GOODCABS:
Road to Excellence

Overview

Introduction

Problem Statement

Performance Analysis

Ad hoc Request

Recommendations

Introduction to GoodsCabs

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- **Established** :

  Goodcabs is a cab service company established 2 years ago, with strong foothold in tier-2 cities.

- **Mission** :
  - To provide sustainable livelihood to local drivers
  - Deliver excellent service to passengers
  - Drive growth by achieving ambitious 2024 targets

Problem Statement

To accomplish the above Mission, GoodsCabs management team aims to access performance across key metrics including :

- Trip volume
- Passenger satisfaction
- Repeat passenger rate
- Trip Distribution
- Balance between New and Repeat customers
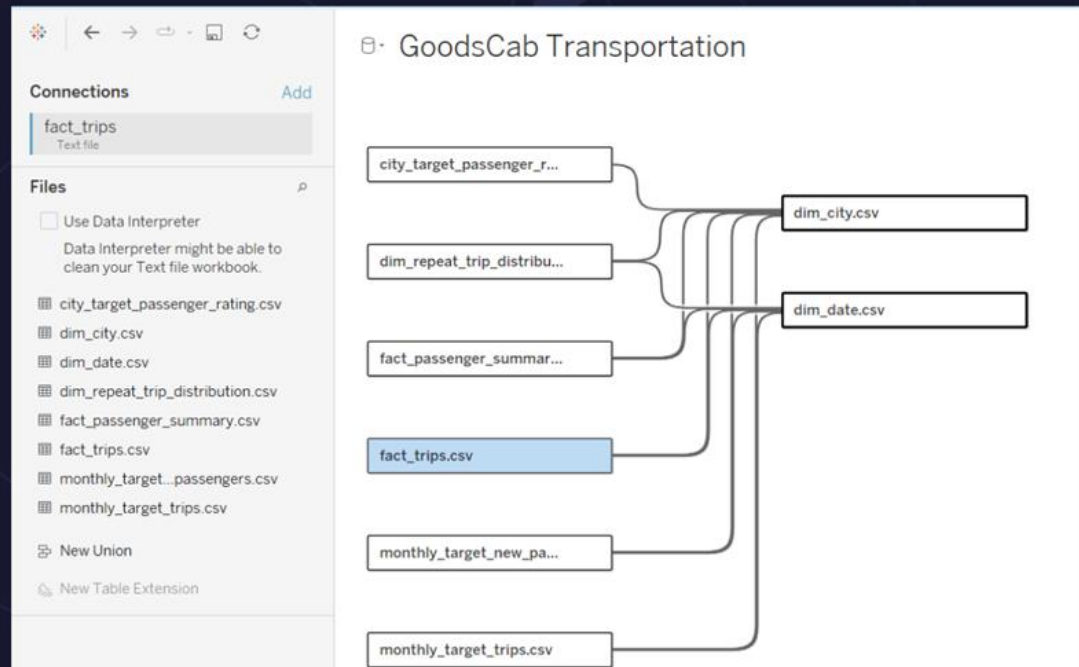
Problem Statement

Dataset Provided:

Fact Trips : contains trip details like City, Date, Passenger Type Distance Travelled and Fare for the Trip.

Repeat Trip Distribution : number of trips taken by repeated passengers

Passenger Summary : Count of New and Repeat passengers

Target Tables : Targets provided for Avg passenger rating, New passengers, Monthly trip count

Citywise Performance Tracker

Trip Count

City	Trip Count
Jaipur	76,888
Lucknow	64,299
Surat	54,843
Vizag	28,366
Coimbatore	21,104
Mysore	16,238

Total Trips: 4,25,903
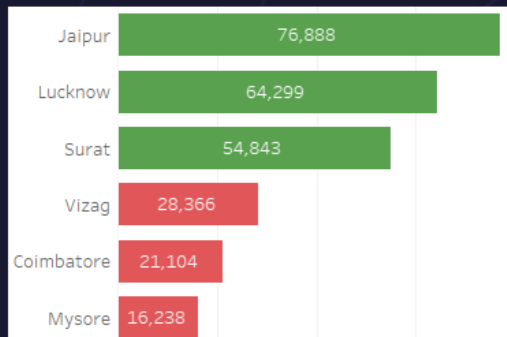
Total Fare: ₹ 108.2M

