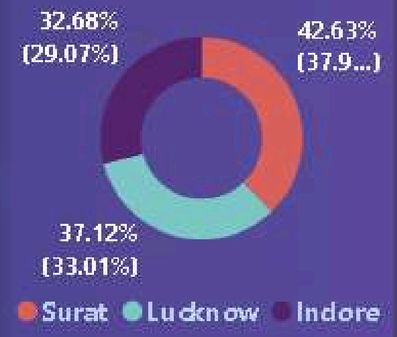
REPEAT PASSENGER FREQUENCY BY CITY

City	10-Trips	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips
Chandigarh	1.79%	32.31%	19.25%	15.74%	12.21%	7.42%	5.48%	3.47%	2.33%
Coimbatore	1.22%	11.21%	14.82%	15.56%	20.62%	17.64%	10.47%	6.15%	2.31%
Indore	1.51%	34.34%	22.69%	13.40%	10.34%	6.85%	5.24%	3.26%	2.38%
Jaipur	0.97%	50.14%	20.73%	12.12%	6.29%	4.13%	2.52%	1.90%	1.20%
Kochi	0.81%	47.67%	24.35%	11.81%	6.48%	3.91%	2.11%	1.65%	1.21%
Lucknow	1.10%	9.66%	14.77%	16.20%	18.42%	20.18%	11.33%	6.43%	1.91%
Mysore	0.47%	48.75%	24.44%	12.73%	5.82%	4.06%	1.76%	1.42%	0.54%
Surat	1.35%	9.76%	14.26%	16.55%	19.75%	18.45%	11.89%	6.24%	1.74%

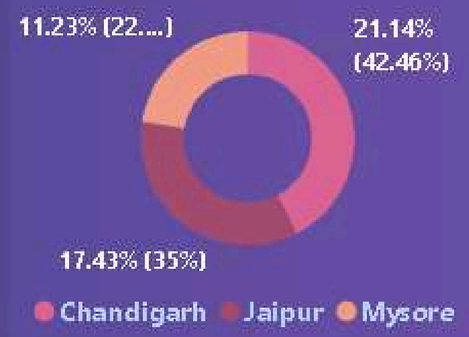
RPR % BY CITY AND MONTH

City	January	February	March	April	May	June
Chandigarh	15.52%	17.21%	21.27%	24.02%	26.20%	26.30
Coimbatore	17.71%	17.36%	21.73%	27.87%	32.66%	24.69
Indore	26.65%	27.71%	28.46%	35.52%	43.53%	35.88
Jaipur	12.01%	13.34%	19.88%	22.10%	25.68%	16.98
Kochi	14.05%	18.71%	21.70%	24.19%	29.78%	25.84
Lucknow	29.23%	31.98%	33.93%	39.30%	47.66%	46.70
Mysore	8.08%	7.99%	9.48%	11.39%	15.37%	14.93
Surat	32.74%	36.81%	43.43%	45.70%	49.92%	49.17

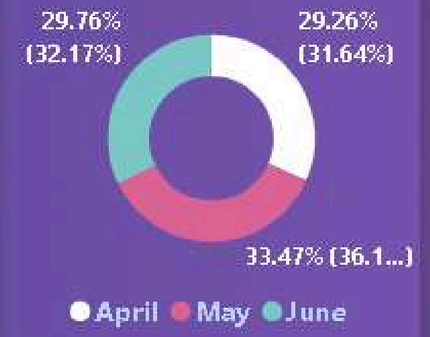
TOP 3 CITY BY RPP %



BOTTOM 3 CITY BY RPP %



TOP 3 MONTH BY RPP %



TOTAL PASSENGERS BY MONTH

Repeat Passenger Analysis

City with High RPR

1. Surat
2. Lucknow
3. Indore

City with Low RPR

1. Mysore
2. Jaipur
3. Chandigarh

Months with High RPR

1. May
2. June
3. April

Repeat Passenger Frequency:
Vishakhapatnam, Jaipur & Mysore has highest repeat passengers **for 2-Trips & 3-Trips.**

Repeat Passenger Frequency:
Vadodara, Surat, Mysore, Coimbatore has significant count for 4-Trips, 5-Trips, 6-Trips.

Factors Influencing RPR:

- **Average Fare Per Trip**: Competitive and affordable fares encourage repeat usage.
- **Passenger Ratings**: Higher satisfaction levels, reflected in positive ratings, drive repeat customers.

