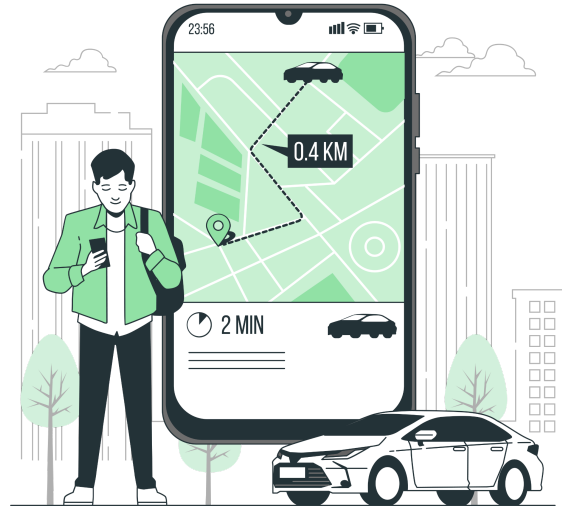


## About TranzitRides

TranzitRides is a ride-hailing platform designed for Lagos, connecting riders and drivers across the Mainland and Island with safe, reliable, and transparent transport services. The company emphasizes:

- **Safety:** Verified drivers, real-time tracked trips, and shareable trip links with built-in SOS options.
- **Fair Pricing:** Transparent fares, controlled surge pricing, and regular discounts to keep rides affordable.
- **Local Focus:** Optimized routing for Lagos traffic patterns, especially for high-demand routes between Mainland and Island.



With an average driver rating of **4.8★**, a median city fare of **₦1,697**, and a typical pickup time of **8–12 minutes**, TranzitRides has become a trusted mobility option for Lagos residents. The platform operates with near-perfect uptime (**99.9%**) and continues to expand its reach in key areas such as Ikeja, Yaba, Victoria Island, Surulere, and Lekki.

## Analysis Plan for TranzitRides Dataset

The TranzitRides dataset provides insights into the operations of a ride-hailing platform, covering riders, drivers, trips, and vehicles. The dataset captures key metrics such as ride activity, payment methods, cancellations, revenues, vehicle details, and customer experience factors like ratings and promotions.

The purpose of this analysis is to transform their raw data into insights that can support decision-making across the company's stakeholders.

## Stakeholders of the Analysis

1. **Executives & Finance:** Focused on revenue, profitability, growth trends, and overall business performance.
2. **Customer Experience Team:** Focused on rider preferences, satisfaction, and behavior patterns.
3. **Driver Operations:** Focused on driver engagement, performance, and income.
4. **Fleet Management:** Focused on vehicles, condition, and their contribution to company revenue.

## Analysis Questions by Stakeholder

### Executives & Finance

1. Measure the **total revenue generated** by Tranzit Rides.
2. Evaluate **monthly revenue trends** to understand seasonality and growth patterns.
3. Calculate the **average tax amount paid** during trips.
4. Assess the **total discounts given** by month to understand promotional impact.
5. Identify the **vehicle category that generated the most income** for the year.

### Customer Experience Team

1. Examine the **distribution of riders by tier** to understand customer segmentation.
2. Track the **number of completed rides per month**, sliced by year.

3. Identify the **top 5 pickup locations** where riders are most frequently served.
4. Determine **who cancels rides more often** (riders vs drivers).
5. Analyze the **most common ride cancellation reasons**.
6. Group driver ratings into **good, fairly good, and poor** to evaluate service quality.
7. Investigate the **most frequently used promo codes** by riders.
8. Identify the **time of day riders request trips the most**.
9. Assess which **event tags drive the highest number of ride bookings**.
10. Calculate the **average waiting time for drivers at pickup**.

## Driver Operations

1. Count the **total number of active drivers** on the platform.
2. Identify the **drivers that generated the most income** for the year.
3. Identify the **months with the highest number of driver signups**, sliced by year.
4. Measure the **average ride duration** to evaluate efficiency.

## Fleet Management

1. Identify which **vehicle category generates the most revenue**.
2. Examine the **distribution of vehicles by make and model**.
3. Calculate the **average vehicle condition score**.

## Potential Insights from the Analysis Questions

### Executives & Finance

- **Total Revenue Generated:**
  - Insight into the company's market size and financial health; benchmark against growth targets.

- **Monthly Revenue Trends:**
  - Identify seasonal peaks (e.g., December holiday surge, rainy season spikes) and low-demand months.
- **Average Tax Paid:**
  - Gauge the company's fiscal obligations per trip and assess the impact on net margins.
- **Total Discounts by Month:**
  - Measure how promotions affect revenue e.g., if discounts drive more trips but lower net earnings.
- **Top-Performing Vehicle Category:**
  - Reveal which vehicle segment contributes the highest income, guiding fleet expansion strategy.

## **Customer Experience Team**

- **Rider Distribution by Tier:**
  - Show which customer segments dominate usage, informing loyalty and pricing strategy.
- **Completed Rides per Month (by Year):**
  - Identify overall ridership trends and whether the customer base is growing steadily.
- **Top 5 Pickup Locations:**
  - Highlight demand hotspots (e.g., Ikeja, Lekki, VI), useful for targeted driver placement and promotions.
- **Rider vs Driver Cancellations:**
  - Indicate whether cancellations are driven more by supply issues (drivers) or demand behavior (riders).

- **Most Common Cancellation Reasons:**
  - Provide operational feedback (e.g., long wait times, fare disputes) to reduce churn.
- **Driver Ratings Distribution:**
  - Show the share of drivers rated “good,” “fairly good,” or “poor,” providing a performance benchmark.
- **Most Used Promo Codes:**
  - Uncover which offers resonate most with riders, guiding future marketing campaigns.
- **Peak Ride Request Times:**
  - Identify daily/weekly demand cycles (e.g., morning rush, nightlife peaks) for better driver allocation.
- **Event Tags with Highest Bookings:**
  - Measure the impact of social/cultural events on ride demand.
- **Average Driver Waiting Time:**
  - Assess pickup efficiency and customer punctuality; long waits could signal experience issues.

## **Driver Operations**

- **Total Active Drivers:**
  - Snapshot of the company’s driver network capacity.
- **Top-Earning Drivers:**
  - Showcase high performers and their activity patterns (could inform driver incentives).
- **Driver Signups by Month (by Year):**
  - Indicate recruitment success and whether more drivers join during peak demand periods.

- **Average Ride Duration:**
  - Provide insight into trip efficiency, congestion, and driver productivity (shorter vs longer rides).

## **Fleet Management**

- **Top Revenue-Generating Vehicle Category:**
  - Identify which vehicles are most profitable, guiding partnerships and onboarding.
- **Vehicle Distribution by Make/Model:**
  - Show diversity of the fleet; whether the company leans toward budget or premium cars.
- **Average Vehicle Condition Score:**
  - Assess fleet health and long-term sustainability; poor scores may risk safety and rider satisfaction.

## **Next Steps**

The next step should be to translate this analysis into insights through clear, stakeholder-focused dashboards. These visuals will highlight key performance trends, customer behaviors, and operational opportunities, enabling leadership and teams to make informed, data-driven decisions. The consolidated findings will guide strategic planning and support TranzitRides in strengthening its position as a trusted, efficient, and customer-focused mobility platform.