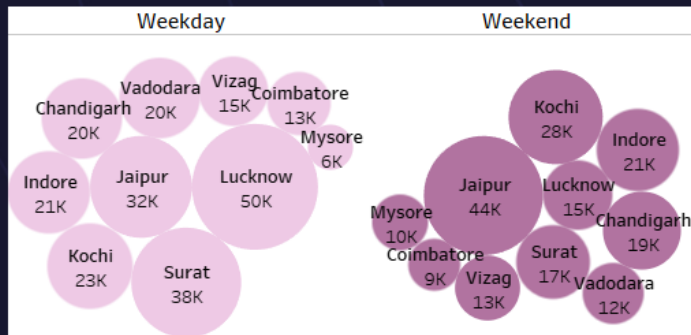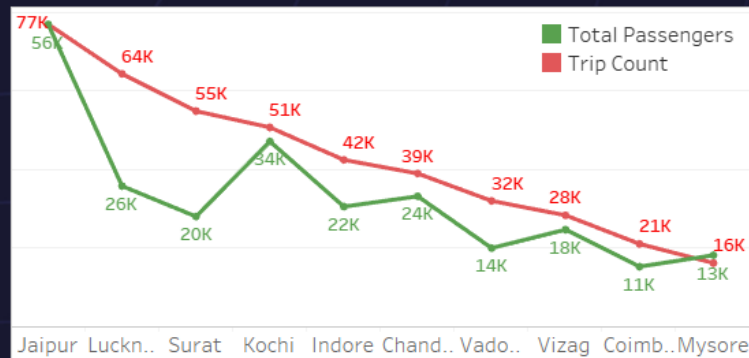**Total Distance (km):** 8,146.3K

Total Passengers: 2,38,309

Month wise Demand

	Jaipur	Luckno..	Surat	Kochi	Chandi..	Indore	Vadod..	Vizag	Coimb..	Mysore
Jan	15K	11K	8K	7K	7K	7K	5K	4K	4K	2K
Feb	16K	12K	9K	8K	7K	7K	5K	5K	3K	3K
March	13K	11K	9K	9K	7K	7K	6K	5K	4K	3K
Apr	11K	10K	10K	10K	6K	7K	6K	5K	4K	3K
May	11K	10K	10K	10K	7K	8K	6K	5K	4K	3K
June	10K	10K	9K	6K	6K	6K	5K	4K	3K	3K

Day Type wise Demand

Weekday
- Chandigarh 20K
- Vadodara 20K
- Vizag 15K
- Coimbatore 13K
- Mysore 6K
- Indore 21K
- Jaipur 32K
- Lucknow 50K
- Kochi 23K
- Surat 38K

Weekend
- Kochi 28K
- Indore 21K
- Jaipur 44K
- Lucknow 15K
- Chandigarh 19K
- Mysore 10K
- Coimbatore 9K
- Vizag 13K
- Surat 17K
- Vadodara 12K

Trip Passenger corelation

Legend: Total Passengers (green), Trip Count (red)

City	Trip Count	Total Passengers
Jaipur	77K	56K
Luckn..	64K	26K
Surat	55K	20K
Kochi	51K	34K
Indore	42K	22K
Chand..	39K	24K
Vado..	32K	14K
Vizag	28K	18K
Coimb..	21K	11K
Mysore	16K	13K

Filters

City Name: (All)

Month Name: (All)

Passenger Type: (All)

Trip Count Parameters

Top N: 3

Bottom N: 3

Insights

Top and Bottom Performing Cities

- **Based on Trip Count**
  - a. Jaipur (77k), Lucknow (64k), Surat (55k) are top 3 cities which contribute almost half of the share.
  - b. Mysore (16k), Coimbatore (21k) and Vizag (28k) are the least performers

- **Based on Revenue**
  - a. As per the current data (Jan - Jun 2024), Jaipur contributes highest revenue of ₹37.2 million (34%) whereas Kochi ranks second with ₹17 million (16%)
  - b. Coimbatore (3.5 million) , Vadodara (3.8 million) and Mysore (4.1 million) are least performers

Insights

Peak and Low Demand

- **Based on City**

  a. Jaipur and Lucknow experience higher demand from January to March.

  b. Surat, Kochi and Indore show a surge in demand during April and May.

  c. Remaining cities exhibit relatively consistent demand throughout the year.

- **Based on Months**

  a. Most cities experience higher demand from Mar to May.

  b. Jan and Feb months are particularly popular in Jaipur and Lucknow.

