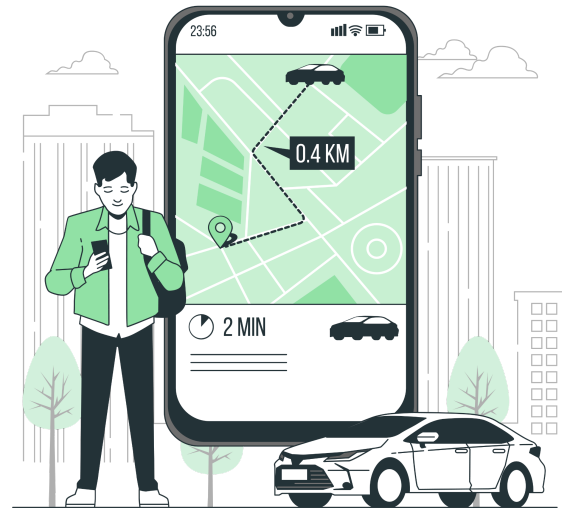


Here is a list of potential analysis questions grouped under different stakeholders for the Tranzit Rides Company.

### Stakeholder 1: Riders / Customer Experience

#### Team

- What is the most preferred **payment method** of riders?
- What is the distribution of riders by **tier** (for example, Gold, Platinum, Standard)?
- Who **cancels rides** the most? **riders or drivers**?
- What is the most **common reason** for **ride cancellations**?
- Group drivers' ratings as Good, Fairly Good, Poor. How well are **drivers performing** based on rider feedback?
- What **time of day** do riders request trips the most?
- Which **event tags** are most associated with trip bookings?
- Which **promo code** is used the most by riders?



### Stakeholder 2: Drivers / Driver Operations Team

- How many drivers does the company have?
- Which **months** had the highest driver sign-ups? (slice by year)
- Which driver made the **most income** in a year, and who **completed the most trips**?
- What is the **average waiting time** drivers spend during pickup?
- Which **locations/zones** do drivers pick up riders the most (Top 5 pickup hotspots)?

### Stakeholder 3: Vehicles / Fleet Management

- What is the **distribution of vehicles** by make and model?
- What is the **average condition score** of vehicles used in trips?

#### **Stakeholder 4: Operations & Strategy**

- How many **rides were completed** across the months (slice by year)?
- What is the **average duration** a ride takes to complete?

#### **Stakeholder 5: Company Management (Executives, Finance)**

- How much has **Tranzit Rides** generated in **total revenue**?
- What was the **monthly revenue trend**, sliced by year?
- How much in **discounts** was given out in total, by month?
- What is the **average tax amount** paid per trip?
- Which **vehicle category** generated the most revenue?