Actual Vs Target : City & Month Wise Metrics

Home | Revenue | City | Passenger

Total Trips

Revenue

₹ 108.19M

New Passengers

177K

Target: 185K (-4.38%)

Avg Passenger Rating

7.66

Target: 7.98 (-3.94%)

Total Distance

8.146M

City

All

Month

All

Day Type

- Weekday
- Weekend

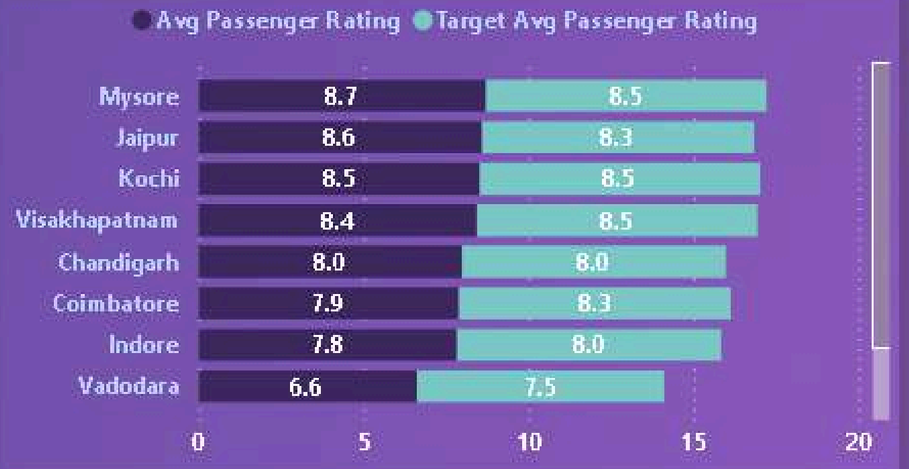
Passenger Type

- new
- repeated

Target Achievement KPIs

City	Month	Trips % Diff	Avg Rating % Diff	New Passenger % Diff
Chandigarh	April	-7.23%	-0.69%	-16.80%
Chandigarh	February	5.53%	0.34%	2.60%
Chandigarh	January	-2.71%	0.85%	-2.00%
Chandigarh	June	0.48%	-1.33%	-19.00%
Chandigarh	March	-6.16%	-0.06%	-19.30%
Chandigarh	May	10.33%	-1.12%	-9.00%
Coimbatore	April	4.60%	-4.93%	24.20%
Coimbatore	February	-2.74%	-3.61%	9.80%

Avg Passenger Rating Vs Target Avg Passenger Rating



New Passengers Vs Monthly Target New Passengers

Actual Trips Vs Monthly Target Trips

Performance Against Targets

Jaipur leads with **13.91%** in trip targets , indicating strong performance.

Luknow and **Vadodara** lag behind the trip target with deficits of **10.70%** and **14.60%**

Surat and **Lucknow** have **more new passengers** than target , but passenger **rating** is **low**. Needs improvement in service quality

Mysore, **Jaipur** & **Kochi** has **high** passenger **rating**. But need to **focus** on marketing statergies and new campaigns to attract **new passengers**

February,**May**, **March** has chased the Trip Target while **June** lag behind trip target by **11.34%**

April is the only to cross new passenger target while **March** lag behind with lowest by **16.04%**

Strategic Recommendations

Dynamic Pricing

Adjust fares during peak demand hours and local events to maximize earnings

Driver Training

Regular sessions to boost service quality and operational safety

Tech Upgrades

Launch features like fare splitting, pre-scheduling, and real-time tracking

Subscription Plans

Introduce loyalty memberships with exclusive offers for repeat passengers

Incentives for Excellence

Bonuses for drivers with top ratings and low cancellation rates

Eco-Friendly Fleet

Transition to electric vehicles for sustainable growth

Corporate Partnerships

Collaborate with businesses for employee transport or bulk bookings

Route Optimization

Use data analytics to minimize idle time and fuel usage

Localized Marketing

Run campaigns tailored to city-specific needs and events

Conclusion

- Goodcabs has made significant strides in tier-2 cities.
- Analysis reveals opportunities to enhance performance and passenger satisfaction.
- Implementing recommendations will position Goodcabs for sustained growth in 2024.

" Thank You "

"Let’s Drive Forward Together!"

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