Weekday vs Weekend Trip Demand

- Lucknow (50k), Surat (38k) and Jaipur (32k) are top cities during weekdays.

- Jaipur ranks highest with 44k trips, showing a significant increase compared to other cities during weekends whereas Kochi (28k) and Indore (21k) rank second and third, respectively.

Customer Satisfaction

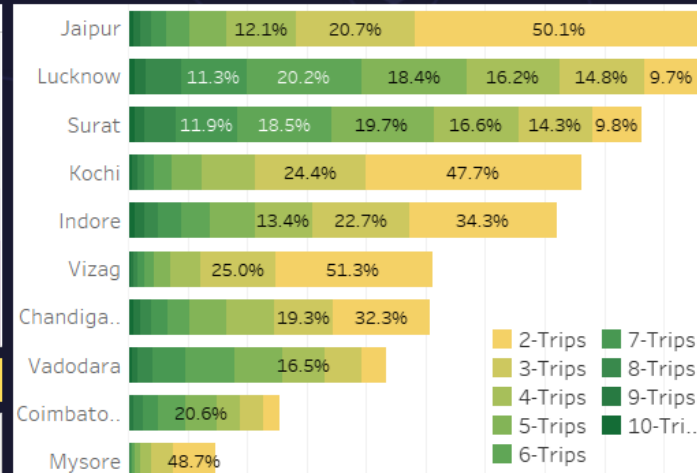|	
Total Passengers	2,38,309
Repeat Passenger Rate	27.10%
Avg Passenger Rating	7.66
Avg Driver Rating	7.83

Repeat Passenger Rate

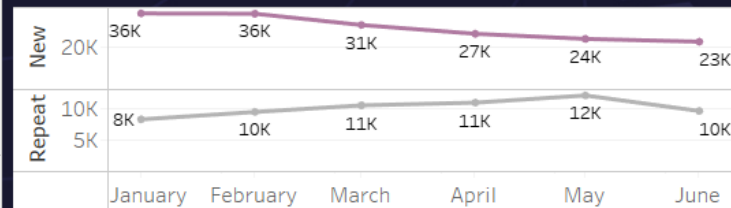|	Surat	Luck..	Indore	Vado..	Vizag	Coim..	Chan..	Kochi	Jaipur	Mys..
Jan I..	33%	29%	27%	21%	21%	18%	16%	14%	12%	8%
Feb	37%	32%	28%	22%	25%	17%	17%	19%	13%	8%
Mar..	43%	34%	28%	30%	30%	22%	21%	22%	20%	9%
Apr	46%	39%	36%	34%	35%	28%	24%	24%	22%	11%
May	50%	48%	44%	38%	33%	33%	26%	30%	26%	15%
June	49%	47%	36%	39%	30%	25%	26%	26%	17%	15%

Repeat Passenger frequency

City						
Jaipur	12.1%	20.7%	50.1%			
Lucknow	11.3%	20.2%	18.4%	16.2%	14.8%	9.7%
Surat	11.9%	18.5%	19.7%	16.6%	14.3%	9.8%
Kochi	24.4%	47.7%				
Indore	13.4%	22.7%	34.3%			
Vizag	25.0%	51.3%				
Chandiga..	19.3%	32.3%				
Vadodara	16.5%					
Coimbato..	20.6%					
Mysore	48.7%					

Legend: 2-Trips, 3-Trips, 4-Trips, 5-Trips, 6-Trips, 7-Trips, 8-Trips, 9-Trips, 10-Tri..

Customer Experience

City	Avg. Driver Rating		Avg. Passenger Rating	
Mysore	9.0	9.0	9.0	8.0
Jaipur	9.0	9.0	9.0	8.0
Kochi	9.0	9.0	9.0	8.0
Vizag	9.0	9.0	9.0	8.0
Chandigarh	8.0	7.5	8.5	7.5
Coimbatore	8.0	7.5	8.5	7.5
Indore	8.0	7.5	8.5	7.5
Vadodara	7.0	6.5	8.0	6.0
Lucknow	7.0	6.5	8.0	6.0
Surat	7.0	6.5	8.0	6.0

Passenger Count

New: 36K (January), 36K (February), 31K (March), 27K (April), 24K (May), 23K (June)
Repeat: 8K (January), 10K (February), 11K (March), 11K (April), 12K (May), 10K (June)

Insights

Repeat Passenger Behavior

- **Seasonal Trends:**
  - The repeat passenger rate increases between May and June, likely to use the service multiple times.
- **City contributions:**
  - Vizag, Jaipur, Mysore, and Kochi account for ~50% of repeat trips with trip frequency of 2 suggesting tourist activity.
  - Lucknow, Surat, Coimbatore, and Vadodara exhibit higher trip frequencies, could indicate business activities based on individuals needs.
- **Passenger Trends**
  - Notable decline in new passengers while repeat passengers are gradually increasing.

Customer Rating

- In Chandigarh, Coimbatore and Indore both Drivers and Passengers provided less rating for repeated trips indicating issues in service inconsistency.
- Vadodara, Lucknow and Surat trips have received less rating from Drivers and Passengers for both new and repeated rides.

Fare Comparison

Monthly Growth Rate

₹18.45M	7.6% ₹19.86M	-5.2% ₹18.84M	-6.1% ₹17.70M	1.6% ₹17.99M	-14.6% ₹15.36M
Jan	Feb	March	Apr	May	June

Avg Fare per Trip

Red line: ₹484, ₹335, ₹284, ₹283, ₹250, ₹180, ₹167, ₹147, ₹119, ₹117

Green line: 56K, 34K, 24K, 18K, 13K, 22K, 11K, 26K, 14K, 20K

Cities: Jaipur, Kochi, Chandi.., Vizag, Mysore, Indore, Coimb.., Luckno.., Vadod.., Surat

Fare Efficiency

City Name

Fare Efficiency: 10.3, 10.7, 10.9, 11.1, 11.8, 12.1, 12.5, 13.9, 15.1, 16.1

Most Cost Efficient
Fare per unit distance

Avg. Distance (Km) bars: 11.5, 11.0, 16.5, 15.0, 12.5, 23.5, 22.6, 24.1, 16.5, 30.0

Avg. Fare (₹) line: 117.3, 179.8, 167.0, 147.2, 283.7, 282.7, 335.2, 249.7, 483.9

Cities: Vadodara, Surat, Indore, Coimbatore, Lucknow, Chandigarh, Vizag, Kochi, Mysore, Jaipur

Left panel

Total Distance
8,146.3K

Total Fare
₹108.2M

Average Fare
₹254.0

Avg Distance
19.1km
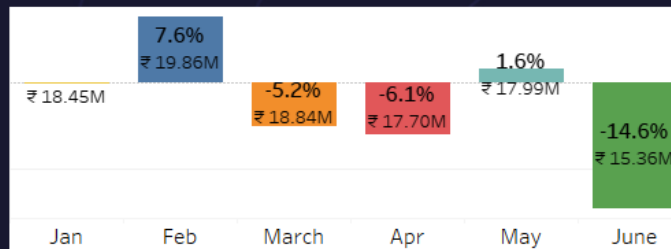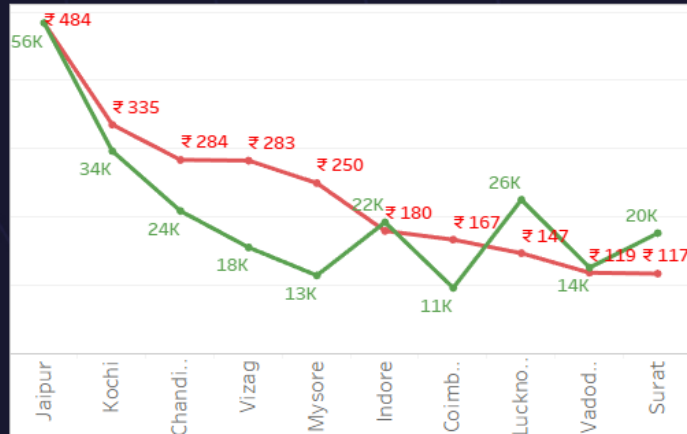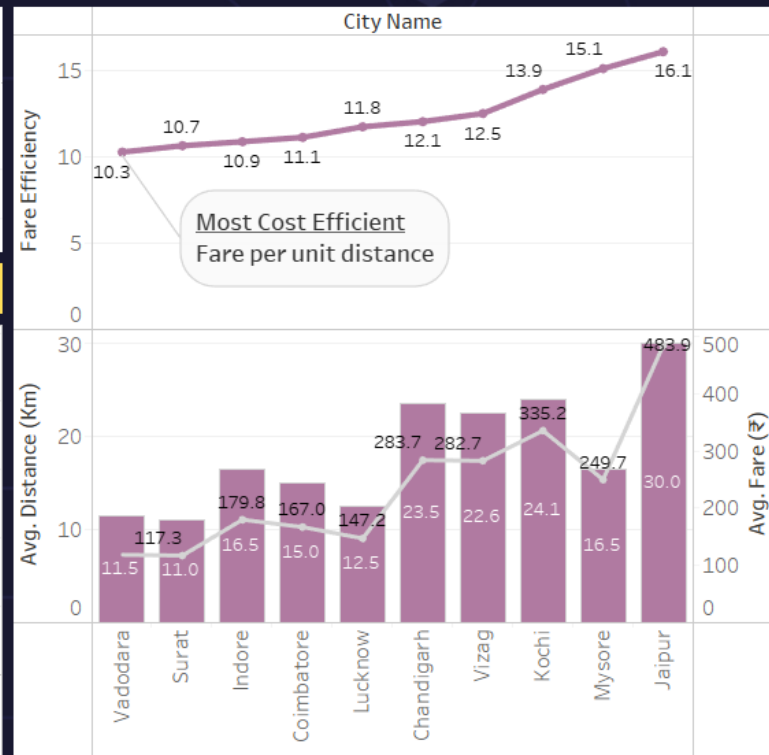
Insights

Revenue Analysis

- With increase in customers, average fare per trip also increases however Indore, Lucknow and Surat deviate from this trend by maintaining lower fares.
- February and May exhibit fair growth suggesting potential for improved growth for other months.
- Avg Fare in higher in Jaipur and Kochi whereas lowest in Surat and Vadodara.
- Most Cost efficient cities comes out to be Vadodara (₹10.3/km), Surat (₹10.7/km) and Indore (₹10.9/km)

Target Achievement Analysis

- Mysore, Jaipur and Kochi are only states to exceed target for Passenger rating
- Trip Target has been only achieved by Mysore, Jaipur, Kochi and Coimbatore
- New Passenger Target has only been achieved by Coimbatore, Surat, Indore and Lucknow

Target Achievement

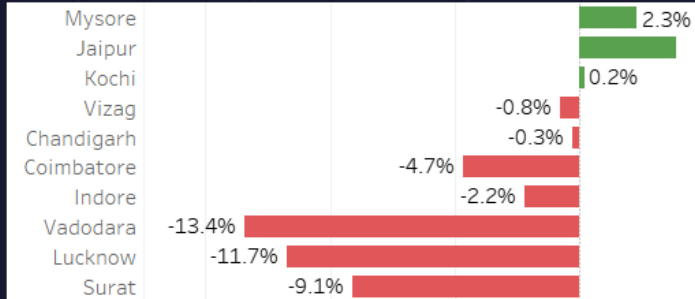**Total Trips**
4,25,903

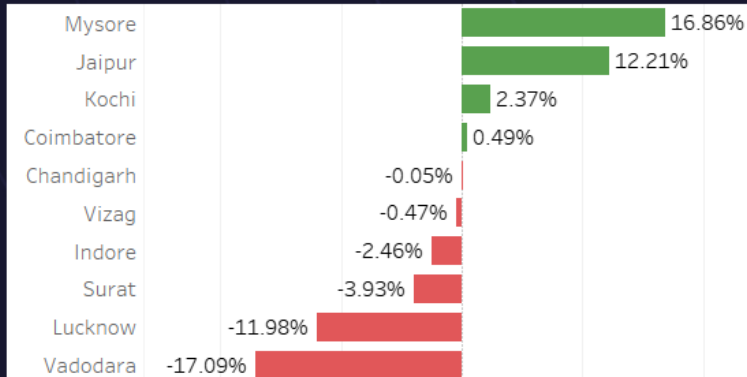**Target Passenger Rating**
-4.1%
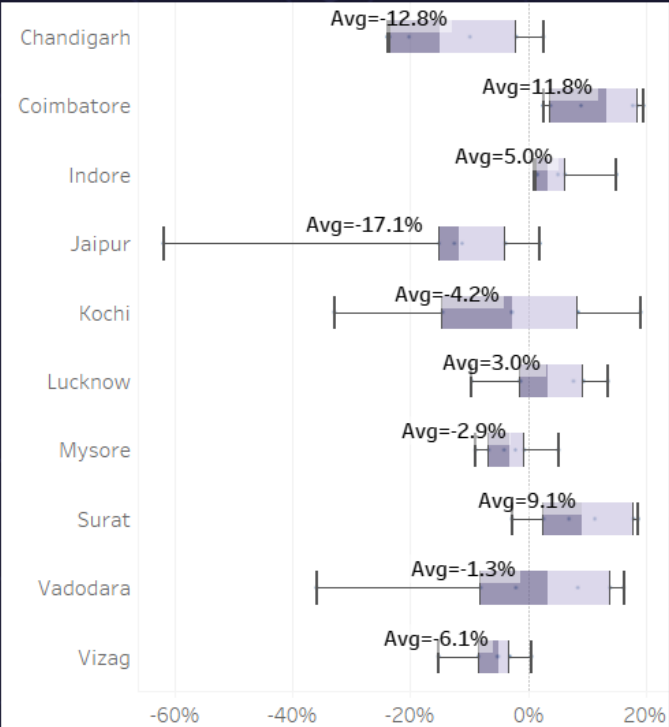
Target Total Trips
-0.73%

Target New Passengers
-4.6%

Passenger Rating Comparison

City	Value
Mysore	2.3%
Jaipur	(green)
Kochi	0.2%
Vizag	-0.8%
Chandigarh	-0.3%
Coimbatore	-4.7%
Indore	-2.2%
Vadodara	-13.4%
Lucknow	-11.7%
Surat	-9.1%

Total Trip Target

City	Value
Mysore	16.86%
Jaipur	12.21%
Kochi	2.37%
Coimbatore	0.49%
Chandigarh	-0.05%
Vizag	-0.47%
Indore	-2.46%
Surat	-3.93%
Lucknow	-11.98%
Vadodara	-17.09%

New Passenger Target

City	Avg
Chandigarh	Avg=-12.8%
Coimbatore	Avg=11.8%
Indore	Avg=5.0%
Jaipur	Avg=-17.1%
Kochi	Avg=-4.2%
Lucknow	Avg=3.0%
Mysore	Avg=-2.9%
Surat	Avg=9.1%
Vadodara	Avg=-1.3%
Vizag	Avg=-6.1%

-60%   -40%   -20%   0%   20%

CEO's Dashboard

Total Trips
4,25,903

Total Fare
₹ 108.2M

Total Distance
8,146.3K

Avg Passenger Rating
7.66

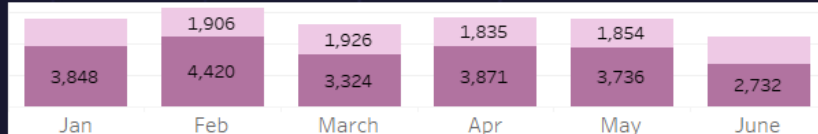## Avg Driver Rating
7.83

Revenue Share
- Coimbatore 3.3%
- Jaipur 34.4%
- Chandigarh 10.2%
- Kochi 15.7%

Trip Contribution
- 4.96% Coimbatore
- 18.05% Jaipur
- 9.15% Chandigarh
- 15.10% Lucknow

Trips per Day

Month	Value 1	Value 2
Jan	3,848	
Feb	1,906	4,420
March	1,926	3,324
Apr	1,835	3,871
May	1,854	3,736
June		2,732

Customer Experience

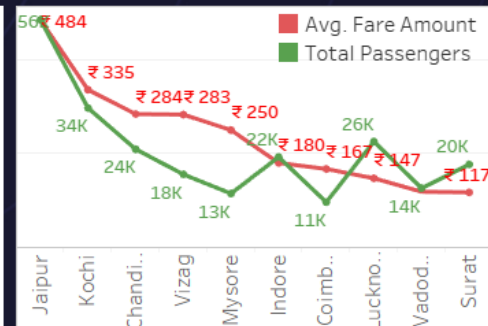| City	Avg. Driver Rating		Avg. Passenger Rating	
Mysore	9.0	9.0	9.0	8.0
Jaipur	9.0	9.0	9.0	8.0
Kochi	9.0	9.0	9.0	8.0
Vizag	9.0	9.0	9.0	8.0
Chandigarh	8.0	7.5	8.5	7.5
Coimbatore	8.0	7.5	8.5	7.5
Indore	8.0	7.5	8.5	7.5
Vadodara	7.0	6.5	8.0	6.0
Lucknow	7.0	6.5	8.0	6.0
Surat	7.0	6.5	8.0	6.0

Trip Count comparison with Target

City	Value
Mysore	16.86%
Jaipur	12.21%
Kochi	2.37%
Coimbatore	0.49%
Chandigarh	-0.05%
Vizag	-0.47%
Indore	-2.46%
Surat	-3.93%
Lucknow	-11.98%
Vadodara	-17.09%

Avg Repeat Passenger Rate

City	Value
Surat	43%
Lucknow	38%
Indore	33%
Vadodara	31%
Vizag	29%
Coimbatore	24%
Kochi	22%
Chandigarh	22%
Jaipur	18%
Mysore	11%

Avg Fare per Trip

Avg. Fare Amount / Total Passengers

Jaipur: ₹484, 56K
Kochi: ₹335, 34K
Chandi..: ₹284, 24K
Vizag: ₹283, 18K
Mysore: ₹250, 13K
Indore: ₹180, 22K
Coimb..: ₹167, 11K
Luckno..: ₹147, 26K
Vadod..: 14K
Surat: ₹117, 20K

Ad hoc request

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

city_name	city_total_trips	avg_fare_per_km	avg_fare_per_trip	contribution_to_total_trips
Vadodara	32026	10.3	118.6	7.5%
Surat	54843	10.7	117.3	12.9%
Indore	42456	10.9	179.8	10.0%
Coimbatore	21104	11.1	167.0	5.0%
Lucknow	64299	11.8	147.2	15.1%
Chandigarh	38981	12.1	283.7	9.2%
Visakhapatnam	28366	12.5	282.7	6.7%
Kochi	50702	13.9	335.2	11.9%
Mysore	16238	15.1	249.7	3.8%
Jaipur	76888	16.1	483.9	18.1%

Ad hoc request

Business Request 2 : Monthly City Level Trips Target Performance Report

Result Grid | Filter Rows: | Export: | Wrap Cell Content: TA

city_name	month_name	total_actual_trips	total_target_trips	performance_status	performance_gap
Chandigarh	February	7387	7000	Above Target	5.2%
Chandigarh	May	6620	6000	Above Target	9.4%
Chandigarh	June	6029	6000	Above Target	0.5%
Chandigarh	January	6810	7000	Below Target	-2.8%
Chandigarh	March	6569	7000	Below Target	-6.6%
Chandigarh	April	5566	6000	Below Target	-7.8%
Coimbatore	March	3680	3500	Above Target	4.9%
Coimbatore	April	3661	3500	Above Target	4.4%
Coimbatore	January	3651	3500	Above Target	4.1%
Coimbatore	May	3550	3500	Above Target	1.4%
Coimbatore	February	3404	3500	Below Target	-2.8%
Coimbatore	June	3158	3500	Below Target	-10.8%
Indore	May	7787	7500	Above Target	3.7%
Indore	February	7210	7000	Above Target	2.9%
Indore	March	7019	7000	Above Target	0.3%
Indore	April	7415	7500	Below Target	-1.1%

Ad hoc request

Business Request 3 : City Level Repeat Passenger Trip Frequency Report

Result Grid | | | Filter Rows: | Export: | Wrap Cell Content: |

city_name	total	2-Trips	3-Trips	4-Trips	5-Trips	6-Trips	7-Trips	8-Trips	9-Trips	10-Trips
Jaipur	9682	50.1%	20.7%	12.1%	6.3%	4.1%	2.5%	1.9%	1.2%	1.0%
Lucknow	9597	9.7%	14.8%	16.2%	18.4%	20.2%	11.3%	6.4%	1.9%	1.1%
Surat	8638	9.8%	14.3%	16.6%	19.7%	18.5%	11.9%	6.2%	1.7%	1.4%
Kochi	7626	47.7%	24.4%	11.8%	6.5%	3.9%	2.1%	1.7%	1.2%	0.8%
Indore	7216	34.3%	22.7%	13.4%	10.3%	6.8%	5.2%	3.3%	2.4%	1.5%
Visakhapatnam	5108	51.3%	25.0%	10.0%	5.4%	3.2%	2.0%	1.4%	0.9%	0.9%
Chandigarh	5070	32.3%	19.3%	15.7%	12.2%	7.4%	5.5%	3.5%	2.3%	1.8%
Vadodara	4346	9.9%	14.2%	16.5%	18.1%	19.1%	12.9%	5.8%	2.0%	1.6%
Coimbatore	2551	11.2%	14.8%	15.6%	20.6%	17.6%	10.5%	6.2%	2.3%	1.2%
Mysore	1477	48.7%	24.4%	12.7%	5.8%	4.1%	1.8%	1.4%	0.5%	0.5%

Ad hoc request

Business Request 4 : Identify cities with highest and lowest total new passengers

city_name	highest_revenue_month	revenue	percentage_contribution
Jaipur	February	7747202	20.8%
Jaipur	January	7223310	19.4%
Jaipur	March	6462092	17.4%
Jaipur	May	5495976	14.8%
Jaipur	April	5490146	14.8%
Jaipur	June	4788771	12.9%
Kochi	May	3333746	19.6%
Kochi	April	3274496	19.3%
Kochi	March	3178390	18.7%
Kochi	February	2605593	15.3%
Kochi	January	2465058	14.5%
Kochi	June	2140313	12.6%
Chandigarh	February	2108290	19.1%
Chandigarh	January	1934293	17.5%
Chandigarh	March	1863793	16.9%
Chandigarh	May	1850777	16.7%
Lucknow	February	1777269	18.8%
Chandigarh	June	1717223	15.5%
Lucknow	March	1653746	17.5%

Ad hoc request

city_name	highest_revenue_month	revenue	percentage_contribution
Jaipur	February	7747202	20.8%
Jaipur	January	7223310	19.4%
Jaipur	March	6462092	17.4%
Jaipur	May	5495976	14.8%
Jaipur	April	5490146	14.8%
Jaipur	June	4788771	12.9%
Kochi	May	3333746	19.6%
Kochi	April	3274496	19.3%
Kochi	March	3178390	18.7%
Kochi	February	2605593	15.3%
Kochi	January	2465058	14.5%
Kochi	June	2140313	12.6%
Chandigarh	February	2108290	19.1%
Chandigarh	January	1934293	17.5%
Chandigarh	March	1863793	16.9%
Chandigarh	May	1850777	16.7%
Lucknow	February	1777269	18.8%
Chandigarh	June	1717223	15.5%
Lucknow	March	1653746	17.5%

Ad hoc request

Business Request 6 : Repeat Passenger Rate Analysis

city_name	months	total_passengers	repeat_passengers	city_repeat_passenger_Rate
Chandigarh	April	3285	789	21.1%
Chandigarh	June	3297	867	21.1%
Chandigarh	May	3699	969	21.1%
Chandigarh	March	4100	872	21.1%
Chandigarh	January	4640	720	21.1%
Chandigarh	February	4957	853	21.1%
Coimbatore	May	1543	504	23.1%
Coimbatore	June	1628	402	23.1%
Coimbatore	April	1722	480	23.1%
Coimbatore	March	1965	427	23.1%
Coimbatore	February	1993	346	23.1%
Coimbatore	January	2214	392	23.1%
Indore	June	3152	1131	32.7%
Indore	May	3591	1563	32.7%
Indore	April	3646	1295	32.7%
Indore	March	3833	1091	32.7%
Indore	January	3876	1033	32.7%
Indore	February	3981	1103	32.7%
Jaipur	June	6956	1181	17.4%

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Recommendations

Managing Peak and Low seasons
- Tourism oriented cities
  - Peak season
    - Increase number of drivers and vehicles
    - Implement price surge based on demand and city GDP per capita
  - Low Demand
    - Offer promotional fare to attract passengers
    - Diversify the services like event specific transportation, airport / railway transfers
- Business Oriented cities
  - Collaborate with local businesses and educational organization for steady demand
  - Identify customers in same organization to provide Car pooling feature.

Recommendations

Long Term Goals

- **Emerging Mobility Trends**
    a. Introducing EV by replacing conventional vehicles to **lower greenhouse gas emissions** and operational costs like Avg Fare per trip.
    b. Collaborating with other stakeholders to setup Charging infrastructure for efficient operations.

- **Expansion to bike taxis and auto rickshaws**
    - Approximately 47% of Indian households own a two-wheeler, which can be utilized by drivers working part-time with the company.

- **Data driven optimization**
    - Using Data Analytics and ML algorithms to safeguard user safety, optimize routes, improve fuel efficiency and reduce idle times.
    - Collect following data for more informed decisions
        i. Time, Source and Destinations of the rides
        ii. Rating along with the reason
        iii. Passenger's organization for car pooling feature